



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

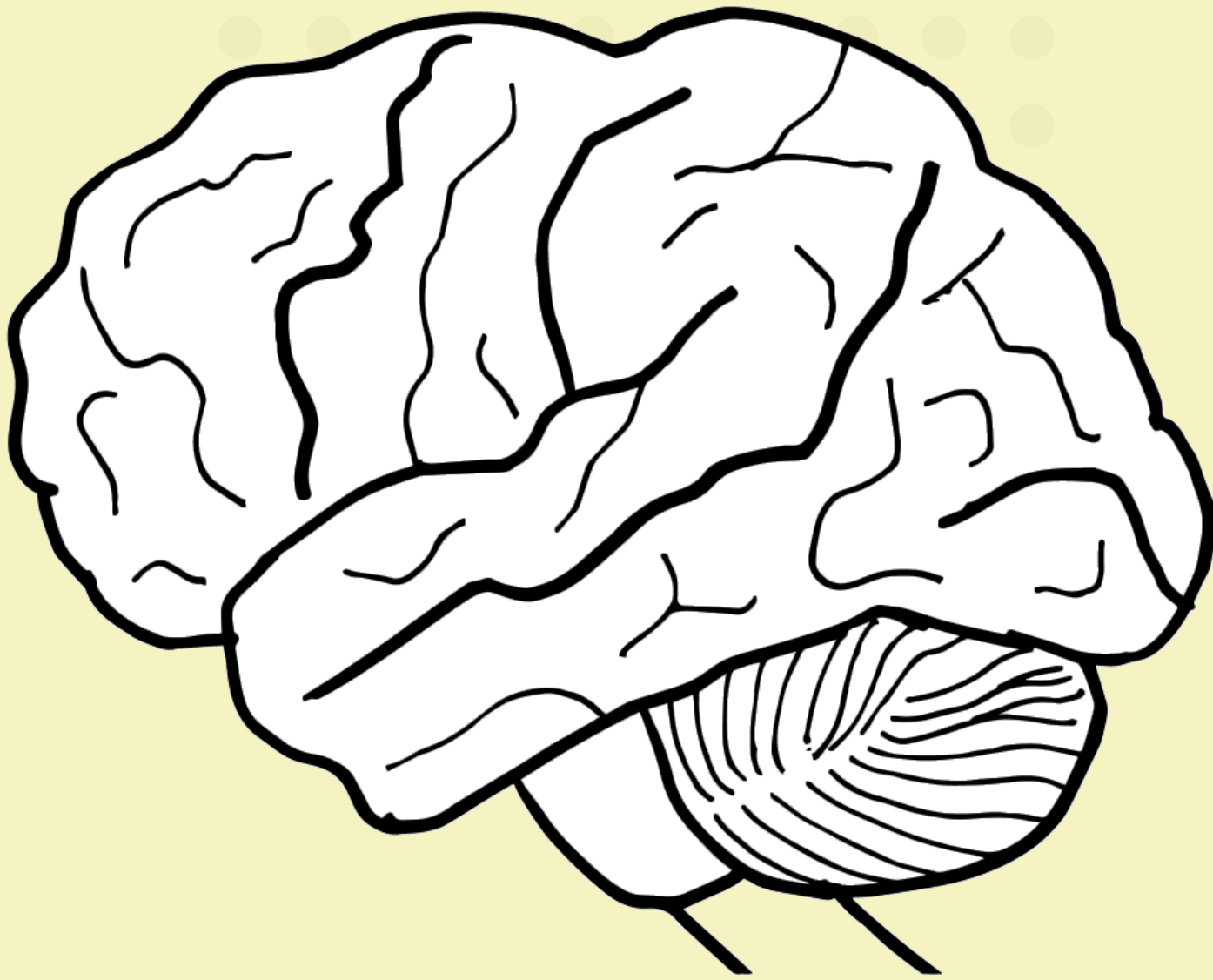


Reverse Psychology

In Design

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

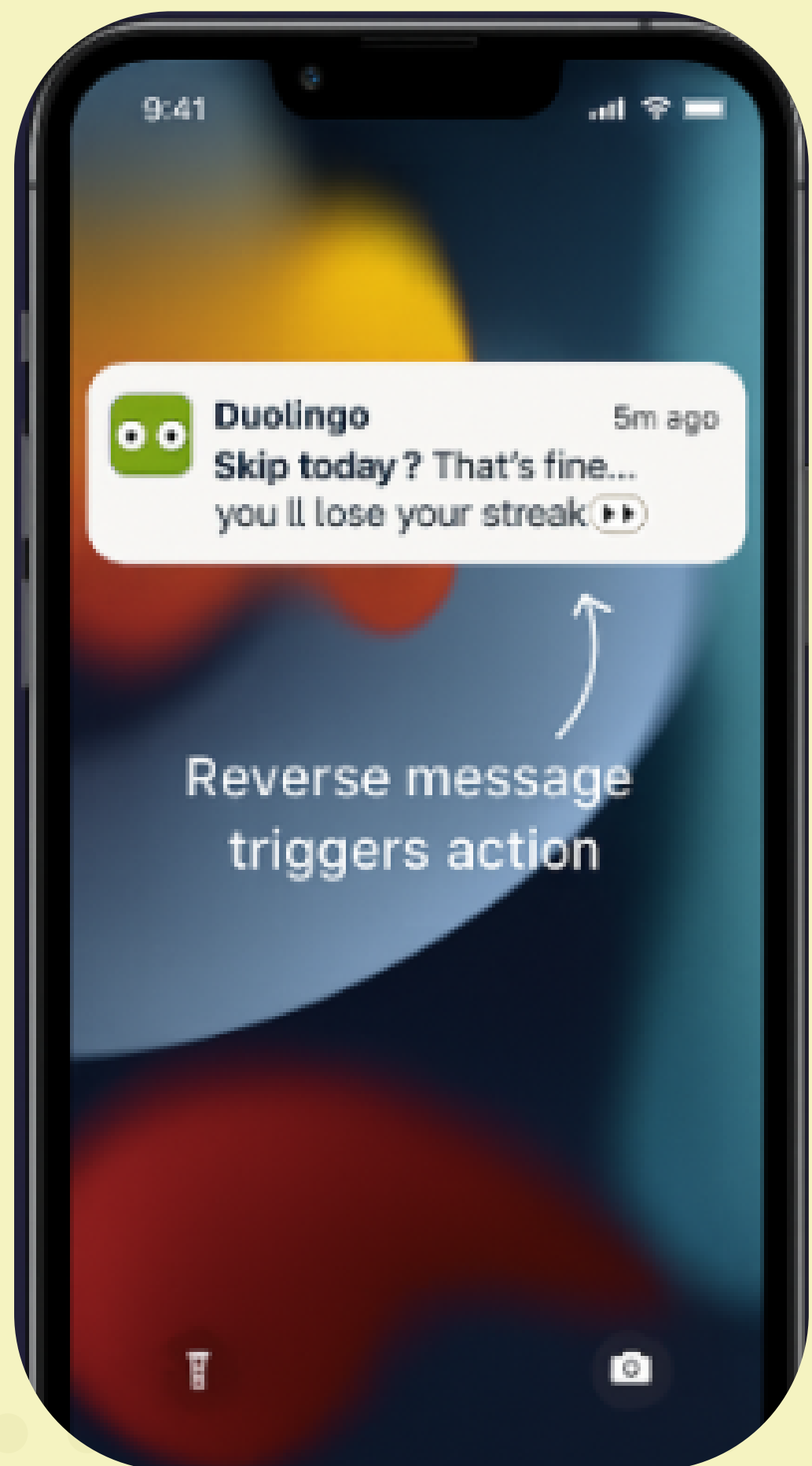
02



Why's it used?

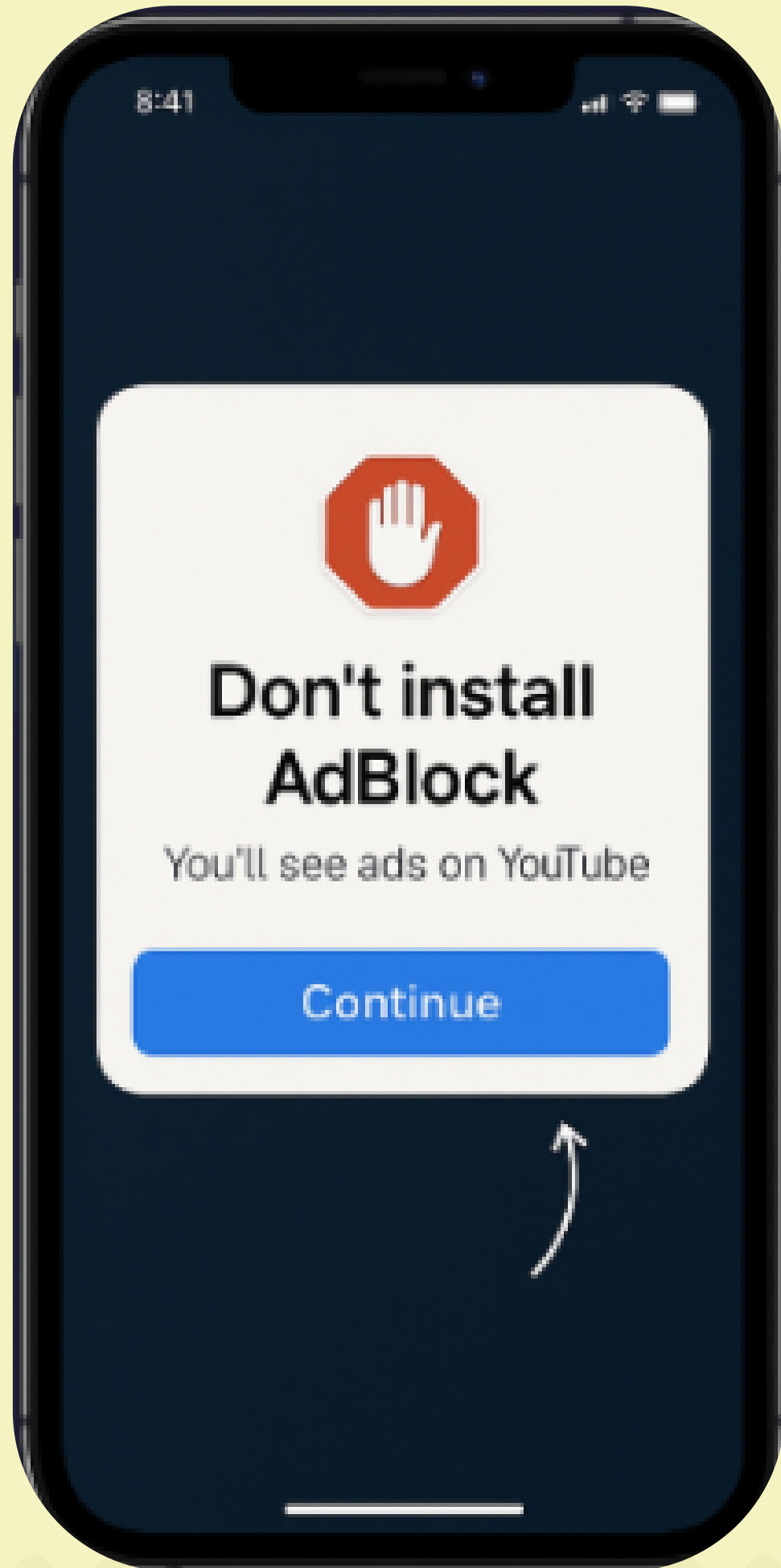
- Engagement and clicks
- Generates curiosity and autonomy
- Encourages action without direct pressure

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



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