

Dark Patterns

Communications & Media

Interface choices that win consent no one would give knowingly.

Patterns

- Confirmshaming the decline option
- Roach motel: easy in, hard out
- Pre-ticked consent boxes
- Hidden costs revealed at the last step
- Nagging until the user gives in

Honest design

- Accept and reject equally prominent
- Cancel where the user expects it
- Total price shown from the start
- Consent granular and revocable
- Ask once and record the answer

THE DIFFERENCE THAT MATTERS

The test is whether the user would choose the same thing if the design were neutral.

Educational reference. Several jurisdictions now regulate manipulative interface design directly. Rules and enforcement differ by country.