Inside the Attention Trap

How Platforms Keep Us Hooked

Alberto Monge Roffarello

Assistant Professor in the Department of Control and Computer Engineering (DAUIN) at Politecnico di Torino, Italy

Politecnico di Torino

European Commission

European Centre for Algorithmic Transparency

e-Lite

Inside the Attention Trap

How Platforms Keep Us Hooked

DIGITAL WELLBEING

Investigating how digital technologies impact users' mental and phycological wellbeing, and developing tools to promote healthier digital habits and self-control in our connected world.

DECEPTIVE DESIGN

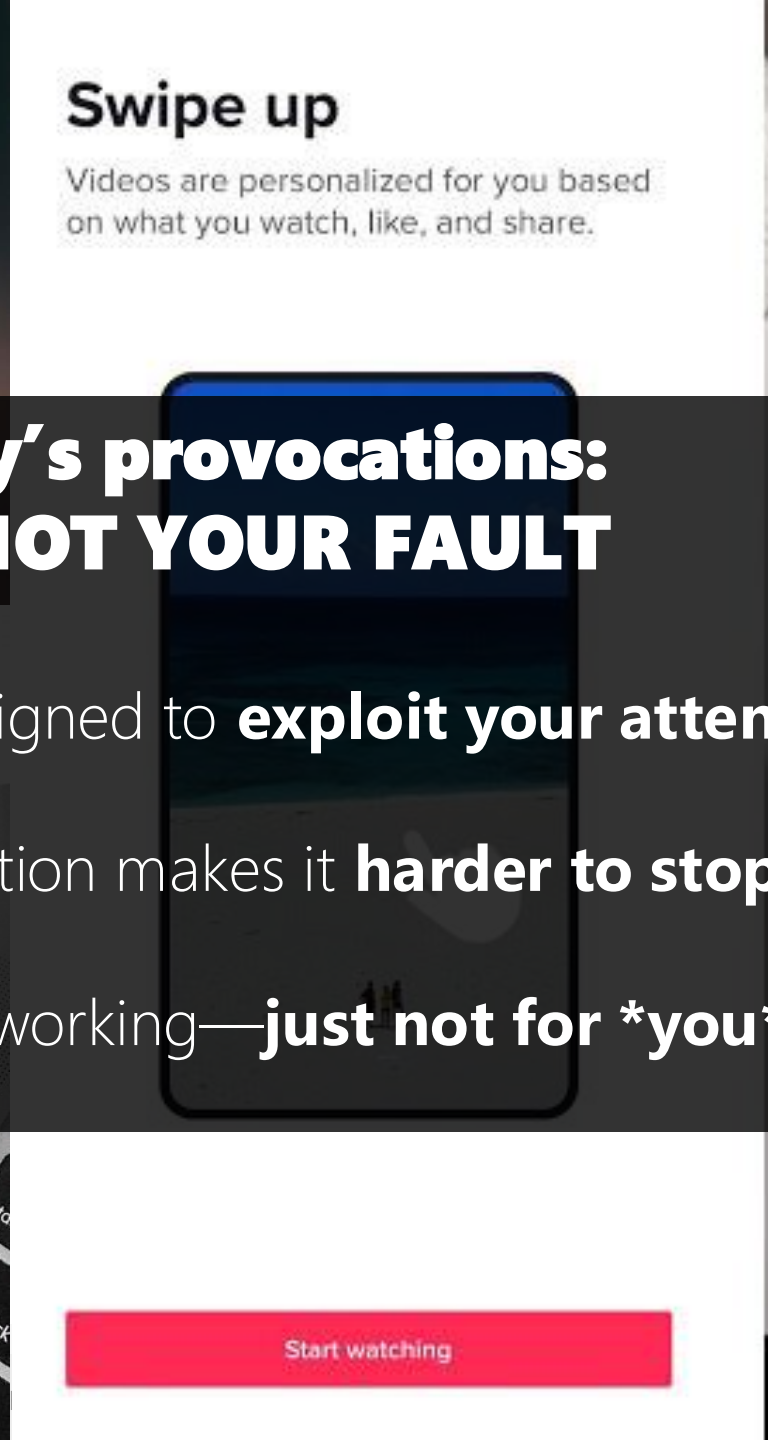
Studying dark patterns and deceptive interface strategies, their impact on user autonomy, and design approaches to identify, measure, and mitigate them.

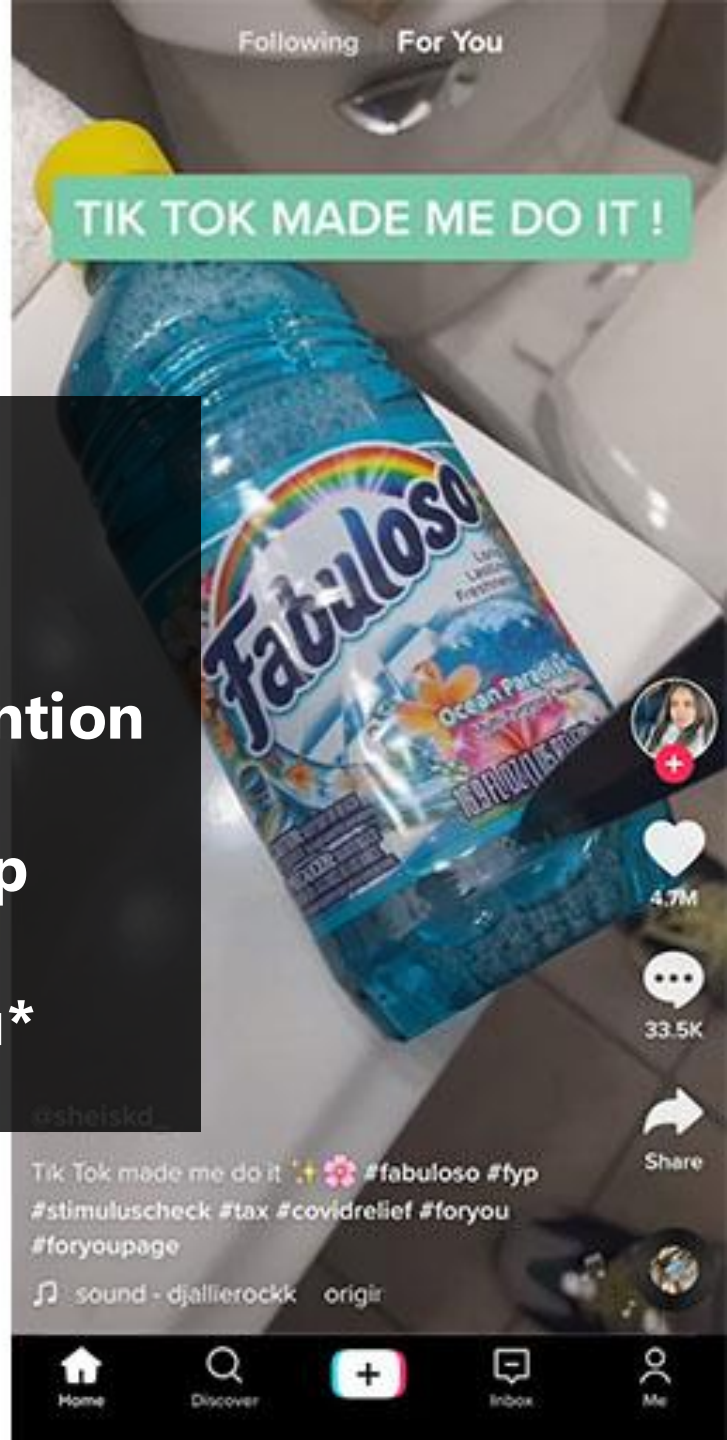
Politecnico di Torino

European Commission

European Centre for Algorithmic Transparency

e-Lite





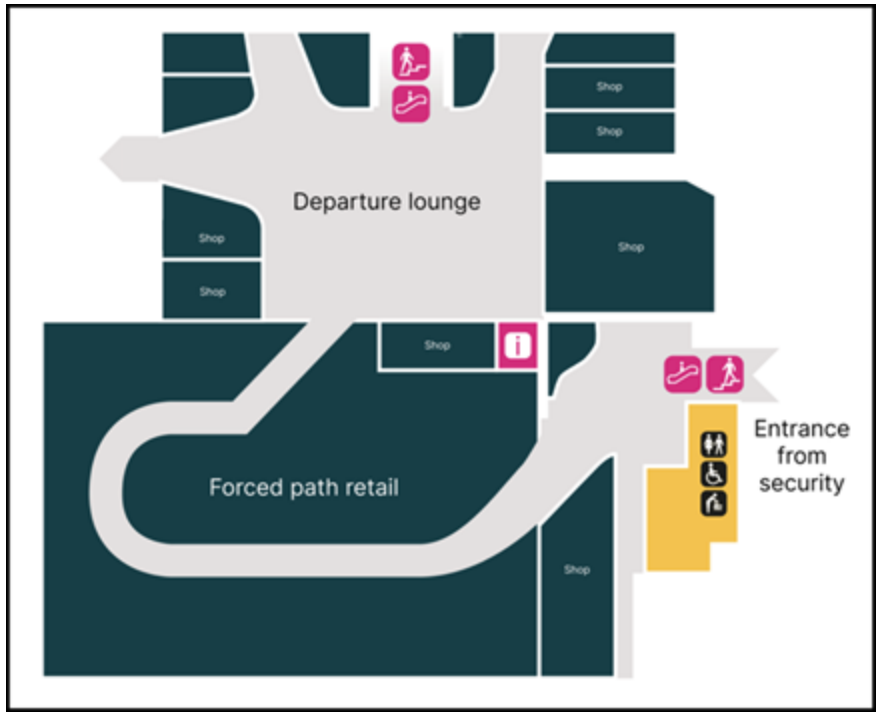
Today's provocations: IT'S NOT YOUR FAULT

Today's tech is designed to **exploit your attention**

AI personalization makes it **harder to stop**

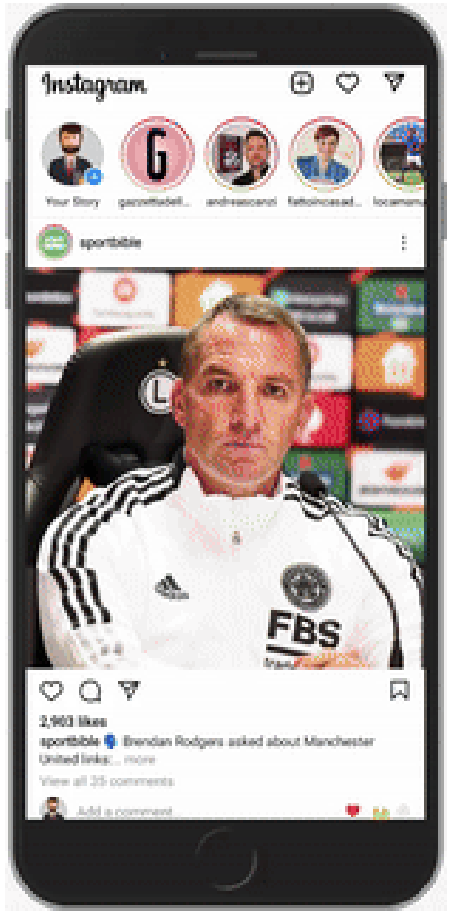
The system is working—**just not for *you***

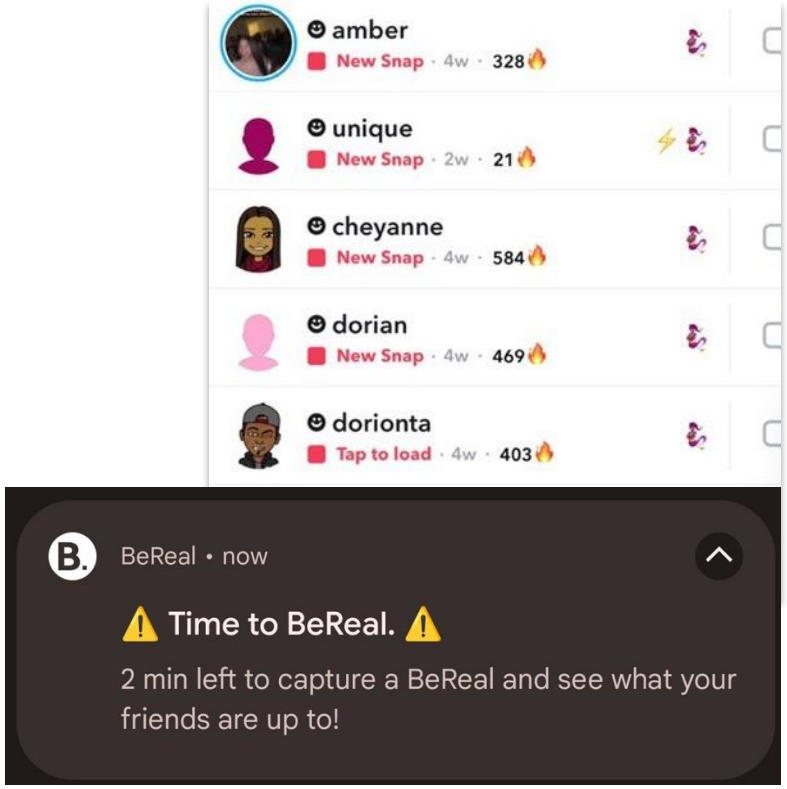
From Interaction Design to Deceptive Design



The London Gatwick mandatory retail experience.

Attention-Capture Design Patterns





Monge Roffarello A., Lukoff K., De Russis L., *Defining and Identifying Attention Capture Damaging Patterns in Digital Interfaces*, CHI 2023

UCHICAGO CS NEWS Feb 25, 2025

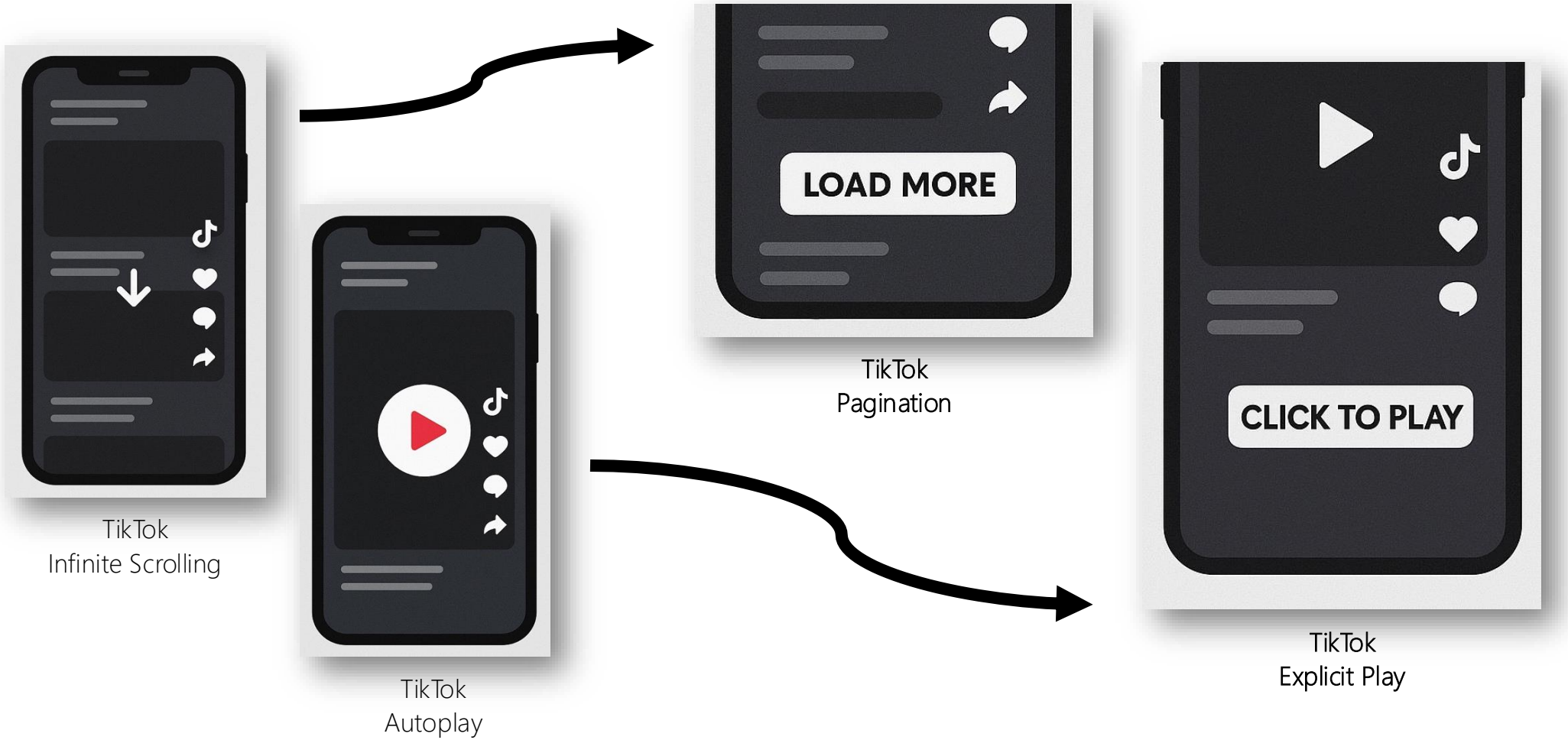
The Hidden Cost of Netflix's Autoplay: A Study on Viewing Patterns and User Control

A new study from the University of Chicago's Department of Computer Science reveals how Netflix's autoplay feature subtly shapes viewing habits. The research highlights how turning off autoplay resulted in behavioral changes in participants, including reduced viewing time and increased awareness of media consumption.

These patterns have a quantitative impact:
they work!

Schaffner et al., *An Experimental Study Of Netflix Use and the Effects of Autoplay on Watching Behaviors*, CSCW 2025

How TikTok Influence our Sense of Agency and Creates Normative Dissociation



TikTok
Infinite Scrolling

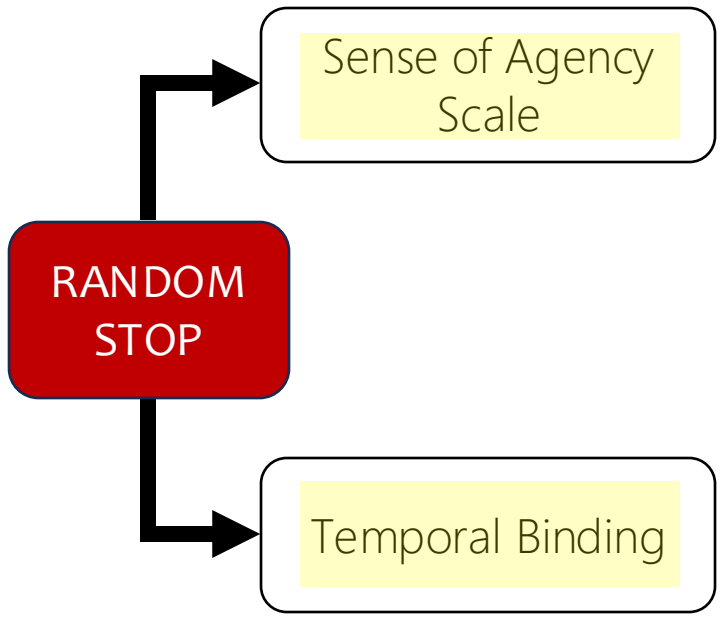
TikTok
Pagination

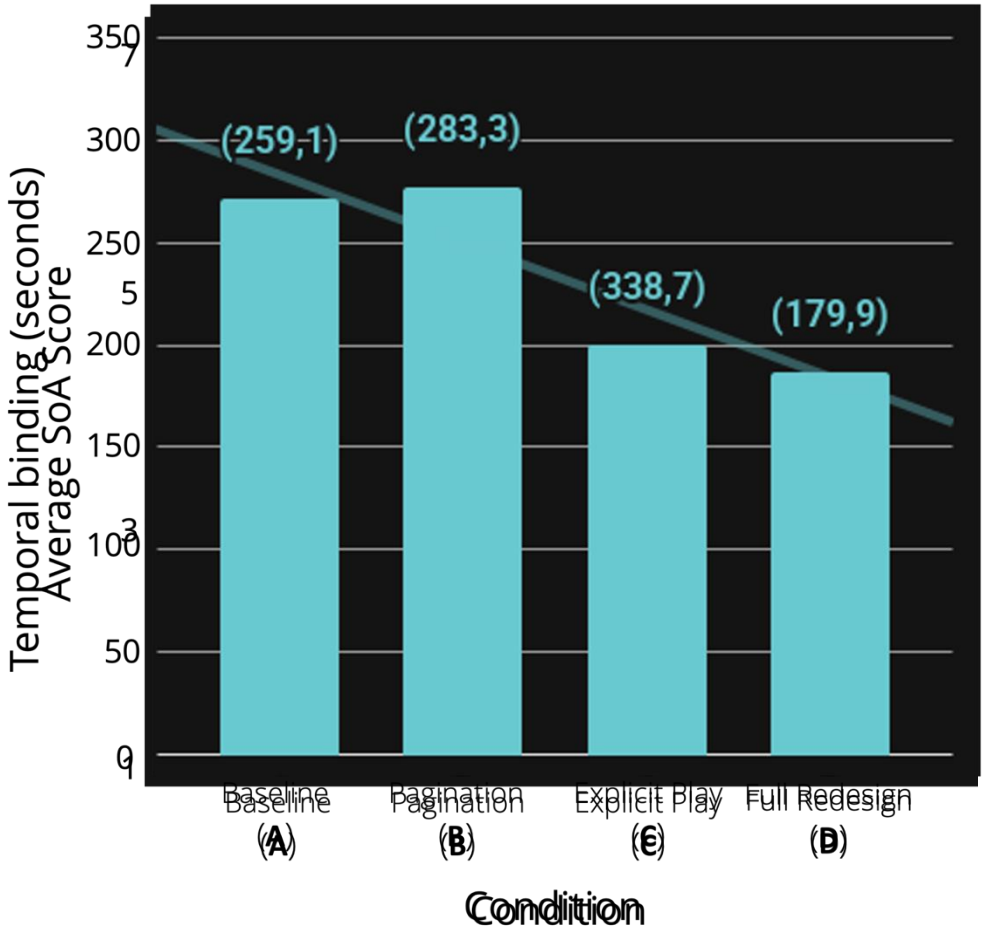
TikTok
Autoplay

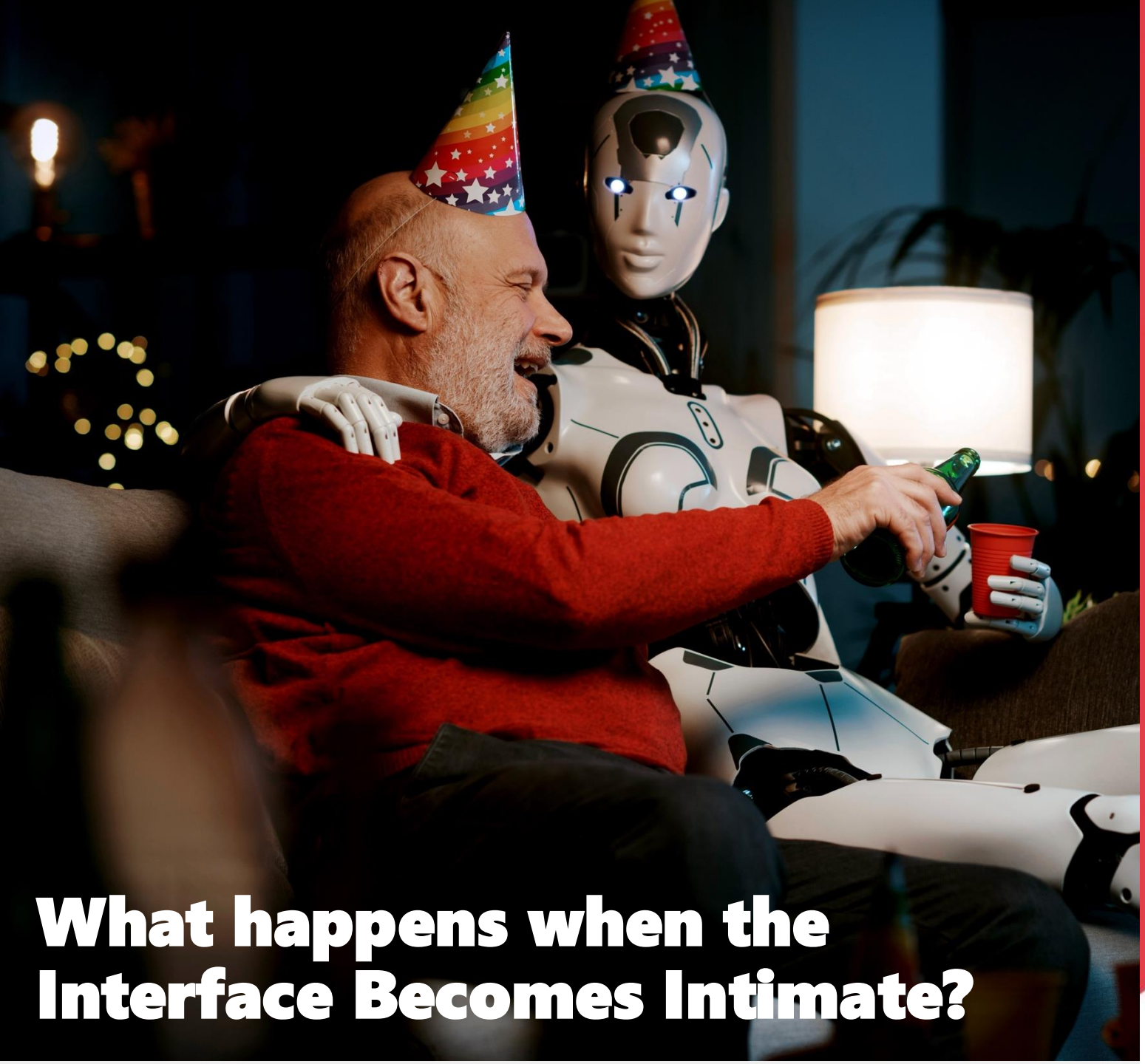
TikTok
Explicit Play

How TikTok Influence our Sense of Agency and Creates Normative Dissociation

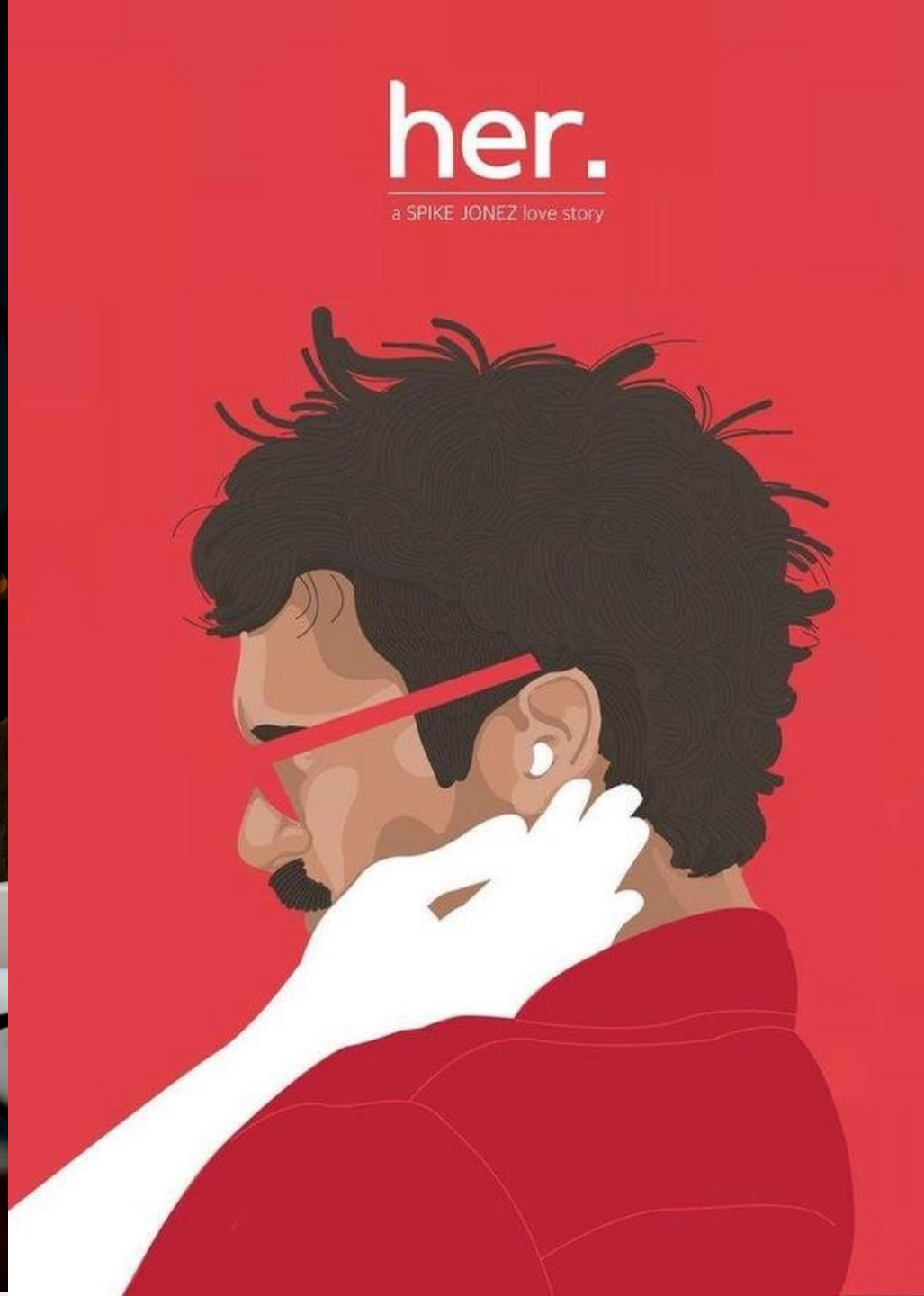
Controlled lab experiment with 20 participants



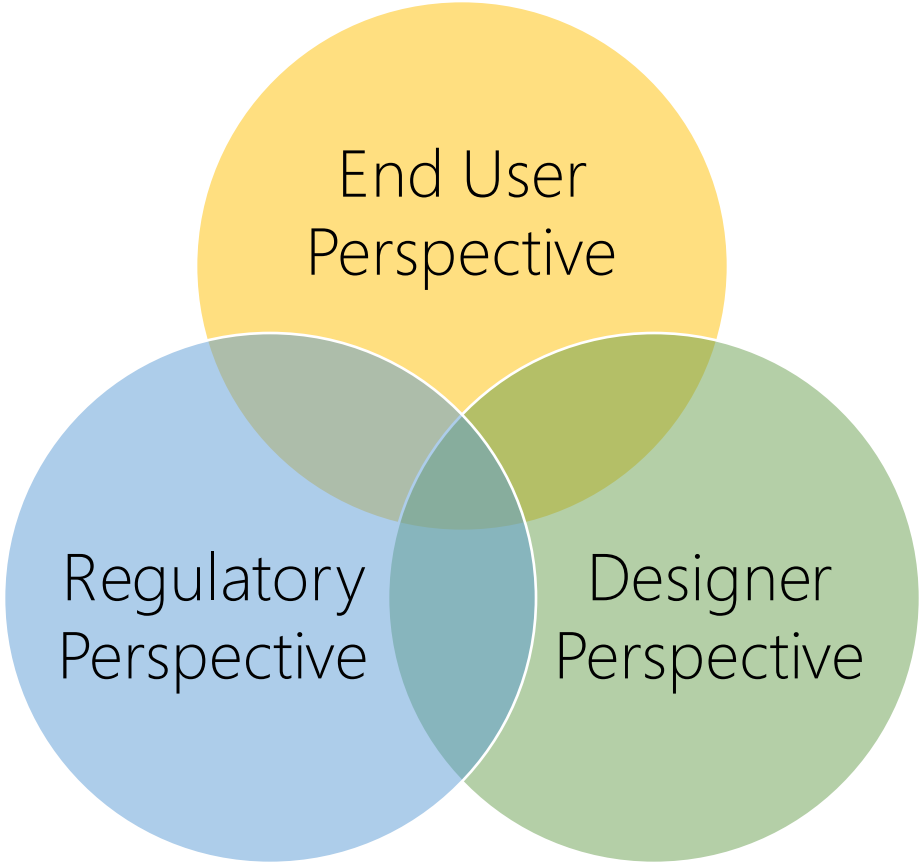




What happens when the Interface Becomes Intimate?

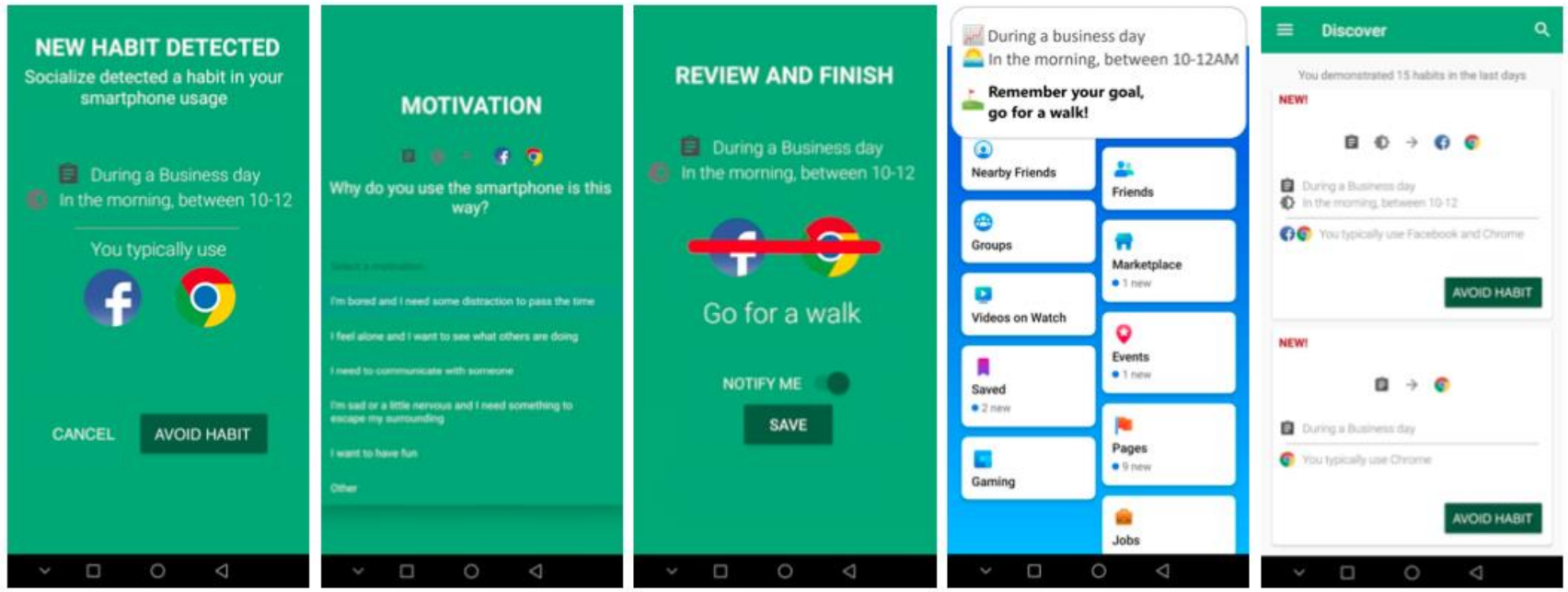


How Can We Intervene?



How Can We Intervene?

End User Perspective

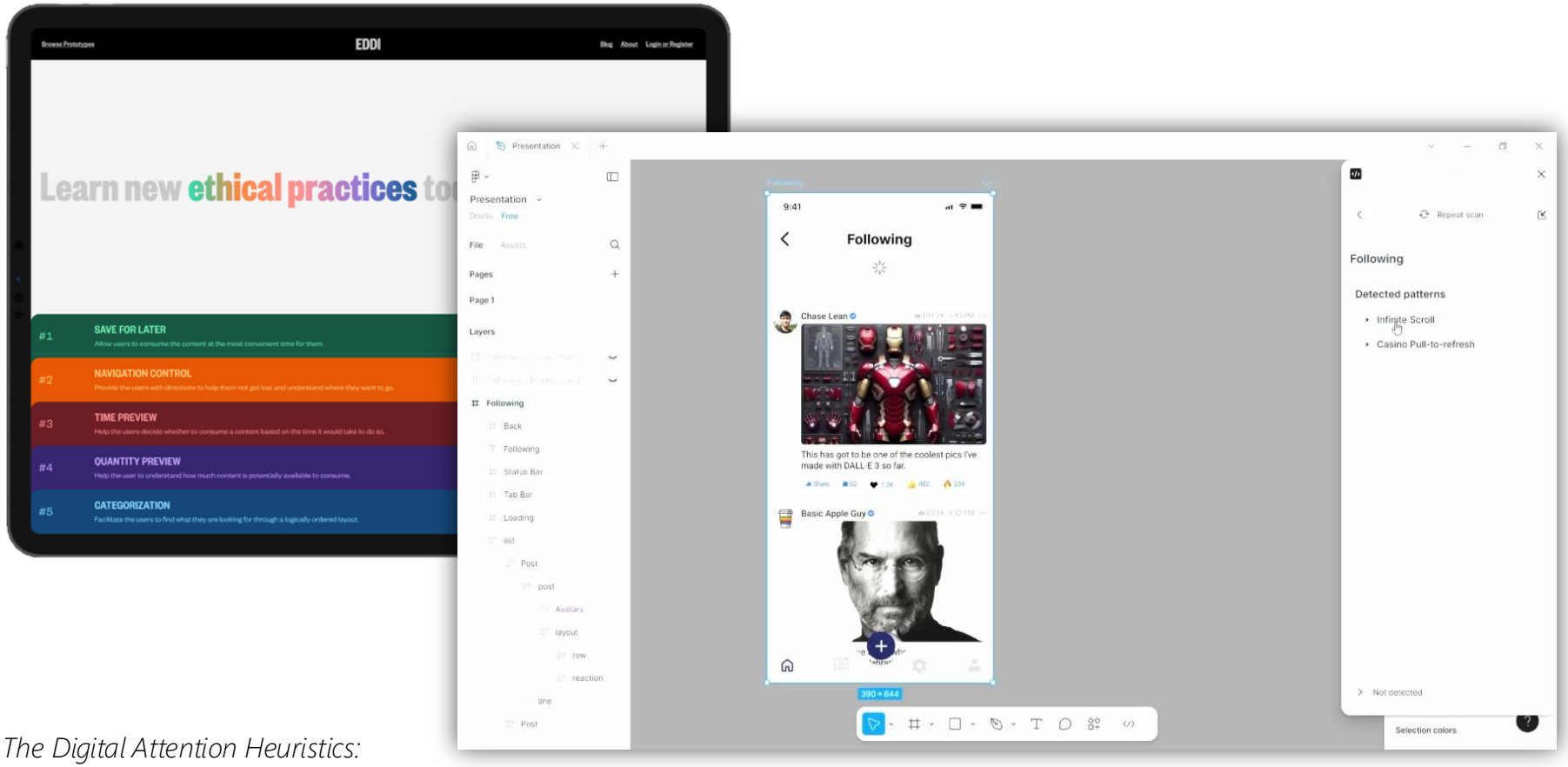


(a) Habit Detection (b) Reflection (c) Intention (d) Just-in-time Reminder (e) Dashboard

Monge Roffarello A., De Russis L., *Understanding, Discovering, and Mitigating Habitual Smartphone Use in Young Adults*, TiiS 2021

How Can We Intervene?

Designer Perspective



Monge Roffarello A., De Russis L., Lukoff K., *The Digital Attention Heuristics: Supporting the User's Attention by Design*, TOCHI 2025

Monge Roffarello A., De Russis L., Pellegrino M., *Digital Wellbeing Lens: Design Interfaces That Respect User Attention*, AVI 2024

How Can We Intervene?

Regulatory Perspective

BUSINESS • CLASS ACTION

LinkedIn to Pay $13 Million in Spam Settlement

2 MINUTE READ

Home / News and Events / Events

Bringing Dark Patterns to Light: An FTC Workshop

Some Dark Patterns now illegal in UK – interview with Heather Burns

AUGUST 26, 2014

TikTok commits to permanently withdraw TikTok Lite Rewards programme from the EU to comply with the Digital Services Act

CONTENUTI DELLA PAGINA

In alto

Citazioni

Media correlati

Temi correlati

PDF stampabile

Contatti per i media

Today, the Commission has **made TikTok's commitments to permanently withdraw TikTok Lite Rewards programme from the EU binding**. These commitments have been submitted by TikTok to address the concerns raised by the Commission in the formal proceedings opened against TikTok on 22 April and ensure compliance with the Digital Services Act (DSA).

The platform has made the following commitments:

- **A commitment to withdraw the TikTok Lite Rewards programme from the EU, permanently;**
- **A commitment not to launch any other programme which would circumvent the withdrawal.**

Design shapes behavior.
Behavior shapes society.

What if platforms had to
optimize for wellbeing instead
of attention?

Inside the Attention Trap

How Platforms Keep Us Hooked

Alberto Monge Roffarello

Assistant Professor in the Department of Control and Computer Engineering (DAUIN) at Politecnico di Torino, Italy

alberto.monge@polito.it

https://albertomonge.com/

Politecnico di Torino

European Commission

European Centre for Algorithmic Transparency

e-Lite