Choice Architecture

Marketing

How the presentation of options changes what gets chosen.

Levers and the ethical line.

Levers

Defaults — the option chosen by inaction	Anchoring — the first number seen
Framing — losses versus gains	Ordering — first and last stand out
Decoys — an option that flatters another	

The line

Nudge: helps and is easy to decline	Dark pattern: obstructs the exit
Test: would you disclose it openly?	Regulators increasingly treat these as unfair

Educational reference. Consumer protection rules in several jurisdictions now explicitly prohibit specific dark patterns.