

# dark patterns: consumer tricks and traps



## MISDIRECTION

These patterns are designed to take advantage of our habit of skim reading. For example, a question may be phrased as a double negative which the user skims and thinks means the opposite of what it actually says.



## HIDDEN COSTS AND PRICING

These are designed to mislead consumers on key aspects of pricing. For example, by displaying prices which don't represent the final figure presented at the checkout.



## THE ROACH MOTEL

This is a place you can never leave. Technically, you might have the legal right to leave, but the practical hurdles put up in place for doing so may drive you away from trying. Nightmare!



## SNEAKY ITEMS

This one is particularly insidious. Rather than trying to sneak in added prices, this dark pattern seeks to sneak in whole items at the checkout!



## BAIT AND SWITCH

Bait and switch is as it sounds. An offer is made which is truly accessible by only a few, most consumers are instead "switched" or directed to another product.



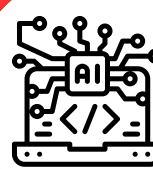
## FORCED CONTINUITY

Silent charges... Imagine signing up for a trial with a credit card, and but instead of notifying you when the trial is expiring, your card is silently charged.



## PRIVACY ZUCKERING

Named after you know who...this eponymous pattern describes concealing privacy options behind barriers, making them difficult to review.



## FRIEND SPAMMING

All your friends are belong to us. Put another way this is where a platform uses a consumers' contacts for an unauthorised purpose.