

# Dark Patterns

## An Introduction

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# Dark Patterns



"Don't be evil"

**Google's code of conduct**

About 1,690,000,000 results (0.10 seconds) [Go to Google.com](#) [Advanced search](#)

**Everything**  
 Images  
 Videos  
 News  
 Shopping  
 Blogs  
 Discussions  
 More

**Bury Saint Edmunds, IP30, UK**  
 Change location

**The web**  
 Pages from the UK

**Any time**  
 Latest  
 Past 24 hours  
 Past 2 days  
 Past week  
 Past month  
 Past year  
 Custom range...

**All results**  
 Wonder wheel  
 Related searches  
 Timeline  
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Something different  
 search engine ...  
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[www.seoconsult.com/SEO](http://www.seoconsult.com/SEO)

**Search engine optimization - Wikipedia, the free encyclopedia** [Q](#)  
 Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ...  
 Search engine optimization methods - Search engine marketing - SEO Copywriting  
[en.wikipedia.org/wiki/Search\\_engine\\_optimization](http://en.wikipedia.org/wiki/Search_engine_optimization) - Cached - Similar

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[www.seo-london.com/](http://www.seo-london.com/) - Cached - Similar

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# Use Real or Generated Data for Inventory and Sold Stock

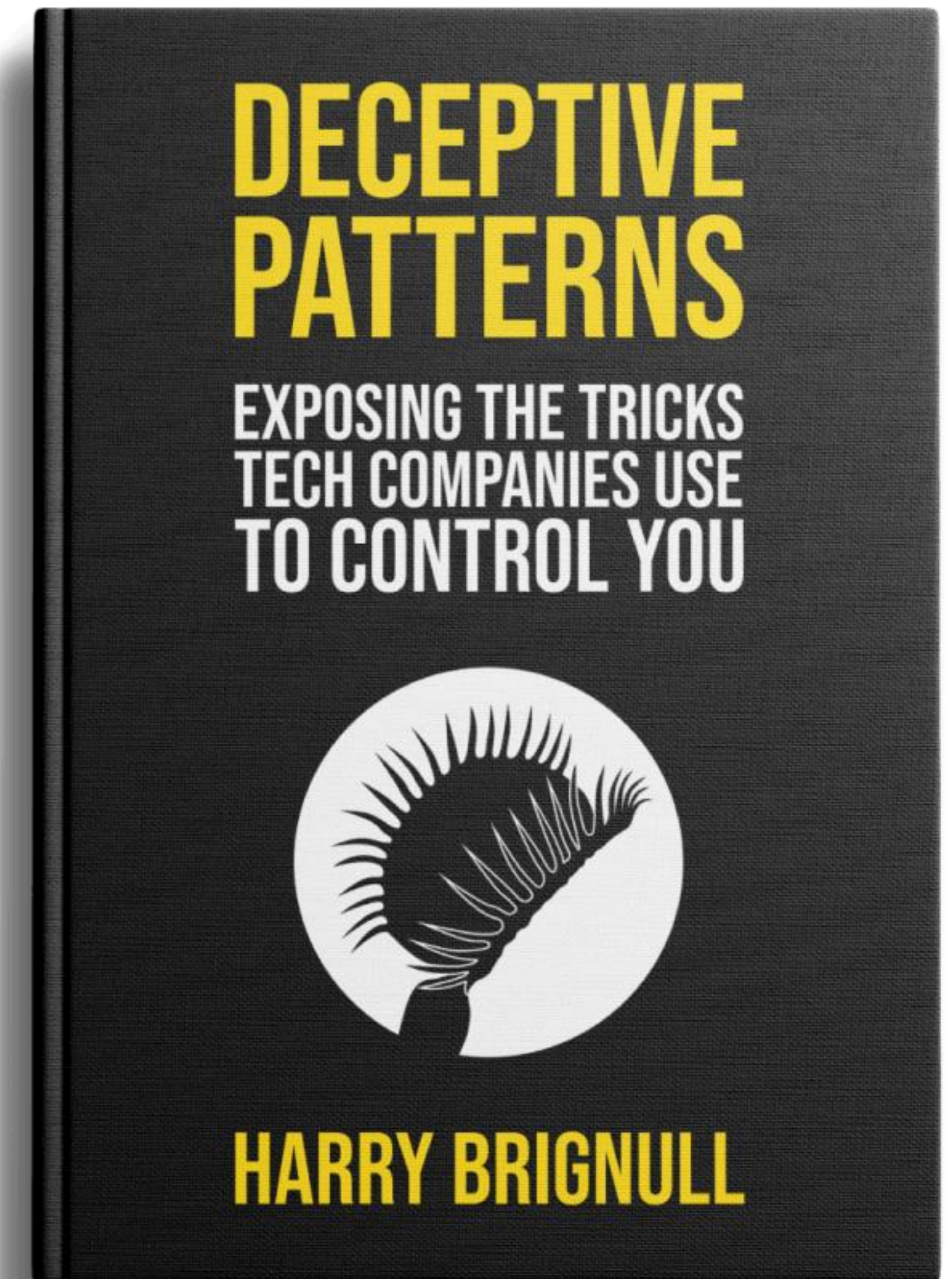
The screenshot displays a web application interface for 'HeyMerch Sales & Stock Counter'. The interface includes a sidebar with navigation links: Home, Orders (with a '20' badge), Products, Customers, and Analytics. The main content area features a 'Low Stock Counter' showing '000000' and a 'Sales Counter' showing '17'. A 'Data' configuration panel is highlighted with a red border, containing the following options:

- Use the real stock data
  - Show the available stock data if it is less than
- Generate stock data between  and

# Dark Patterns

## Deceptive Patterns

- Deceptive UI designs for forcing users' hand
  - **Disguised Ads**
  - **Privacy Zuckering**
  - **Fake Scarcity (or urgency)**
  - Confirmshaming
  - Nagging
  - Sneaking
- **Intentional** (so not smells)



# Dark Patterns

## User Reception

## Users Notice

## Precedent: Banner Blindness

The screenshot displays the Aerolíneas Argentinas website interface. At the top, there are navigation tabs for 'Paquetes' and 'Vuelos'. Below these is a search form with fields for 'Destino: ¿A dónde querés viajar?' and 'Fecha: ¿Cuándo?', and a 'Buscar!' button. To the right is a large banner for 'Aerolíneas Argentinas' featuring an airplane and the text '3 6 12 cuotas sin interés con visa'. Below the search form is a newsletter sign-up section with the text 'Enterate de nuestras ofertas y novedades a través de nuestro Newsletter' and fields for 'Nombre' and 'e-mail', with an 'Enviar' button.

Below the newsletter sign-up, there are three main content areas:

- Ofertas de Aéreos:** A table listing flight offers to various destinations.
- U\$S 24 X semana:** A promotional banner for a weekly offer, featuring a man with a suitcase and the text 'Comprá acá tu asistencia al viajero a cualquier destino!' and a 'Reserva aquí!' button.
- Paquetes:** A list of travel packages with details and prices.

At the bottom, there is a section for 'Últimas Novedades' (Latest News) with two items:

- Banco Provincia 18 pagos:** Banco Provincia: Costo Financiero Total (CFT) Nominal Anual 1,48%...
- Descanso y otros placeres en las playas de Ceará:** Fortaleza, Canoa Quebrada y Jericoacoara invitan a disfrutar de un verano magnífico en...

Destino	Precio (ARS)
Barcelona	ARS 12.096
Auckland	ARS 14.224
Salta	ARS 2.352
París	ARS 13.165
Miami	ARS 10.417
Bariloche	ARS 2.665
Mendoza	ARS 1.956

Paquete	Precio (ARS)
Isla Margarita Aéreo + 7 noches en Isla Margarita Hotel Le Flamboyant Playa...	ARS 19.938
Cartagena Aéreo + 7 noches en Hotel Cartagena Plaza c/ desayuno +...	ARS 18.030
Buzios Aéreo a Río + 7 noches en Buzios en Posada Das...	ARS 9.444
Cartagena Aéreo + 5 noches en San Andres Hotel Decameron San Luis c/...	ARS 20.205
Buzios Aéreo a Río + 7 noches en Buzios Posada Villegaignon c/...	ARS 10.923

# Dark Patterns

## User Reception

Users Notice

Precedent:

Banner Blink



## "I am Definitely Manipulated, Even When I am Aware of it. It's Ridiculous!" - Dark Patterns from the End-User Perspective

Kerstin Bongard-Blanchy  
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### ABSTRACT

Online services pervasively employ manipulative designs (i.e., dark patterns) to influence users to purchase goods and subscriptions, spend more time on-site, or mindlessly accept the harvesting of

### 1 INTRODUCTION

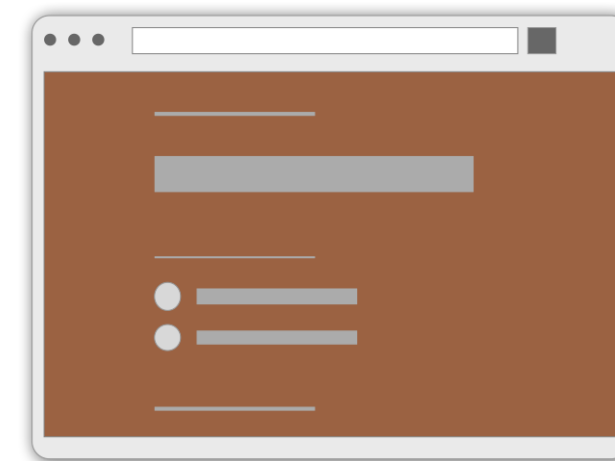
The pervasiveness of manipulative practices in online services is increasingly under the limelight. Thanks to information technologies, manipulative practices can be implemented at low costs, at

# Dark Patterns

## User Reception



<https://www.deceptive.design>



# Dark Patterns

## Areas

- E-Commerce & Services
- Privacy
- Gaming
- AR