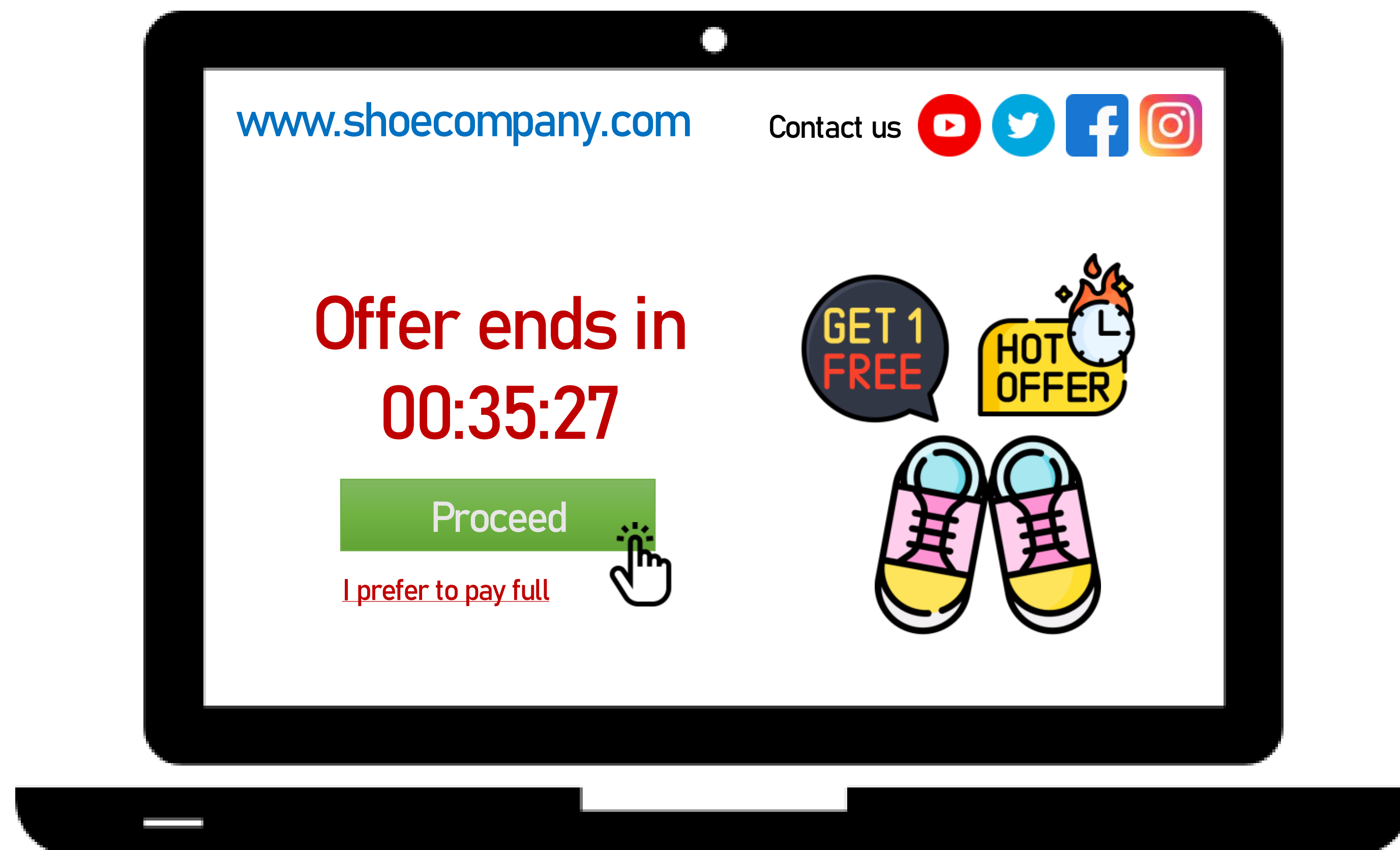


3Ds OF DARK PATTERNS

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Let Me 'Manipulate' Your Decisions!

The dark pattern is a type of user interface which is especially crafted by user interface designers to trick users to do unintended actions. There are different categories of dark patterns, for example bait-and-switch, roach motel, confirmshaming etc. These different categories of dark patterns are used for different purposes on various web-sites like Amazon.



However, there is another type of patterns which results from user interface designer's negligence towards the designs of the user interfaces. We have named them as **Lousy Patterns**, and they can also nudge the users' decisions.

Research Gaps

Several researchers have conducted studies on dark patterns and have proposed numerous solutions for the detection of dark patterns. However, those studies have some main limitations.

01

What makes a pattern the dark pattern?

02

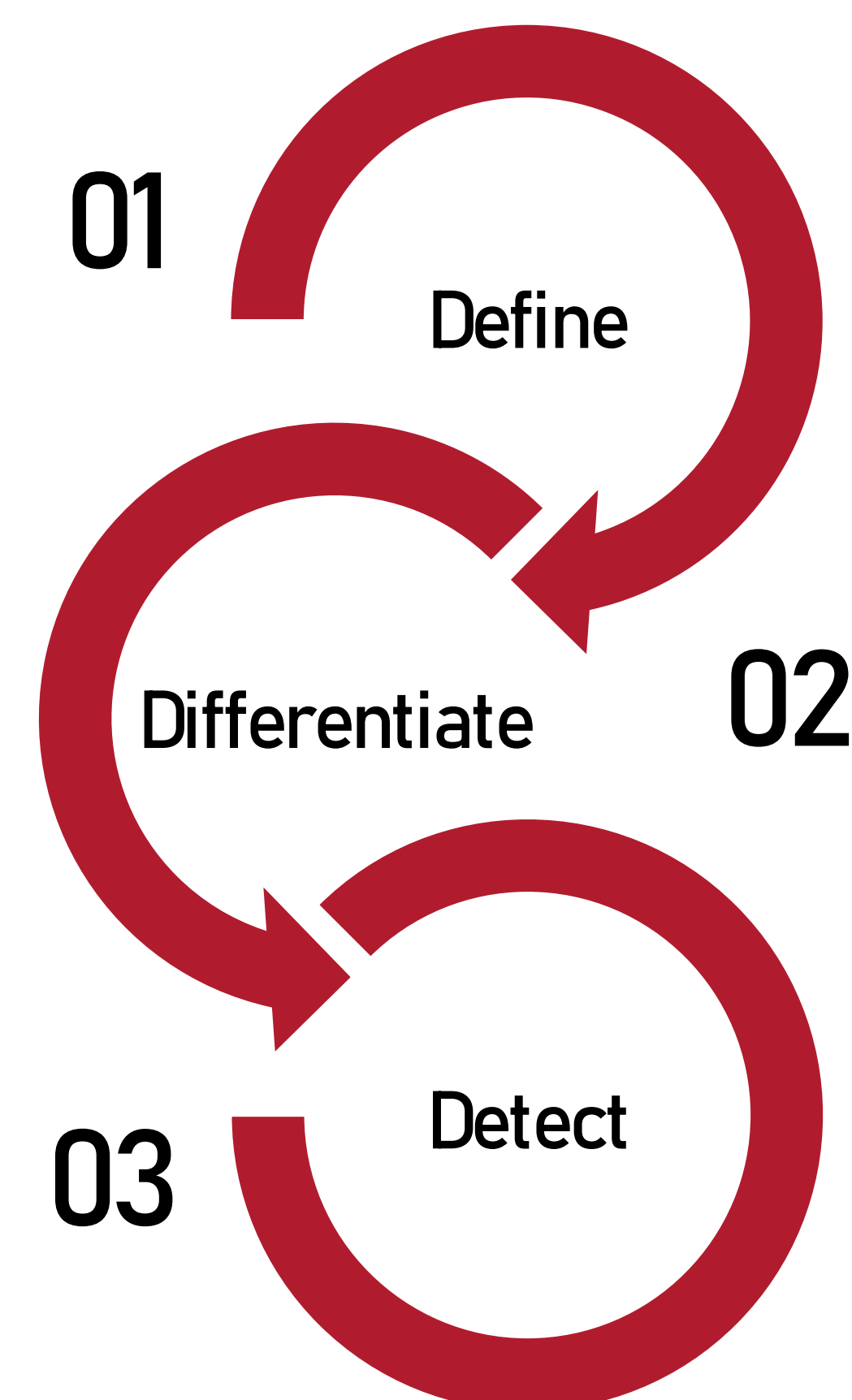
What characteristics result in the dark pattern?

03

Which characteristics we can use to identify the dark pattern?

To detect dark patterns efficiently, it is important to understand what types of patterns are called dark patterns. Therefore, to address those research gaps, we are applying 3Ds to dark patterns.

Define, Differentiate and Detect - 3Ds

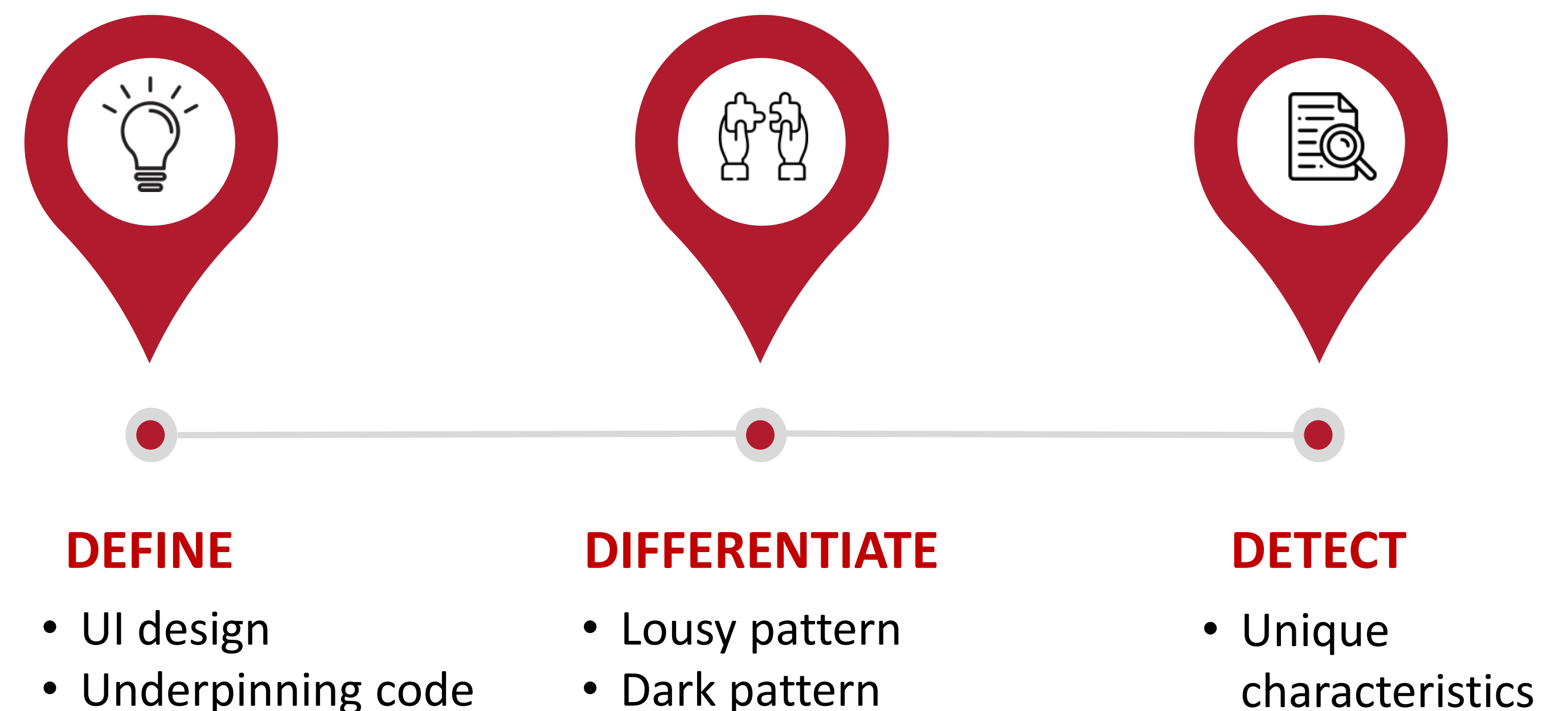


The main objective of these 3Ds is:

- to extract the characteristics of patterns. Thus, we would be able to **define** the dark patterns.
- to examine different characteristics of dark patterns. Therefore, we would be able to **differentiate** dark patterns from lousy patterns.
- to identify the unique characteristics of dark patterns. Hence, making it easier to **detect** dark patterns.

First Dark Patterns Dataset

To address our identified 3Ds, we are building the first, rigorous dark patterns dataset for our research.



Dataset and Challenges

To build and generate the first dark patterns dataset, there are some of the following main challenges.

