



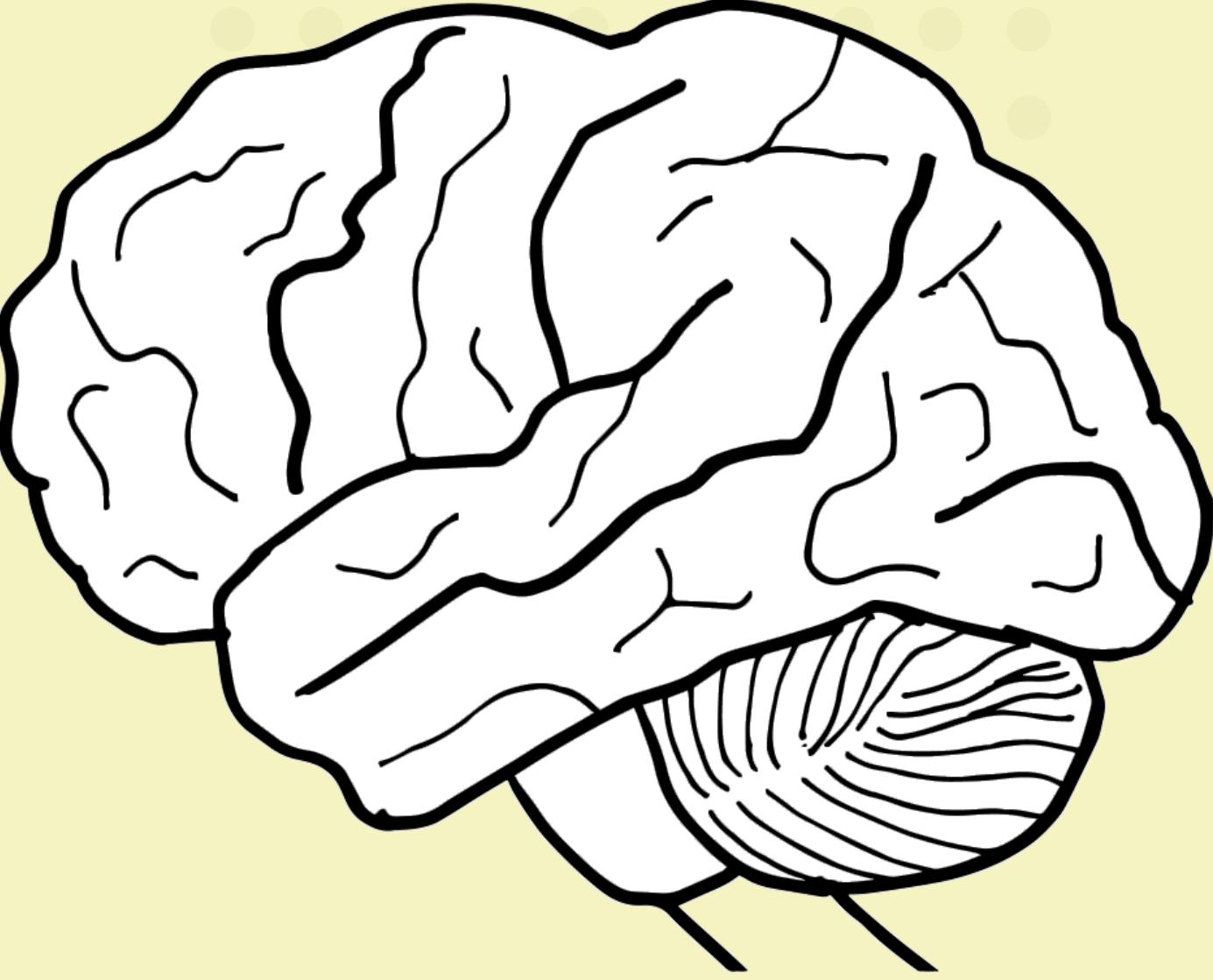
What if telling
someone NOT to
do something
made them do
it? →



Reverse Psychology

In Design

When something is designed to influence users by suggesting the opposite of the desired action.

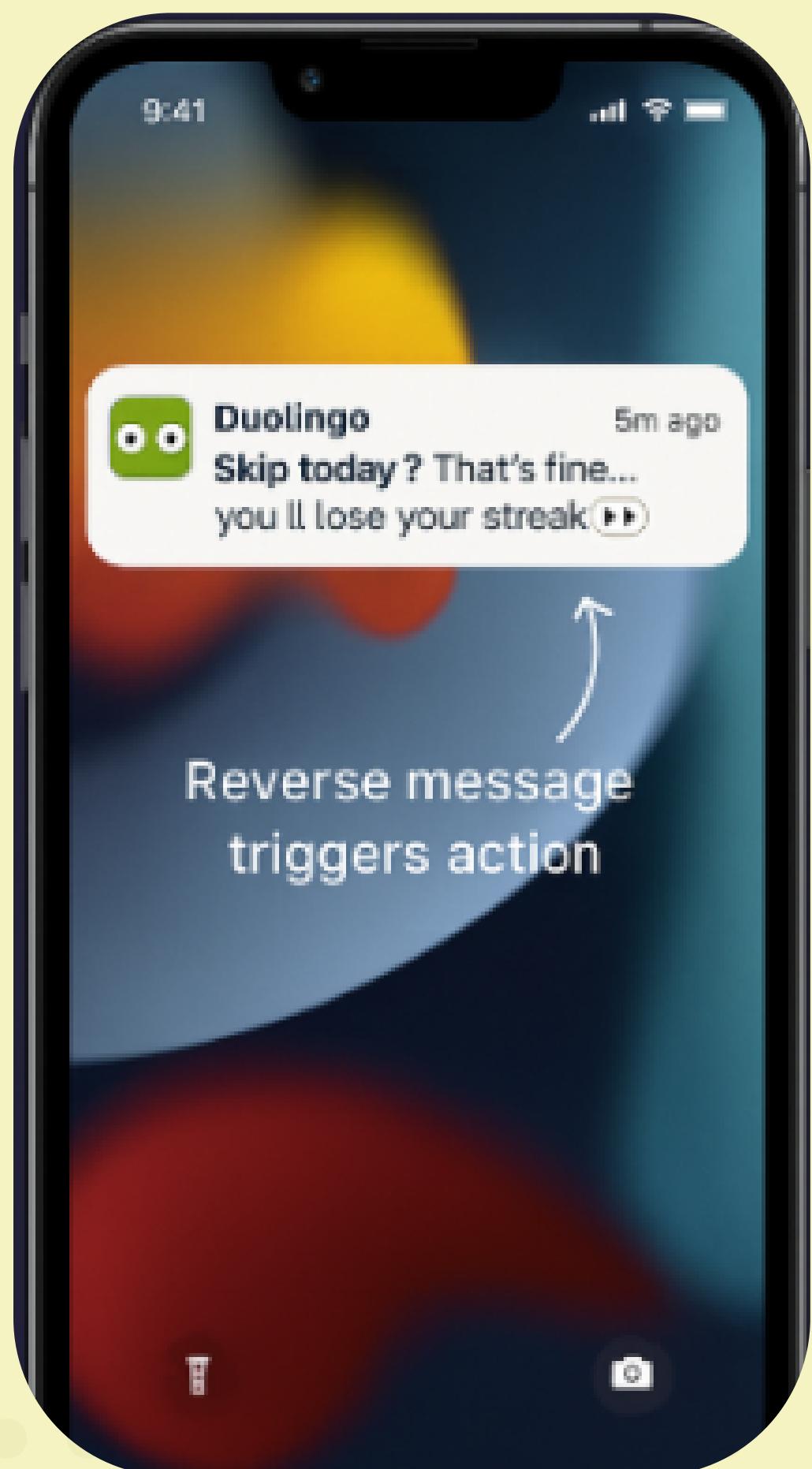


02

Why's it used?

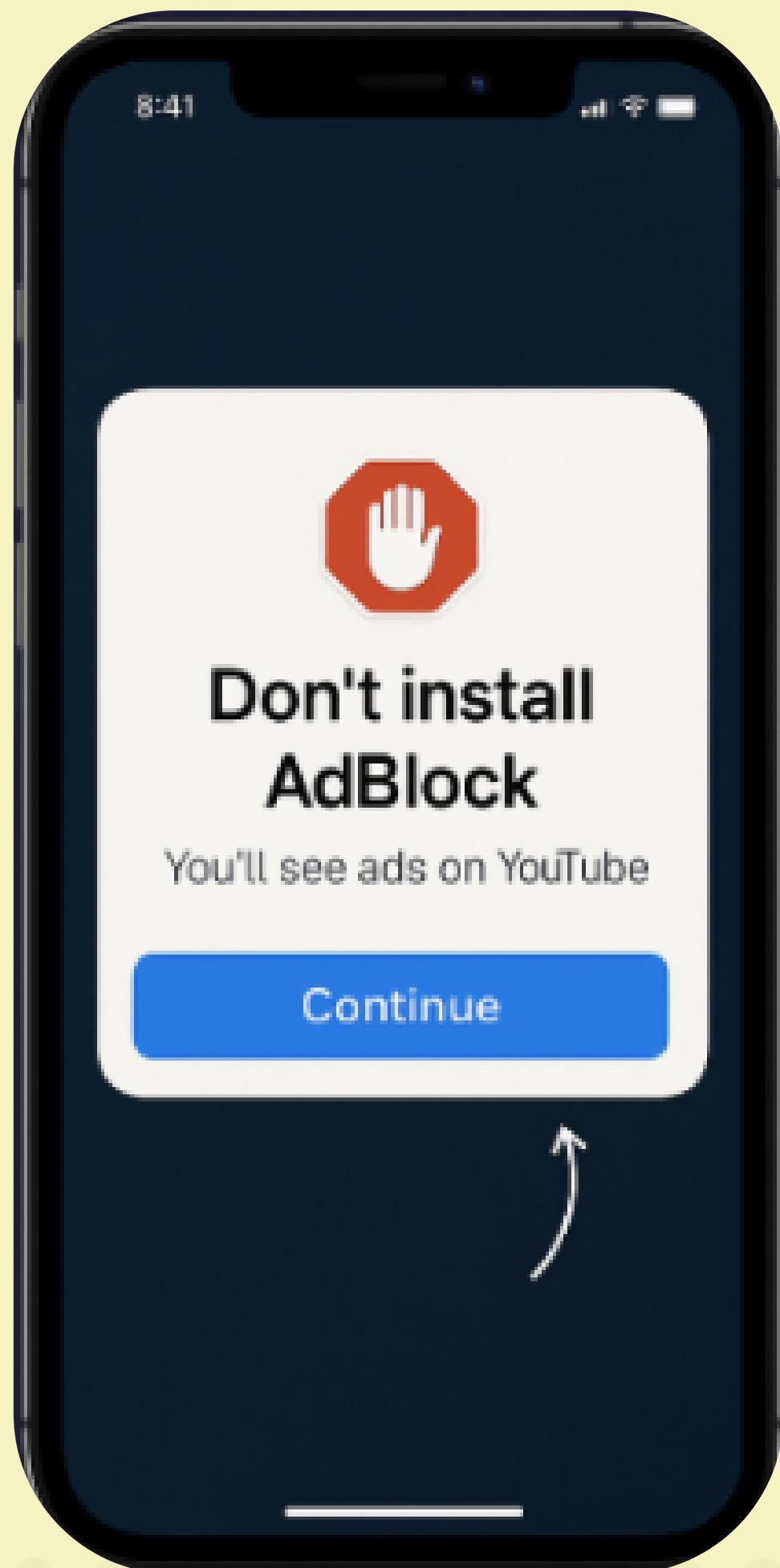
- Engagement and clicks
- Generates curiosity and autonomy
- Encourages action without direct pressure

Duolingo Example



03

AdBlock Example



04

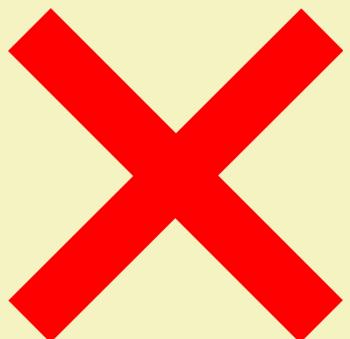
Use it for the Right Reasons

DO...



- Grab attention
- Spark curiosity
- Empower choice
- Guide gently

DON'T...



- Trick users
- Manipulate emotions
- Fake urgency
- Deceive for profit

05



Interested in UX Design? Follow for more!

Sources

- Cherry, Kendra. What Is Reverse Psychology? — Verywell Mind (2024)
- Nielsen Norman Group – Psychological Triggers in UX Design (2023)
- Dr. Robert Cialdini – Influence: The Psychology of Persuasion