

Dark Patterns

DHSI 2019 | Taming Treacherous Data | Day 2 | AM

What are dark patterns?

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

Types of dark pattern in visualizations

Comparison Prevention

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

Sainsbury's

Search



Search for multiple products

Groceries Favourites Great Prices Ideas & Recipes Benefits

Sale Fruit & veg Meat & fish Dairy Chilled Bakery Frozen Food cupboard Drinks Health & beauty Baby Household Pet Home



Sainsbury's Braeburn Apples
Loose

£2.00/kg £2.00/kg

• items ○ kg

1

Add



Sainsbury's Royal Gala
Apples x6 (minimum)

£1.10/unit £1.10/ea

1

Add

You may also like...



£3.99/unit
£3.99/ea

1

Add

Sistema Lunch Coloured Klip



Sainsbury's Conference Pears
Loose

£2.00/kg £2.00/kg

• items ○ kg

1

Add

Important Information

Alcohol promotions available to online customers serviced from our Scottish stores may differ from those shown when browsing our site. Please log in to see the full range of promotions available to you.



Sea Level Rise Viewer

Enter an address or city

Sea Level Rise

Local
Scenarios

Mapping
Confidence

Marsh
Migration

Vulnerability

High Tide
Flooding



WATER
LEVEL

10ft

9ft

8ft

7ft

6ft

5ft

4ft

3ft

2ft

1ft

Current
MHHW

UNITS

VIEW BY SCENARIO

VIEW BY YEAR

?

2100 : 6.00ft

2080 : 4.10ft

2060 : 2.56ft

2040 : 1.41ft

2020 : 0.59ft

Extreme

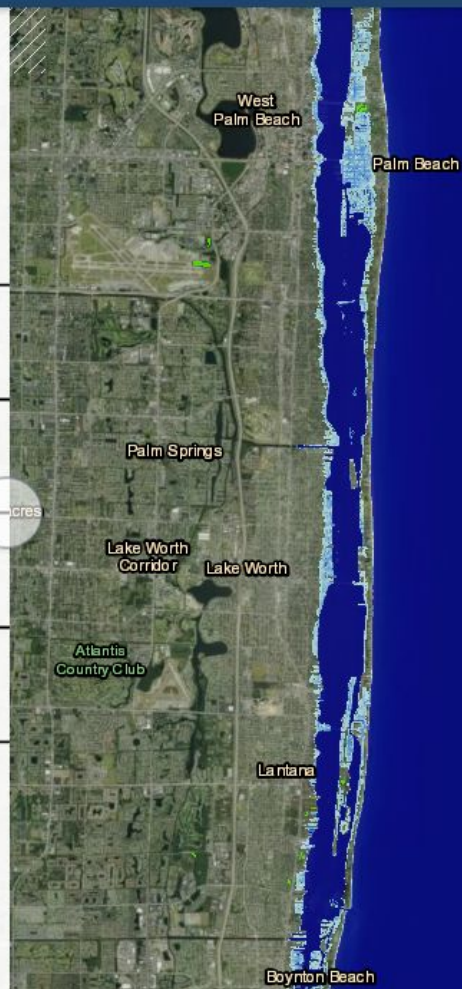
High

Intermediate
High

Intermediate

Intermediate
Low

TRIDENT PIER, FL
FOR INTERMEDIATE HIGH SCENARIO



Misdirection

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

Jetstar Airways Cheap Flights, Low Fares all day everyday from the world's best Cheap Fare airline.

booknow.jetstar.com/Seats.aspx

TEST TEST

✕ Flight 1
AVV → SYD
9F

✕ Flight 2
SYD → AVV
7C

✕ Clear seats

Please use the seating chart below to select or update your seats

Extra Leg Room
Stretch out with extra leg room for more space and greater comfort.
\$24.00 per person on this flight
conditions apply

Up Front
Sit closer to the front of the plane and be one of the first to exit.
\$11.00 per person on this flight
conditions apply for Up Front seats in both rows

Standard
Choose a Standard seat - you may prefer a window or aisle seat, or wish to sit next to family and friends.
\$4.50 per person on this flight

Melbourne - Avalon → Sydney
1 hrs 25 mins

Your pre-selected seats

Booking Summary

Flights
Departing
Melbourne - Avalon (AVV)
05 Dec 2013, 06:00 AM
Sydney (SYD)
05 Dec 2013, 07:25 AM

Fares
Adults 1 x \$35.00

Fees and taxes
Adults Total 1 x \$0.00

Optional Extras

Baggage
TEST TEST \$16.50

Seating
Standard Seat x 1 \$4.50
Departing Total **56.00**

Returning
Sydney (SYD)
12 Dec 2013, 07:05 AM
Melbourne - Avalon (AVV)
12 Dec 2013, 08:40 AM

Fares
Adults 1 x \$39.00

Fees and taxes
Adults Total 1 x \$0.00

Optional Extras

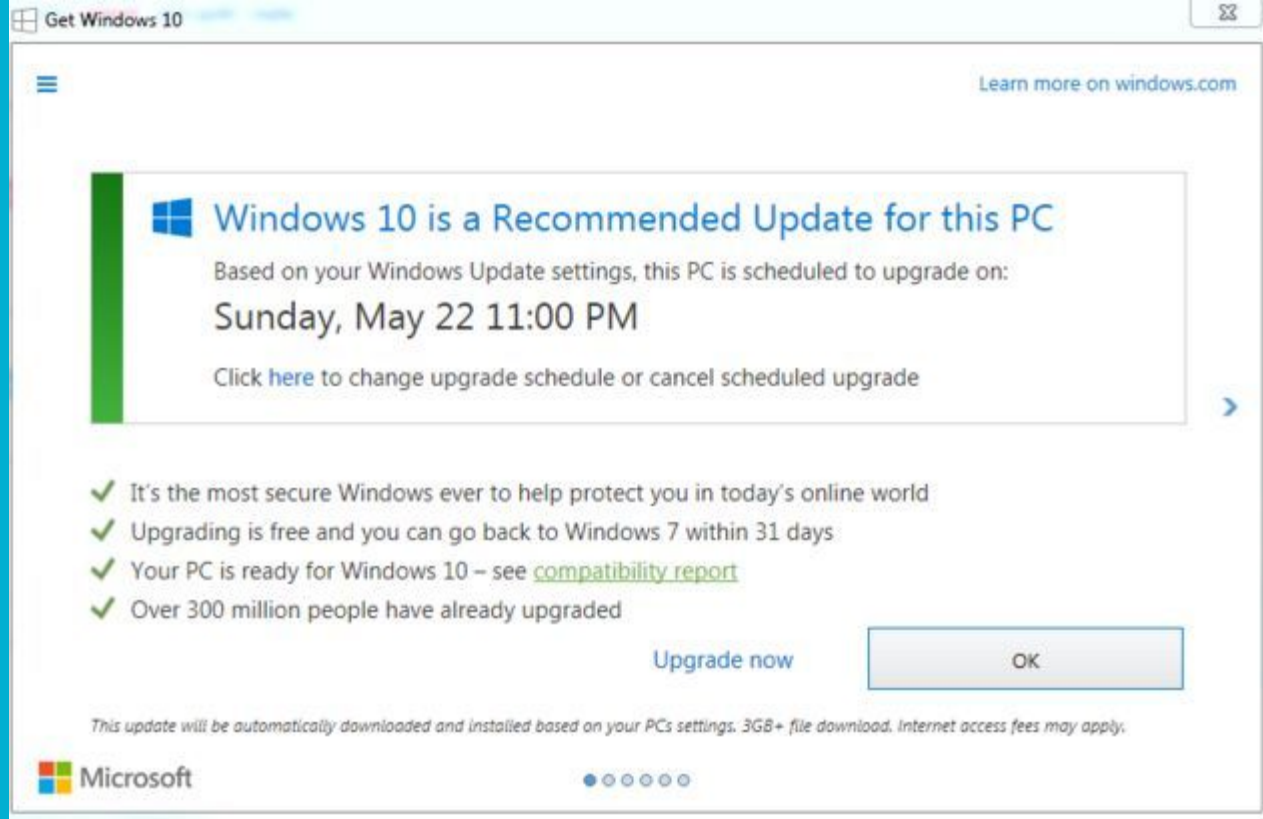
Baggage
TEST TEST \$16.50

Seating
Standard Seat x 1 \$4.50
Returning Total

“When this page loads, they have already preselected a random seat for you. They use word-play trickery, as a "preselected" random seat here costs \$5, but if you opt out via the tiny "skip seat selection" link at the bottom of the page, you're assigned a random seat without the \$5 charge. There is no difference between the two options except in one case you pay \$5 and the other you don't.”

Bait & Switch

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



Clicking the “X” actually launches the update

More Examples

<https://designmodo.com/dark-patterns/>