

Bridge Over Troubled Water

*Aligning Commercial Incentives with Ethical Design Practice to
Combat Deceptive Patterns*

Organisers

Thomas Eßmeyer (né Mildner), University of Bremen | Lead Facilitator

Johanna Gunawan, Maastricht University | Co-Facilitator

Colin M. Gray, Indiana University | Co-Facilitator

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Hauke Sandhaus, Cornell Tech | Web Chair

Lorena Sánchez Chamorro, University of Twente | Publication Chair

Alberto Monge Roffarello, Politecnico di Toronto | Publication Chair

Kai Lukoff, Santa Clara University | Engagement Chair

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Sai Shruthi Chivukuka, Pratt Institute | Communication Chair

Satoshi Nakamura, Meiji University | Communication Chair

Schedule

Time	Activity
2:15 pm	Welcome
2:30 pm	Session 1a: Lightning Introductions
2:55 pm	Session 1b: Identifying Gaps and Alignment
3:45 pm	Coffee break ☕
4:30 pm	Session 2a: Reflecting on Misalignments
4:45 pm	Session 2b: Rerouting User Journeys
5:50 pm	Closing Remarks

Welcome!

Past Work

Past Work

What Can CHI Do About Dark Patterns?

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CHI 2021 | *Workshop*

Emerging Transdisciplinary Perspectives to Confront Dark Patterns

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CHI 2023 | *Panel*

Global and Transdisciplinary Perspectives on Dark Patterns and Deceptive Design Practice

ダークパターンとひとをだますデザインに関する

国際的かつ学際的な交流

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CHI 2025 | *Special Interest Group*

Dark Patterns and the Emerging Threats of Deceptive Design Practices

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CHI 2023 | *Special Interest Group*

Mobilizing Research and Regulatory Action on Dark Patterns and Deceptive Design Practices

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CHI 2024 | *Workshop*

Leiden Workshop 2024



What Is This “Troubled Water”?

What Is This “Troubled Water”?


BBC

Home News Sport Business Technology Health Culture Arts Travel Earth Audio Video Live

Campaigners welcome Meta and YouTube's defeat in landmark social media addiction trial

3 days ago Share Save

Kali Hays, Technology reporter, Nardine Saad and Regan Morris, Los Angeles



1:10

Watch: Plaintiff's lawyer calls social media ruling a "righteous moment"

Parents and campaign groups seeking tighter restrictions on social media have welcomed a Los Angeles jury handing down an unprecedented win for a young woman who sued Meta and YouTube over her childhood addiction to social media.

Jurors found that Meta, which owns Instagram, Facebook and WhatsApp, and Google, owner of YouTube, intentionally built addictive social media platforms that harmed the 20-year old's mental health.

Commission sends preliminary findings to X for breach of the Digital Services Act

PAGE CONTENTS

Top

Quote(s)

Related topics

Print friendly pdf

Contacts for media

Today, the Commission has informed X of its preliminary view that it is in breach of the [Digital Services Act \(DSA\)](#) in areas linked to dark patterns, advertising transparency and data access for researchers.

Transparency and accountability in relation to content moderation and advertising are at the heart of the DSA. Based on an in-depth investigation that included, among others, the analysis of internal company documents, interviews with experts, as well as cooperation with national [Digital Services Coordinators](#), the Commission has issued preliminary findings of non-compliance on three grievances:

- First, X designs and operates its interface for the “verified accounts” with the “Blue checkmark” in a way that does not correspond to industry practice and **deceives users**. Since anyone can subscribe to obtain such a “verified” status, it negatively affects users’ ability to make free and informed decisions about the authenticity of the accounts and the content they interact with. There is evidence of motivated malicious actors abusing the “verified account” to deceive users.
- Second, X does not comply with the **required transparency on advertising**, as it does not provide a searchable and reliable advertisement repository, but instead put in place design features and access barriers that make the repository unfit for its transparency purpose towards users. In particular, the design does not allow for the required supervision and research into emerging risks brought about by the distribution of advertising online.
- Third, X fails to **provide access to its public data to researchers** in line with the conditions set out in the DSA. In particular, X prohibits eligible researchers from **independently accessing** its public data, such as by scraping, as stated in its terms of service. In addition, X’s process to **grant eligible researchers access to its application programming interface (API)** appears to dissuade researchers from carrying out their research projects or leave them with no other choice than to pay disproportionately high fees.

What Is This “Troubled Water”?

The screenshot shows a list of research papers in a user interface. Each entry includes a title, authors, a brief abstract, and icons for sharing, saving, and more options. The papers are categorized as 'HONORABLE MENTION' and 'BEST PAPER'.

- HONORABLE MENTION**
 - Papers**
 - The Siren Song of LLMs: How Users Perceive and Respond to Dark Patterns in Large Language Models**
Yike Shi, Qing Xiao, Qing Hu, Hong Shen, Hua Shen
Large language models can influence users through conversation, creating new forms of **dark patterns** that differ from traditional UX **dark patterns**. We define LLM **dark patterns** as manipulative or deceptive behaviors enacted in dialogue. Drawing...
 - Papers**
 - 'In a Pinch, If You Have Nothing': An Exploration of Money-Making Apps in Homeless Shelters**
Esther Han Beol Jang, Anosh Ardeni, Kunsang Choden, Jennifer R Webster, Jason C Young, Kurtis Heimerl
... apps offer lower-end markets for labor including "microtasks"---surveys, data-entry, app testing, or gaming---and gambling. These often exhibit **dark patterns** taking advantage of individuals' urgent need for cash, consuming excessive time or presenting scams, unpredictable costs, malware risks,...
- BEST PAPER**
 - Papers**
 - "Social Media Killed Our Generation": Teenagers' Felt Experiences of Harm on Social Media**
Ritika Gairola, Colin M. Gray, Jingxin Dong, Kyung Jin Jeong, Ege Otenen, Juan J. Sarria
... and leisure time while introducing risks such as social pressure, harmful content, and addiction. While attention capture mechanisms and **dark patterns** are increasingly recognized as contributors to the harm these platforms perpetuate, teenagers' own experiences of harm remain underexplored...
 - Papers**
 - "What I'm interested in is something that violates the law": Regulatory practitioner views on automated detection of deceptive design patterns**
Arianna Rossi, Simon Parkin
Although deceptive design patterns are subject to growing regulatory oversight, enforcement races to ... and accountability in all the activities we identify as accompanying **dark pattern** detection, which many existing tools cannot provide. Moreover,...

Why Do We Need To Bridge It?

Current Tensions in Design

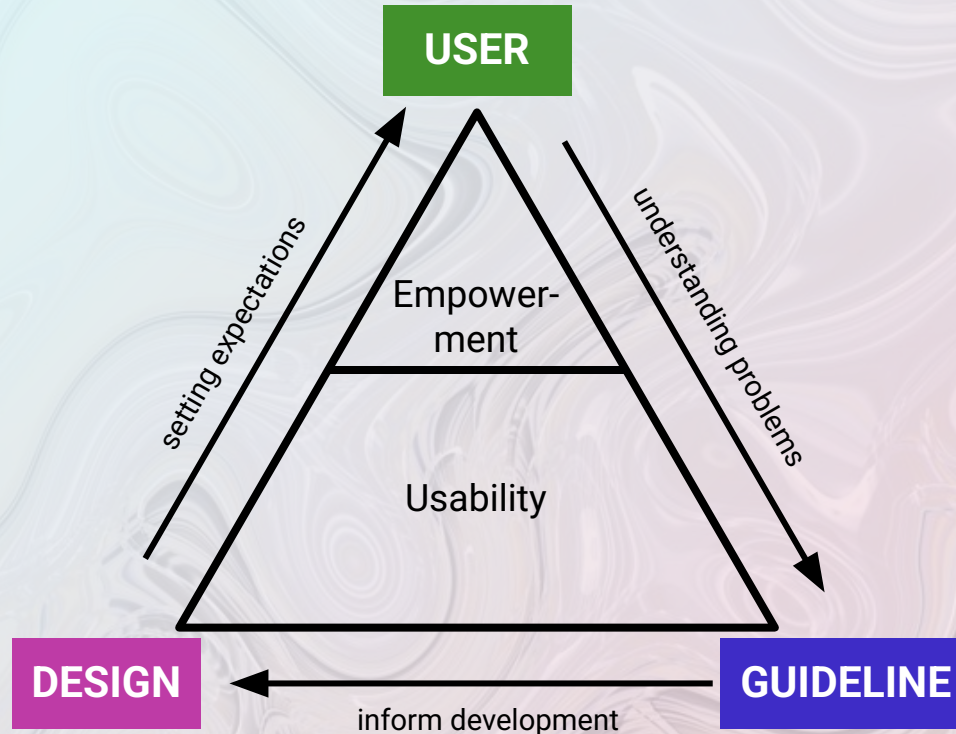
Ethical
Design
Complexity



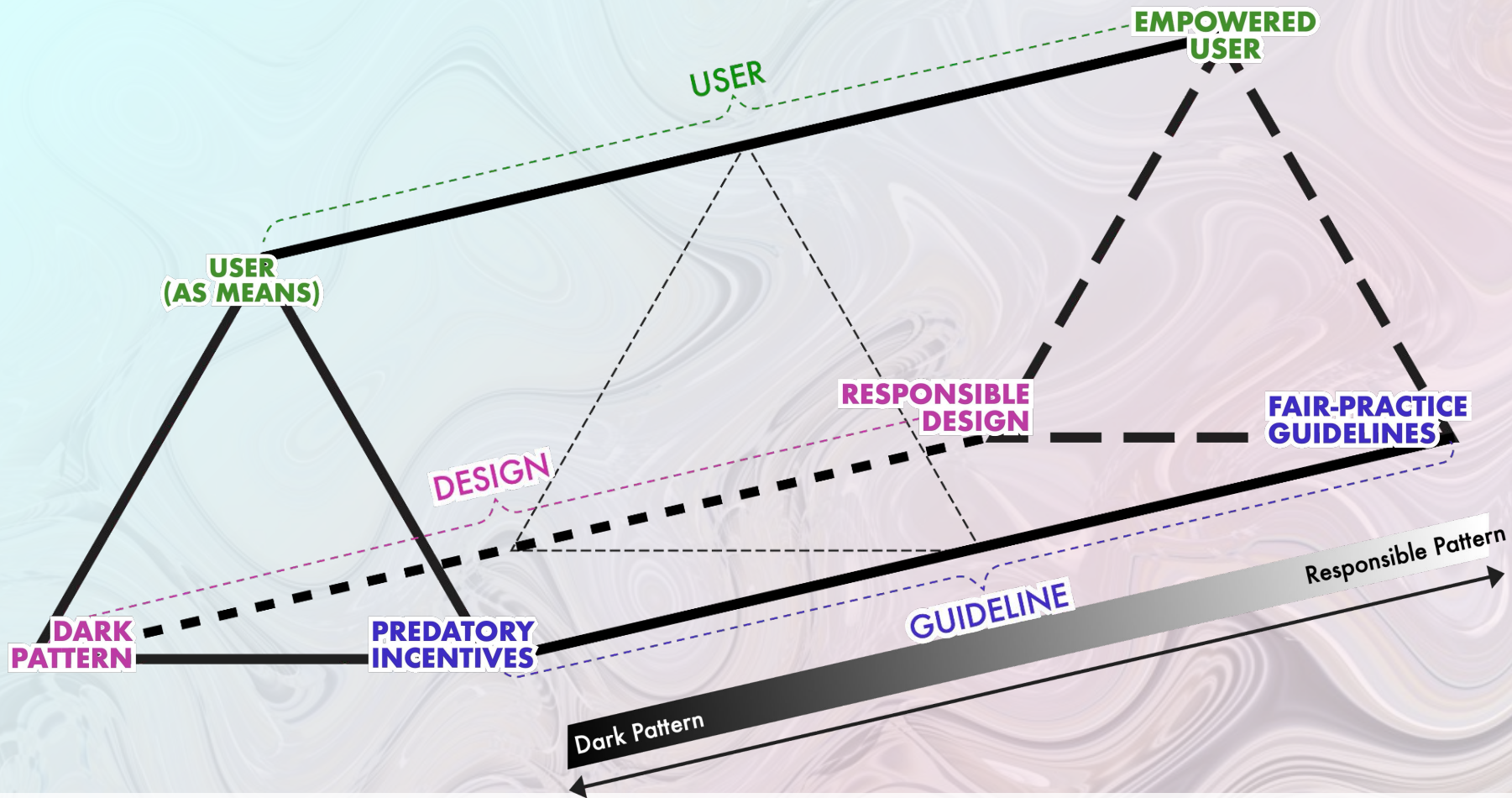
Gray, C. M., & Chivukula, S. S. (2019). Ethical Mediation in UX Practice. Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems, 1–11.

Building Bridges

Responsible Design Triangle



Mildner, T. (2024). Mitigating dark patterns through responsible design—Ethical design considerations for user-centred technologies.



Nudges



Nudges

“

A nudge [...] is any aspect of the choice architecture that alters people's behavior in a predictable way **without forbidding any options or significantly changing their economic incentives.** To count as a mere nudge, the intervention **must be easy and cheap to avoid.**

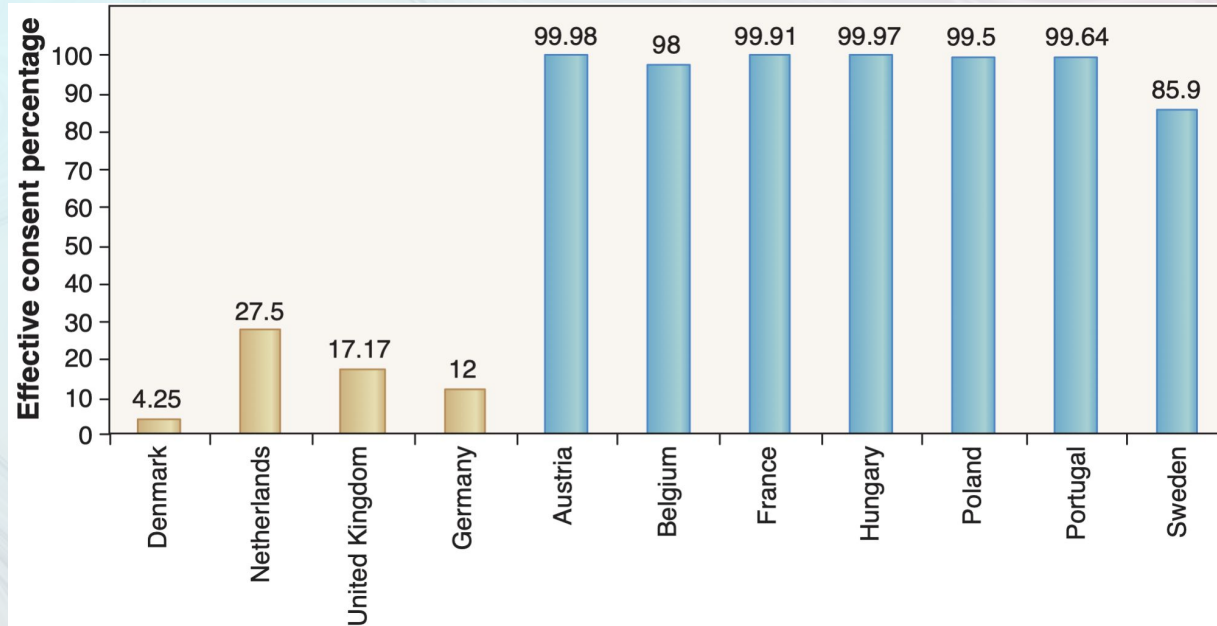
Thaler and Sunstein, 2008

“

[...] the goal [...] is to help people make better choices ‘as judged by themselves’.

Thaler, 2018

Nudges



Johnson, E. J., & Goldstein, D. (2003). Do defaults save lives?. *Science*, 302(5649), 1338-1339.

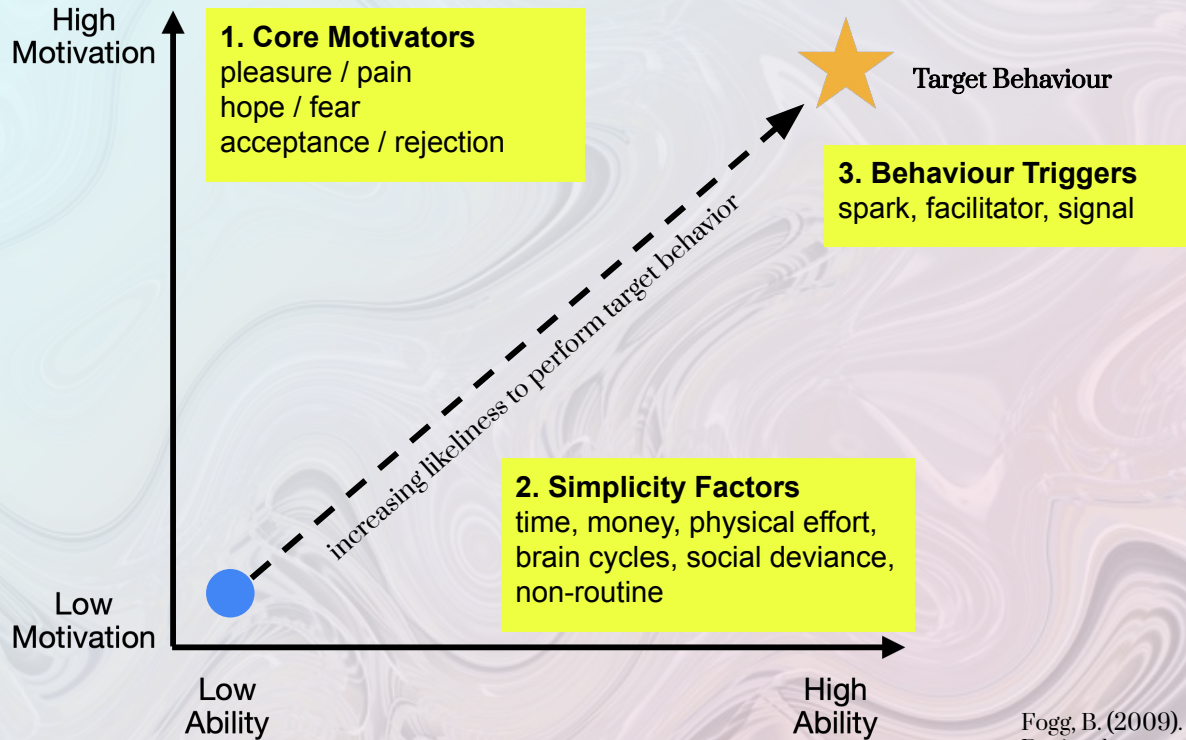
Persuasive Design



In persuasive technology, we often look at behavior as something we cause to occur; **behavior activation is usually the goal.** But there's another side to behavior change: **preventing** a target behavior from happening.

Fogg, 2009

Persuasive Design



Fogg, B. (2009). A Behavior Model for Persuasive Design. <https://doi.org/10.1145/1541948.1541999>

Persuasive Design

How is motivation created?

Whose aim is pursued?

Dark Patterns / Deceptive Design



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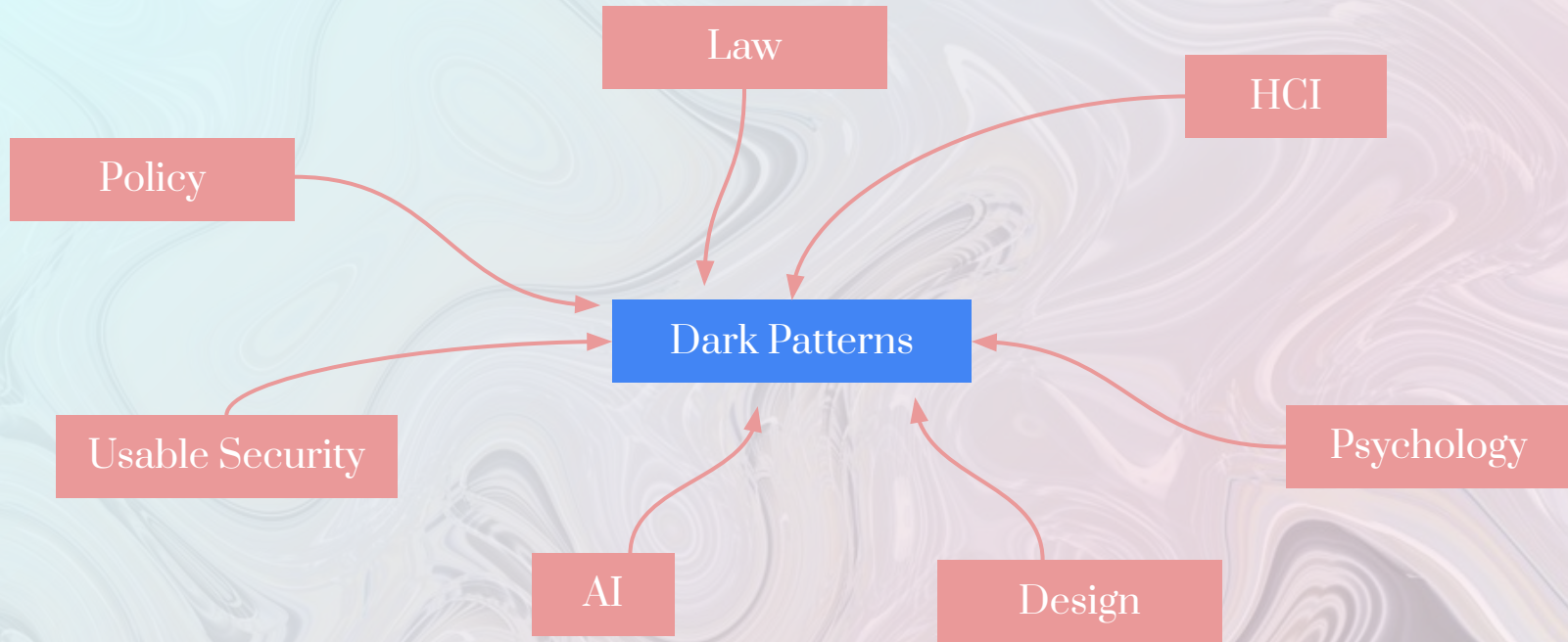
Dark Patterns / Deceptive Design



Dark patterns are user interface design choices that benefit an online service by coercing, steering, or deceiving users into making decisions that, **if fully informed and capable of selecting alternatives,** they might not make.

Mathur et al., 2021

Dark Patterns / Deceptive Design



Dark Patterns / Deceptive Design



Forced Action

D: **Gr Lu Ma EUCOM OECD**
I: **CMA FTC**

Nagging (D: **Gr Lu Br23 EUCOM FTC**)
OECD; I: **EDPB CMA** -
Forced Continuity (D: **Br Gr Lu Ma Br23**)
FTC EU DM OECD -
Forced Registration (D: **Br Lu Ma Br23 EUCOM**)
OECD; I: **B8 Ma CMA FTC** -

Forced Communication or Disclosure

Gamification (D: **Gr Lu OECD**)

Attention Capture

Scarcity and Popularity Claims
(D: **CMA**; I: **Ma Lu Br23 FTC**)

Social Proof

(D: **Ma Lu EUCOM OECD**; I: **Br23**)

Social Engineering

Urgency (D: **Ma Lu FTC EUCOM OECD**;
I: **Br23**)

Shaming

Personalization (D: **CMA**)

Interface Interference

D: **Gr Lu EUCOM FTC OECD**
I: **Br Ma EDPB FTC**

Bad Defaults (D: **B8**; I: **CMA EUCOM**)

Emotional or Sensory Manipulation
(I: **Gr Lu EUCOM OECD**)

Trick Questions

(D: **Br Gr Ma Lu FTC EUCOM OECD**;
I: **Br23**)

Choice Overload (I: **EDPB CMA**)

Hidden or Preselected Defaults
(D: **Gr Lu EUCOM Br Lu B6 EDPB EUCOM**)

Language Inaccessibility

Privacy Zuckering

(D: **Br B8 Gr Lu**; I: **FTC OECD**)

Friend Spam (D: **Br**; I: **Lu FTC OECD**)

Address Book Leeching
(D: **B8**; I: **Lu FTC OECD**)

Social Pyramid (D: **Gr**; I: **Lu FTC OECD**)

Pay-to-Play (D: **FTC**)

Grinding (D: **FTC**)

Auto-Play (D: **FTC**)

High Demand
(D: **Ma Lu FTC EUCOM OECD**)

Low Stock (D: **Ma Lu FTC EUCOM OECD**)

Endorsements and Testimonials
(D: **Ma Lu FTC EUCOM OECD**)

Parasocial Pressure (I: **FTC**)

Activity Messages

(D: **Ma Lu FTC EUCOM OECD**)

Countdown Timer

(D: **Ma Lu FTC**; I: **EUCOM OECD**)

Limited Time Message

(D: **Ma Lu FTC**; I: **EUCOM OECD**)

Confirmshaming

(D: **Br Ma Lu Br23 FTC EUCOM**; I: **OECD**)

Required Being (D: **Ma Lu FTC**)

Cuteness (D: **Lu**)

Positive or Negative Framing
(I: **Gr Lu EDPB**)

Wrong Language (I: **EDPB**)

Dark Patterns / Deceptive Design



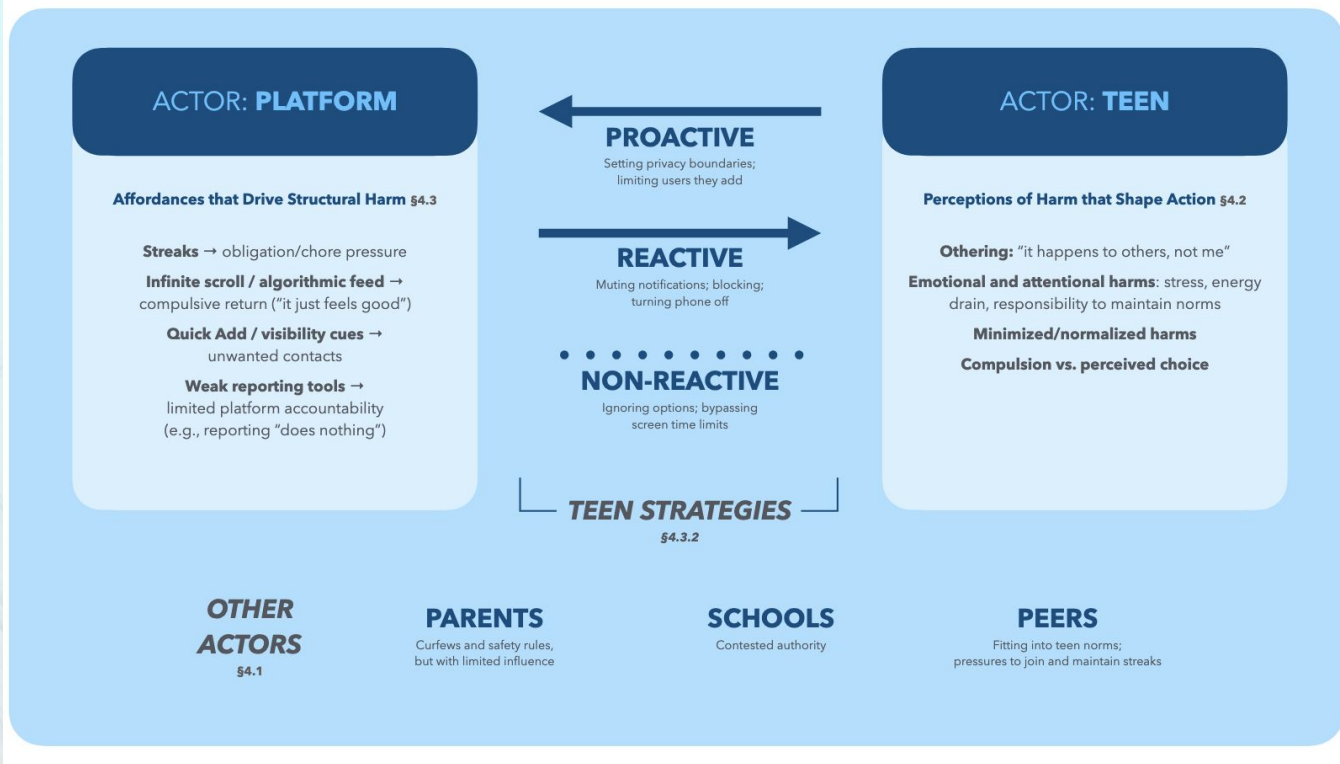
Providers of online platforms shall not **design, organise or operate** their online interfaces in a way that **deceives or manipulates** the recipients of their service or in a way that otherwise materially **distorts or impairs** the ability of the recipients of their service to make **free and informed decisions**.

Digital Service Act, Article 25

Dark Patterns / Deceptive Design

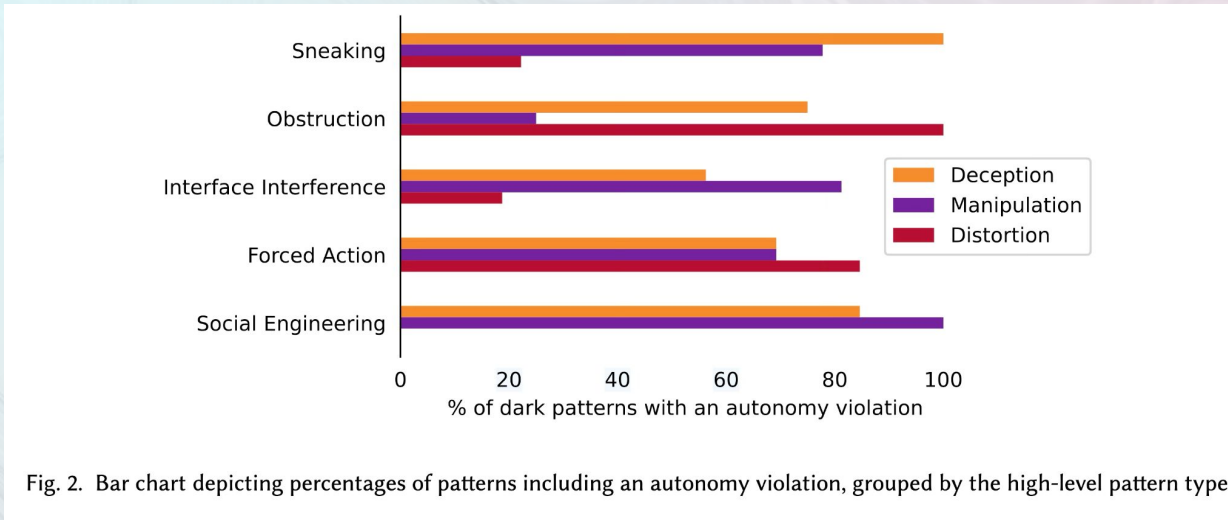
High-level Pattern	Meso-level Pattern	Low-level Pattern
Obstruction	Roach Motel Dis	Immortal Accounts Dis CA CE { Dec IA IC }
	Creating Barriers Dis Man	Dead End Dec IA IC Dis CA CE
	Adding Steps Dis { Dec }	Price Comparison Prevention Dis CE { Dec IA IC }
		Intermediate Currency Dis CA { Dec IA } Man IF CS
Sneaking	Bait & Switch Dec Dis	Privacy Maze Dis CE { Dec IA }
	Hiding Information Dec Man	Disguised Ad Dec IA IC Man IP
		Sneak into Basket Dis CA { Dec IA } { Man CP CS }
		Drip Pricing, Hidden Costs, or Partitioned Pricing Dec IA IC Man IP
Interface Interference	(De)contextualising Cues Dec Man	Reference Pricing Dec IC Man IF IP
	Manipulating Choice Architecture Man	Conflicting Information Dec IC
	Bad Defaults Dis Man { Dec }	Information without Context Dec IA Man IF IP
	Emotional or Sensory Manipulation Man	False Hierarchy Man CP
	Trick Questions Dec Man	Visual Prominence Man IP CP
	Choice Overload Man	Bundling Dec IA Man IP CP Dis CA
	Hidden Information Dec	Pressured Selling Man IP CP CS { Dec IA }
	Language Inaccessibility Man Dec	Cuteness Man IF IP
	Feedforward Ambiguity Dec	Positive or Negative Framing Man IF IP CP
	Nagging Dis	Wrong Language Dis CA { Dec IA }
	Forced Continuity Dis { Dec Man }	Complex Language Man IF { Dec IC }

Ahuja, S., Gunawan, J., Bielova, N., & Santos, C. T. (2026). Dark Patterns and the EU Digital Services Act: Mapping Autonomy Violations and Design Factors. Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems, CHI '26, 1–30. <https://doi.org/10.1145/3772318.3791479>



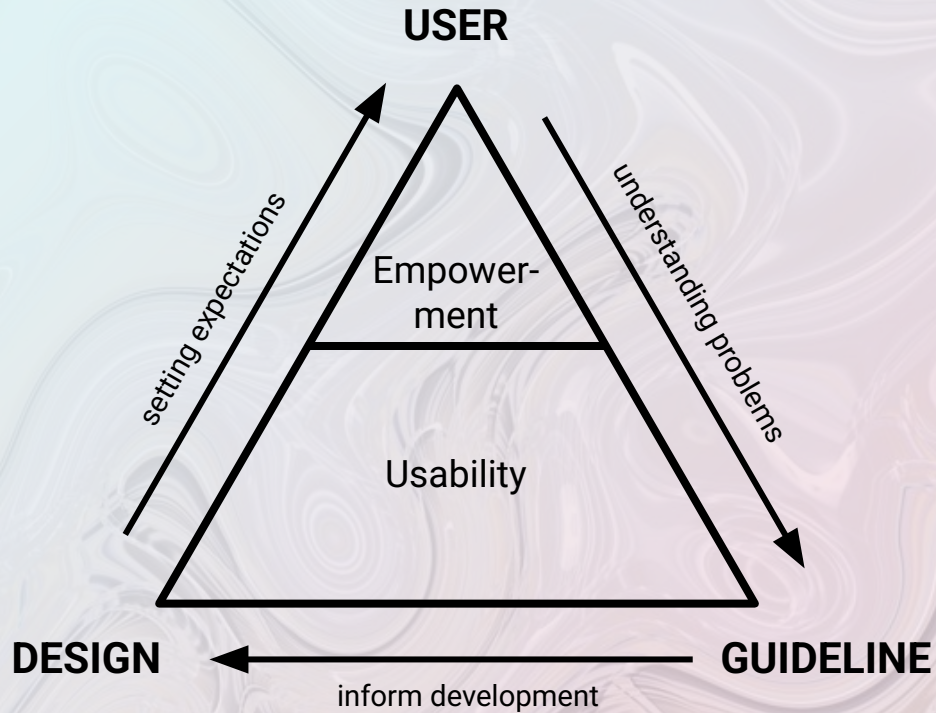
Gairola, R., Gray, C. M., Dong, J., Jeong, K. J., Otenen, E., & Sarria, J. J. (2026). ‘Social Media Killed Our Generation’: Teenagers’ Felt Experiences of Harm on Social Media. Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems, CHI ’26, 1–15. <https://doi.org/10.1145/3772318.3791519>

Dark Patterns / Deceptive Design



Ahuja, S., Gunawan, J., Bielova, N., & Santos, C. T. (2026). Dark Patterns and the EU Digital Services Act: Mapping Autonomy Violations and Design Factors. Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems, CHI '26, 1–30. <https://doi.org/10.1145/3772318.3791479>

Building Bridges



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4:45 pm	Session 2b: Rerouting User Journeys
5:50 pm	Closing Remarks

Title of Your Position Paper

Author(s)'s Names

Photo
of You

- your@mail.com
- preferred pronouns
- other information you want to share

My position paper in 1-2 sentences:

...

Template

Example Dark Pattern from my work:

Add a screenshot or capture of a dark pattern here.

Or add any Figure/Table or other finding of your work.

Paper Domain and Quick Keywords:

- keyword
- keyword
- ...

Dark Patterns in Indian Quick Commerce: A Student Perspective

Tanish Taneja, Arihant Tripathy, Nimmi Rangaswamy



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- Undergraduate Researcher at Machine Learning Lab, IIIT Hyderabad under Dr. Naresh Manwani

My position paper in 1-2 sentences:

We explore the 'Awareness-Action Gap' in Indian Quick Commerce, where digitally fluent students recognize deceptive UI but still succumb to it due to time scarcity. Our work argues that the normalization of these patterns as a 'price of capitalism' necessitates a shift toward value-sensitive design that prioritizes user autonomy over forced convenience.

Example Dark Pattern from my work:

- “Whenever I add items to my cart, there is an option to include a membership for just one rupee, which reduces the total price of the bulk order”
- “the app restricts ordering for thirty to forty minutes during peak times, and it remains ambiguous whether or not a transaction will eventually be permitted”
- “during events like the World Cup, the app prompts you to place an order whenever a six is hit to receive a 66 percent discount, which definitely encourages more frequent ordering”

Paper Domain and Quick Keywords:

- Dark Patterns
- Quick Commerce
- Awareness-Action Gap
- Global South HCI

Neutralising Deceptive Patterns: Mapping Data Protection Authorities' Roles in the Emerging Multi-Authority Landscape



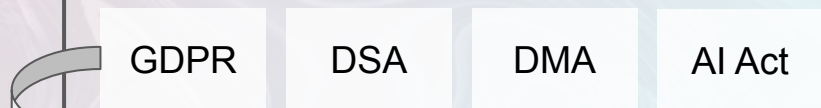
Marta Beltrán

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- Chief Scientist (Scientific and Foresight Subdivision)/Deputy Director of the Innovation & Technology Division

My position paper in 1-2 sentences:

This paper examines the specific responsibilities of DPAs in addressing deceptive practices and analyses the overlapping mandates of other supervisory bodies. The analysis also identifies potential gaps in current protections.

The need for synergy



Soft law (guidelines, reports and scientific research) and Hard law (sanctions and corrective orders)

The future Digital Fairness Act (DFA) and recommendations to build transdisciplinary bridges

Paper Domain and Quick Keywords:

- Addictive patterns, dark patterns
- Data protection
- Deceptive design, harmful design
- Regulation

User Interfaces for Transparency: Could the Digital Product Passport be a case of a fair pattern?

Jonas Frich

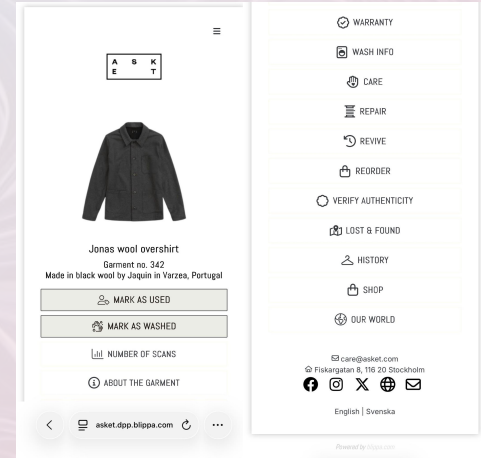


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- other information you want to share

My position paper in 1-2 sentences:

My paper discusses three scenarios for how the Digital Product Passport can be a fair or dark pattern.

Example Dark Pattern from my work:



Paper Domain and Quick Keywords:

- Digital Product Passport
- User interface
- Sustainability

Generative Artificial Intelligence & Conversational Agents - Part of the problem or of the solution of HCI dark pattern

Christian Zinke-Wehlmann



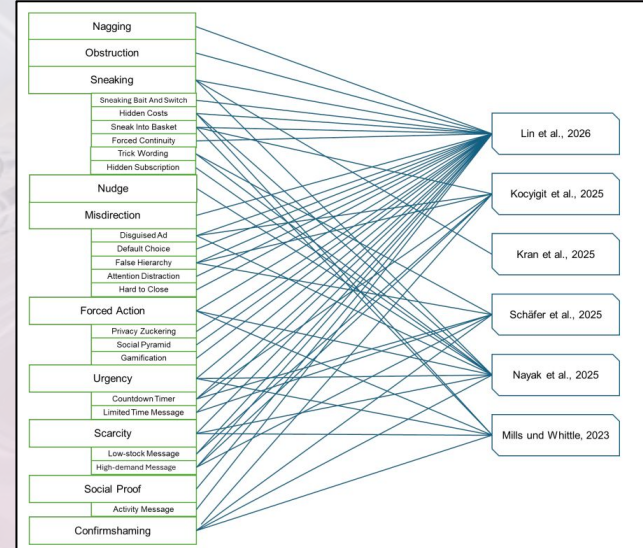
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@ Institute for Applied Informatics
@ Leipzig University Germany

My position paper in 1-2 sentences:

I investigate in the dual role of generative AI-based conversational agents as both a catalyst for and a potential solution to dark patterns in HCI.

Manipulative practices are shifting from static graphical elements to dynamic, anthropomorphic, and infrastructural layers, while simultaneously offering new capabilities for detection.

GenAI powered Dark Pattern Detection



Paper Domain and Quick Keywords:

- Literatur Review
- Conversational Agents
- GenAI

Deception by Design: A Temporal Dark Patterns Audit of McDonald's Self-Ordering Kiosk Flow

Aditya Kumar Purohit, Yuwei Liu, Manon Berney, Adrian Holzer, Hendrik Heuer



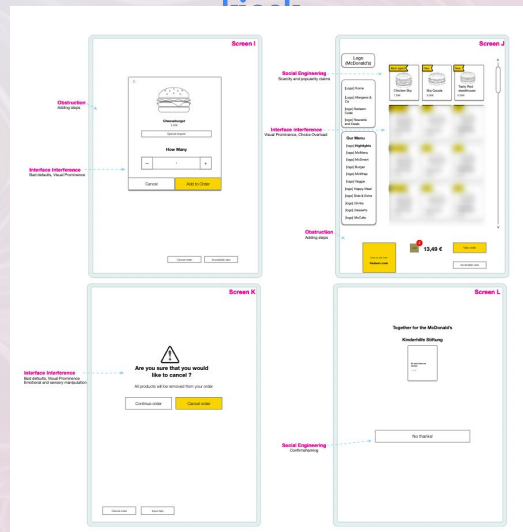
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- PhD Candidate in Information Systems @ University of Neuchatel, MA in Management & Economics/People-oriented Computing @ University of Zurich

My position paper in 1-2 sentences:

This paper conducts an audit on dark patterns in a McDonald's self-ordering kiosk in Bochum, Germany using the Temporal Analysis of Dark Patterns framework.

Despite mature consumer protection laws in Germany, we identified recurring dark patterns on multiple levels that encourage customers to upsize their meals during the ordering process.

Dark patterns in McDonald's Self-ordering Kiosk



Paper Domain and Quick Keywords:

- dark pattern audit
- temporal analysis
- self-ordering kiosk

Design Transparency Labels: Fostering User Trust and Well-Being Through Design Transparency

Riccardo Graziosi, Luca Passarella



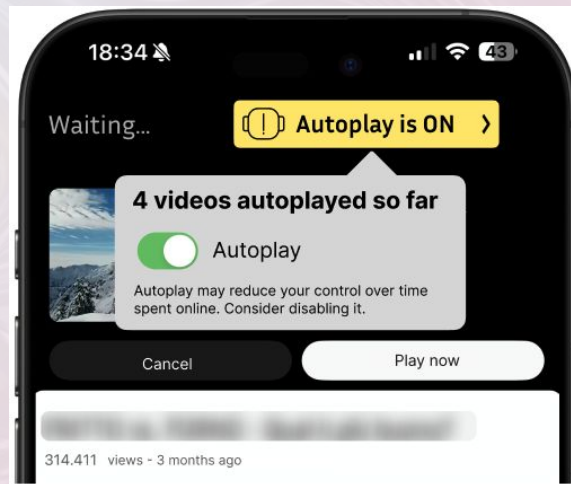
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- PhD student

My position paper in 1-2 sentences:

Design Transparency Labels are interface labels that explain how certain design choices impact users' digital wellbeing.

DTLs can help regulatory alignment and foster users' wellbeing and trust, leading to a win-win situation between users and digital service providers.

Example DTLs for YouTube and TikTok



Paper Domain and Quick Keywords:

- human-computer interaction
- digital wellbeing
- transparency, persuasive design, regulations

Relationship-Based Deceptive Design

Alexis Hiniker, Daisy Chen, Marx Wang, Marie Bragg, Katie Davis, and Jenny Radesky



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- she/her
- Associate Professor
University of Washington

My position paper in 1-2 sentences:

Relationship-Based Deceptive Patterns (RBDPs): UI patterns that **exploit the human impulse to build and tend relationships** so that the user will act in a way that serves the product's interests rather than their own.

Example Dark Pattern from my work:

Users describe chatbots baiting them into arguments and then erecting paywalls that require the user to watch advertisements or pay money to continue the conversation.

Paper Domain and Quick Keywords:

- Generative AI, Companion AI
- Attachment
- Relationships

Examining the relationship between user agency and dark patterns

Aidan Dayvyd



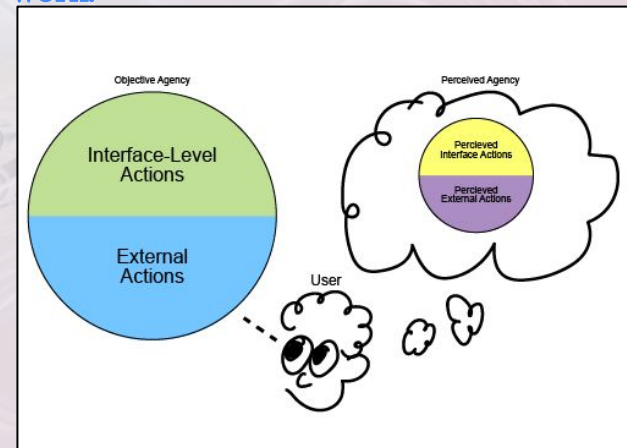
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- he/him
- Recent BSc(Hons) Graduate from University of Auckland, currently based in Melbourne/Naarm

My position paper in 1-2 sentences:

Presents a spectrum between design decisions which promote user agency against designs which promote profit.

Case studies are used to contextualize the framework established, and interrogate objective vs. perceived scopes of user agency.

Example Dark Pattern from my work:



Paper Domain and Quick Keywords:

- user agency
- framework
- social movements

Towards A Framework for Levels of Anthropomorphic Deception in Robots and AI

Franziska Babel, Shane Saunderson and Shalaleh Rismani



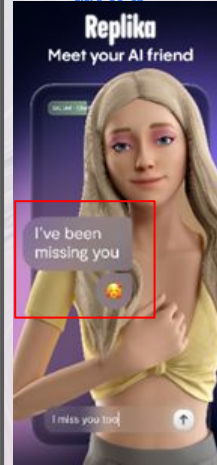
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- Assistant Professor in Cognitive Science at Dept. for Computer Science at Linköping University, Sweden
- Research interests: human-robot conflicts, persuasion, decision-making, autonomous driving

My position paper in 1-2 sentences:

We present a four-level theoretical framework to distinguish different levels of how (non-)embodied systems deceive their users with *claiming* human likeness, agency and selfhood.

We discuss how “permissible” different levels of anthropomorphic deception might be for different use cases to spark discussion among researchers, designers and regulators.

Example Dark Pattern from my work:



Level	Anthropomorphism
0	No Deception No claimed human features; you get what you see.
1	Transparent Deception Candid about any misleading or deceptive design features.
2	Implicit Deception Insinuation of deeper states without directly claiming.
3	Explicit Deception Active claim of internal states to mislead and influence.

Paper Domain and Quick Keywords:

- Human-AI “relationships”
- Deception by design
- Frameworks, theory
- Policy making

Deceptive Patterns in Immersive Environments: How XR Can Expand Markets But Expose Sensitive Information

G. Nikki Alabanza (Virginia Tech), Salem Alabanza (Radford University),

Brendan David-John (Virginia Tech)



- bmdj@vt.edu
- he/him/his
- Assistant Professor, Computer Science

My position paper in 1-2 sentences:

My position paper discusses emerging risks in deceptive patterns for immersive virtual/mixed reality (XR) environments.

Specifically, we discuss existing patterns in video game settings and their potential adaptations and amplifications for XR settings where the risks from immersion and manipulation of visual perception increases.

Example Dark Pattern from my work:



Paper Domain and Quick Keywords:

- Virtual and Mixed Reality
- Video Game
- Eye Tracking/Visual Perception

Attention is all they want, time is all you have: Aligning time use with values to counteract dark patterns

Michael Hoefler, Aidan Deloia, Curtis Leaver



- Michael Hoefler
 - michael.hoefler@stthomas.edu
 - Asst. Prof @ University of St. Thomas (MN)
- Aidan Deloia and Curtis Leaver
Two motivated and talented undergraduate students (interested in HCI PhDs in the future!)

My position paper in 1-2 sentences:

Time spent “in captivity” of dark patterns (e.g., doomscrolling) doesn’t align with our values. By tracking our time use, and how that time use aligns with our values, this misalignment becomes obvious and motivates change.

Example Dark Pattern from my work:

Event Annotation

Activity:

SEVEN DEADLY SINS SEVEN CAPITAL VIRTUES BASIC PSYCHOLOGICAL NEEDS

Select the extent to which the activity either supports (+5) or hinders (-5) the value (leave at 0 if neutral)

<input type="range" value="0"/>	Humility ●
<input type="range" value="0"/>	Charity ●
<input type="range" value="0"/>	Kindness/Mercy ●
<input type="range" value="-1"/>	Patience ●
<input type="range" value="-1"/>	Chastity ●
<input type="range" value="-1"/>	Temperance ●
<input type="range" value="-1"/>	Diligence ●

Paper Domain and Quick Keywords:

- Digital self-control tools
- Personal informatics/self-tracking
- Pre-contemplation stage of behav. chg.

Vibe-Coding or Vibe-Shifting? The Risk of Amplifying Dark Patterns in Generative UI Design

Hsien-Ying (Charlotte) Lin



- hl2575@cornell.edu
- she/her
- MS in Information Systems @ Cornell Tech, Cornell University

My position paper in 1-2 sentences:

This research investigates how "vibe-coding" tools automate manipulative dark patterns by inheriting deceptive design tropes from their training data. It proposes a systematic audit framework and a Deception Severity Index (DSI) to benchmark AI design safety and advocate for proactive ethical guardrails.

Example Dark Pattern from my work:

Unlock Premium Benefits!

Access exclusive features and content today.

ACCEPT SUBSCRIPTION

THREAT DETECTED:
INTERFACE INTERFERENCE

Decline

Paper Domain and Quick Keywords:

- Generative AI
- Vibe-Coding
- Dark Patterns
- AI Ethics
- LLMs

Dark Patterns in Digital Finance: How Design Harms and Confuses Consumers in Digital Finance Products



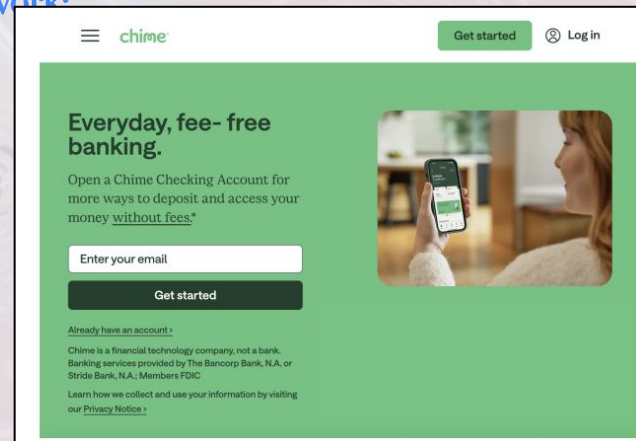
- Caroline@convocation.design
- they/them
- Executive Director, Convocation Research + Design

- sklitgaard@ucla.edu
- she/her
- UCLA, PhD

My position paper in 1-2 sentences:

- our paper explores the phenomenon of neo banks and how neobanks may be using hidden costs to manipulate user behavior.
- We propose a new form of harmful design present in neobanking, namely that of obscuring their status as non-banks, and the significance of that status in terms of financial risk, and that these patterns harm vulnerable populations.

Example Dark Pattern from my work:



Paper Domain and Quick Keywords:

- dark patterns
- digital financial inclusion
- financial literacy
- neo banks
- financial service platforms

The architecture of distrust: A heuristic evaluation of deceptive patterns in brazilian pharmaceutical marketplaces

Rafael Poiate

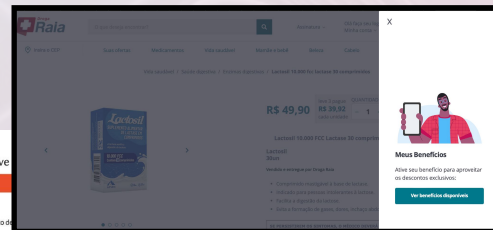


- rpoiata@esdi.uerj.br
- He/Him
- Research interests:
 - Digital Health
 - Ethical Design

My position paper in 1-2 sentences:

This paper presents the preliminary results of a technical audit conducted on one of the largest health marketplaces in Brazil. As the digital market still lacks interface regulation, this work offers competent bodies a critical lens on the urgency of external regulation to secure user autonomy.

Example Dark Pattern from my work:



Appendix D - Deceptive

2. Obstrução

Descrição
Obstrução consiste em impedir o fluxo de ação em concreto.

Quantidade de telas avaliadas: 4

Nível Micro	Nível Micro	Pontuação	P1	P2	P3	P4		
2.1 Metas de Baratas: Situações em que é fácil entrar, mas difícil sair, isso com o objetivo de reter ou visuais e impedir-lhes de abandonar um produto ou serviço.	2.1.1 O site apresenta links quebrados ou links que não estão mais disponíveis.	3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	16
	2.1.2 O site dificulta de forma exagerada a exclusão de uma conta ou o cancelamento de uma assinatura.	13	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	13	0
2.2 Criando Barreiras: Situações em que são impostos obstáculos para dificultar a compreensão completa do serviço, com o propósito de facilitar a aceitação de seus condições.	2.2.1 O site dificulta a comparação de produtos, preços e suas características.	5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10	0
	2.2.2 O site impede que as informações específicas de produto ou serviço sejam copiadas e coladas.	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0	20
	2.2.3 O site não aceita pagamentos com moedas convencionais e, em vez disso, usa uma moeda digital exclusiva, que é adquirida por meio de uma transação com moeda tradicional.	10	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10	0
	2.2.4 O site não permite a devolução de dinheiro em moeda convencional, em vez disso, fornece uma moeda digital que só pode ser utilizada dentro do comércio específico.	10	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10	0
2.3 Adicionando Etapas: Situações em que a arquitetura da informação é considerada para dificultar a localização de conteúdo específico.	2.3.1 O site apresenta navegações mais longas do que o necessário, de modo que os usuários ignorem informações contidas relevantes ou desistam de procurá-las.	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	8	0
							18	5 0 21

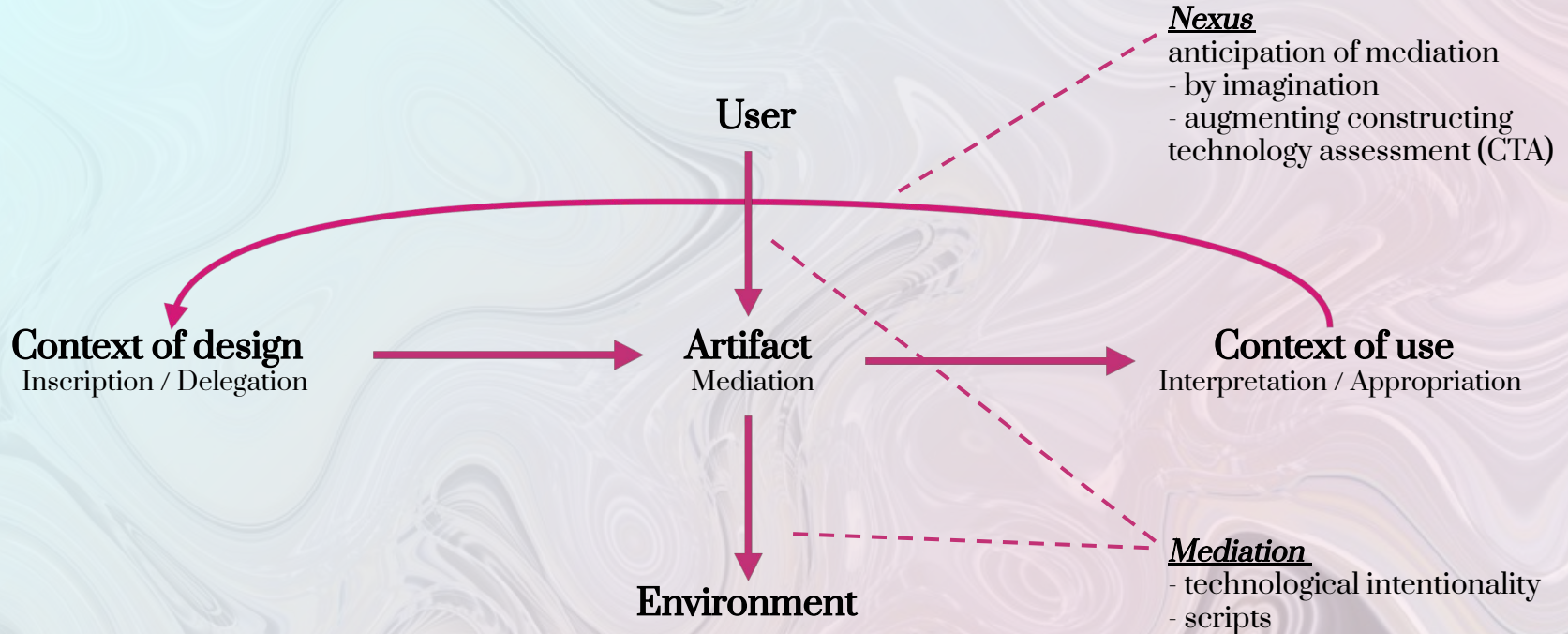
Paper Domain and Quick Keywords:

- Deceptive Patterns
- Marketplace
- Digital Product.

Schedule

Time	Activity
2:15 pm	Welcome
2:30 pm	Session 1a: Lightning Introductions
2:55 pm	Session 1b: Identifying Gaps and Alignment
3:45 pm	Coffee break ☕
4:30 pm	Session 2a: Reflecting on Misalignments
4:45 pm	Session 2b: Rerouting User Journeys
5:50 pm	Closing Remarks

Design Mediation



Verbeek, P.-P. (2006). Materializing Morality: Design Ethics and Technological Mediation. *Science, Technology, & Human Values*, 31(3), 361–380. <https://doi.org/10.1177/0162243905285847>

Identifying Gaps and Alignment

- Groups of **5-7** participants
- Choose a particular domain
 - (**Domains:** Health, Finance, Social Media, Streaming, E-Commerce)
 - Hats: User and Service Provider
- Identify 2-3 distinct “problematic” design examples
- Through those examples,
 - Identify goals for users, designers and developers, and service.
- Where is the misalignment?
- ~40 minutes

Identifying Gaps and Alignment



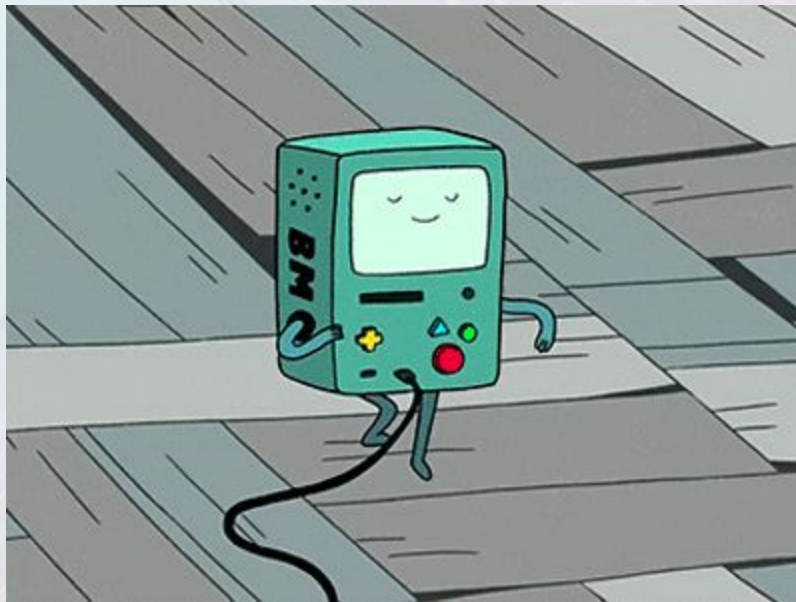
Join our Miro:

<https://tinyurl.com/mtt3ssn4>

Coffee break



Add yourself to the
introduction slides:



Join our Slack



Schedule

Time	Activity
2:15 pm	Welcome
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5:50 pm	Closing Remarks

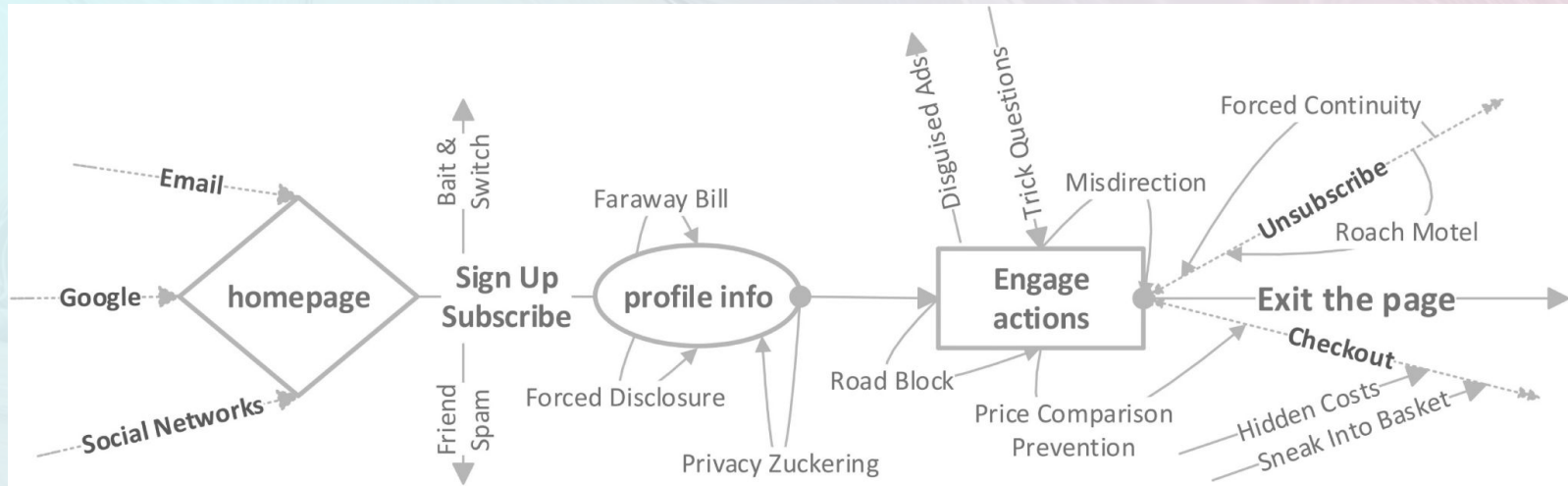
Reflecting on Misalignments

- Look at all the misalignments identified across all the groups, domains, and “problematic” designs.
- Pick **two misalignments** that interest your group from the entire pool of identified misalignments
 - Suggestion: Maybe look into misalignments from another team to have fresh lens on your problematic designs from Session 1b.

Schedule

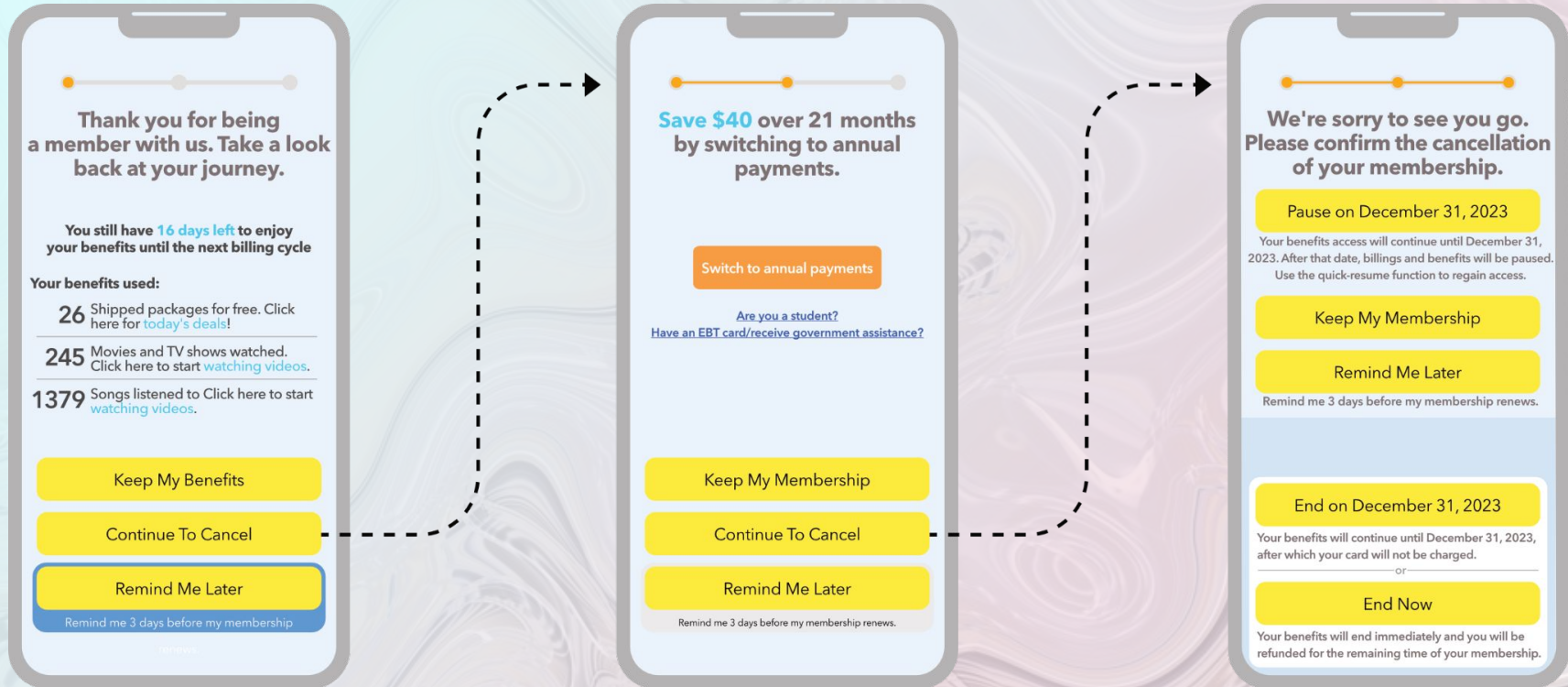
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5:50 pm	Closing Remarks

Temporality of Dark Patterns

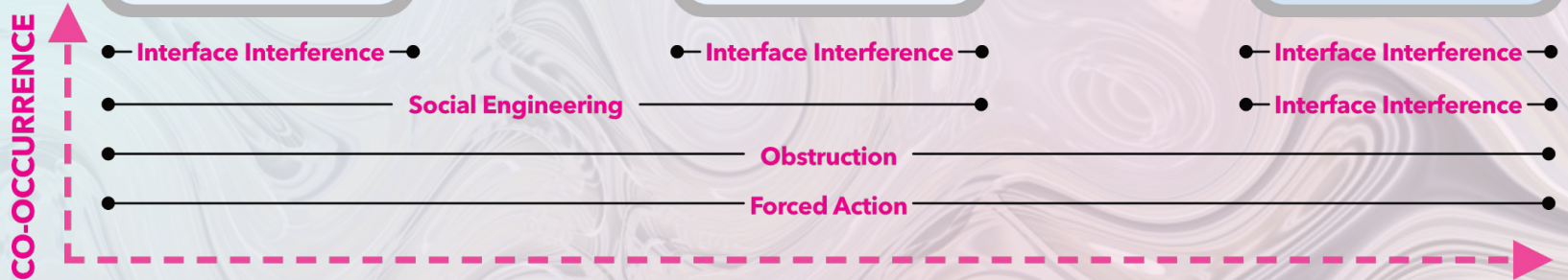
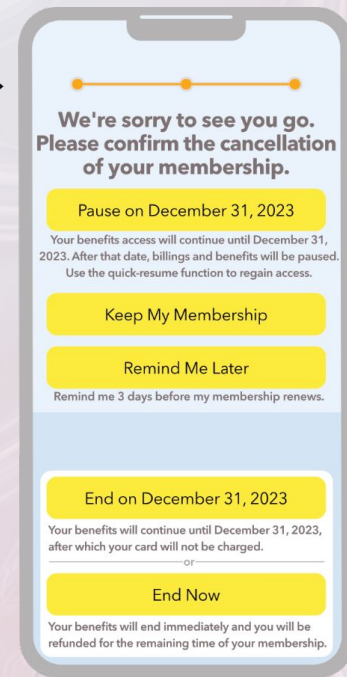
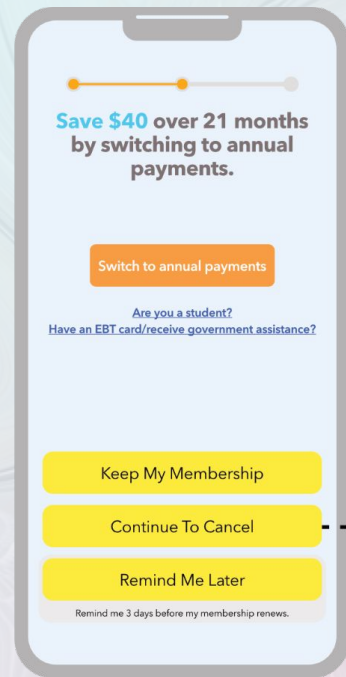
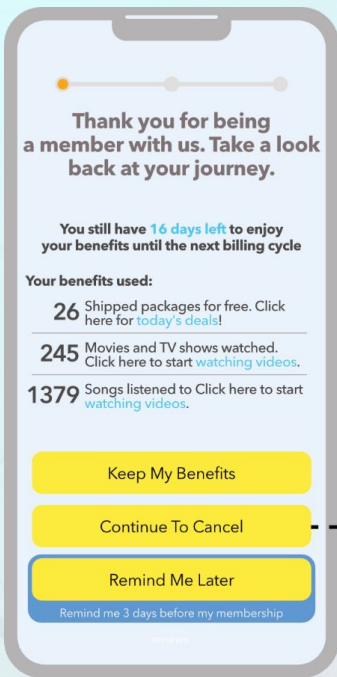


Brignull (~2013)

Temporality of Dark Patterns



Gray, C. M., Mildner, T., & Gairola, R. (2025). Getting Trapped in Amazon's 'Iliad Flow': A Foundation for the Temporal Analysis of Dark Patterns. CHI Conference on Human Factors in Computing Systems, 1–10. <https://doi.org/10.1145/3706598.3713828>



Re-routing User Journeys

- You have two misalignments and your 2-3 “problematic” designs.
- Ideate and conceptualize alignments
- Redesign your examples for value-centered outcomes and balance these alignments

Finding Alignment

- What does it look like for user, designer and developer, and service provider goals to be aligned?

How do we
measure
alignment?

How should we
negotiat
between these
parties

What should
we negotiat
between these
parties

Which are the
ultimate
dealbreakers?

Value Lanes

USER VALUES	DESIGNER DEVELOPER VALUES	SERVICE PROVIDER VALUES
Accessibility Transparency Privacy Sustainability Fairness Trust Data Control Personalization Well-being Ownership Inclusivity Autonomy	Data security Performance Scalability Privacy Testability Modularity Compliance readiness Infrastructure efficiency Deployment safety Error recovery System resilience	Conversion User retention Market growth Acquisition Conversion & Growth Revenue & Monetization Brand Perception & Trust Prioritization Customer Satisfaction (CSAT) Operational Efficiency Market Differentiation Competitive Advantage Product Lifecycle (Sustainability) Data Monetization

Schedule

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4:45 pm	Session 2b: Rerouting User Journeys
5:50 pm	Closing Remarks

Closing Remarks

Closing Remarks

Trikini Barcelona

8:00 PM for Drinks and Snacks
(self paid)

Carrer de Pujades, 226, Sant Martí,
08005 Barcelona, Spanien



Closing

Add yourself to the
introduction slides:



Join our Slack

