

# Dark Patterns

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DHSI 2019 | Taming Treacherous Data | Day 2 | AM

# What are dark patterns?

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Patterns of interaction  
that make you do things  
you didn't intend.

# Types of dark pattern in visualizations

# Comparison Prevention

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The visualization makes it hard for you to compare two related items, so you cannot make an informed decision.

# Misdirection

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The design focuses your attention on one thing, taking attention from a more important thing.

# Bait & Switch

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You set out to do one thing,  
but a different, undesirable  
thing happens instead.