

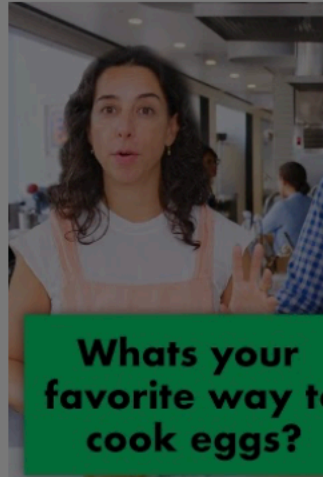
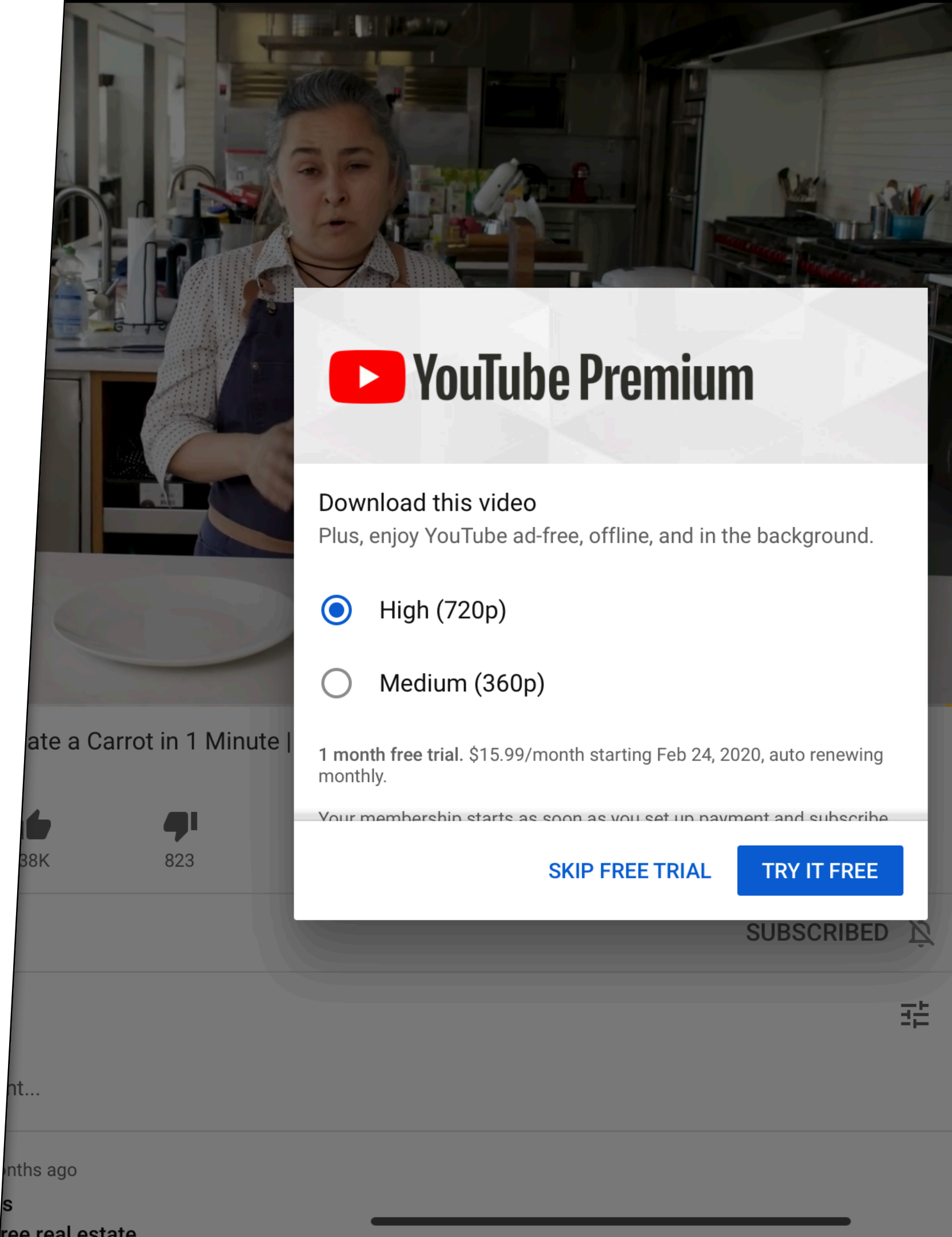
dark pattern:

Roach Motel

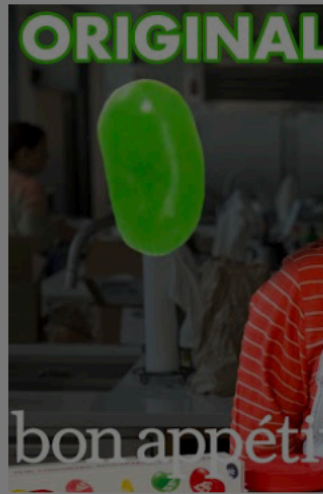
When you tap a button that requires a paid YouTube Premium subscription (or, occasionally, when YouTube feels like it), the options available are “Try It Free,” or “Skip Free Trial.”

“Skip Free Trial” takes the user back to what they were doing; the language, however, implies that it will start billing the user immediately.

There is no clear way out.

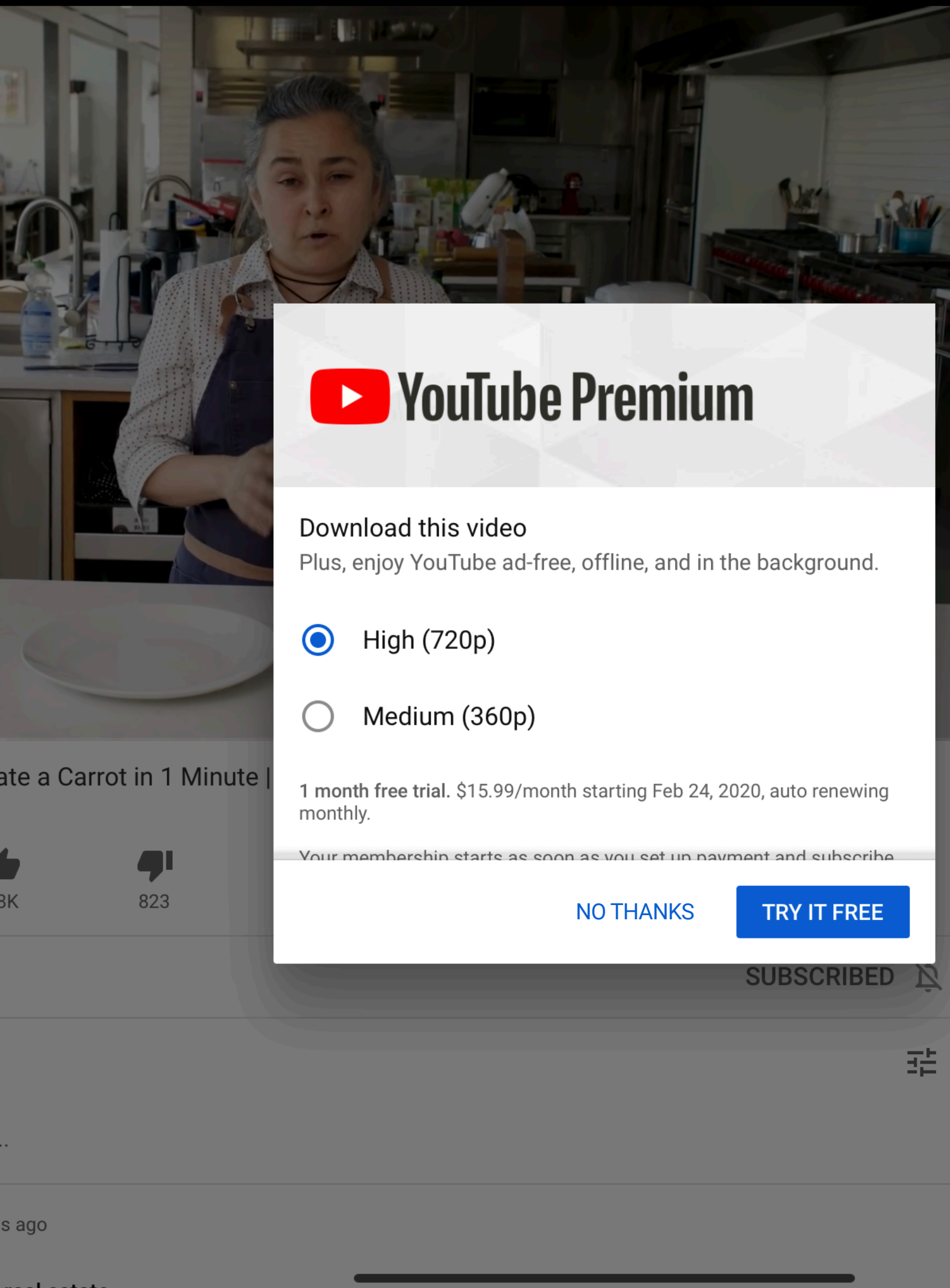


Pro Chefs Make
| Test Kitchen Tal
Bon Appétit
2.8M views · 2 mon



Pastry Chef Atter
Jelly Belly Jelly B
Bon Appétit
Recommended for



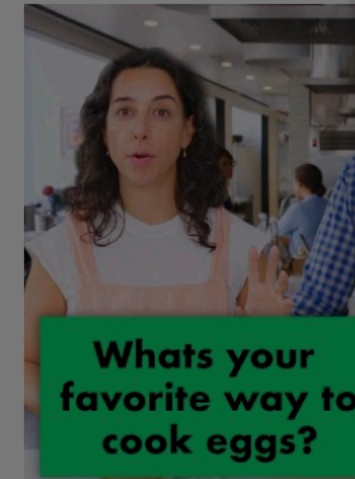


alternative solution:

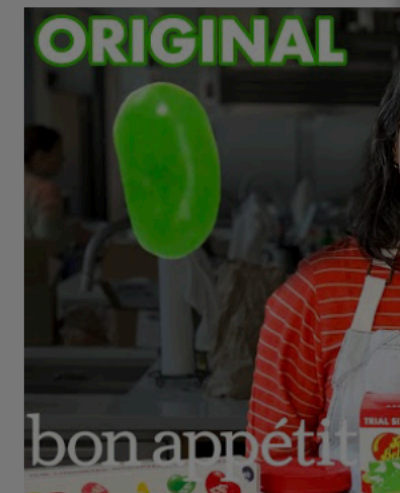
Easy Escape

Provide a clear way out, with no implied obligation.

Using gentle language, like “no thanks,” avoids creating a confirmshaming effect.



Pro Chefs Make The
| Test Kitchen Talks
Bon Appétit
2.8M views · 2 months



Pastry Chef Attempts
Jelly Belly Jelly Beans
Bon Appétit
Recommended for you · 1



dark pattern:

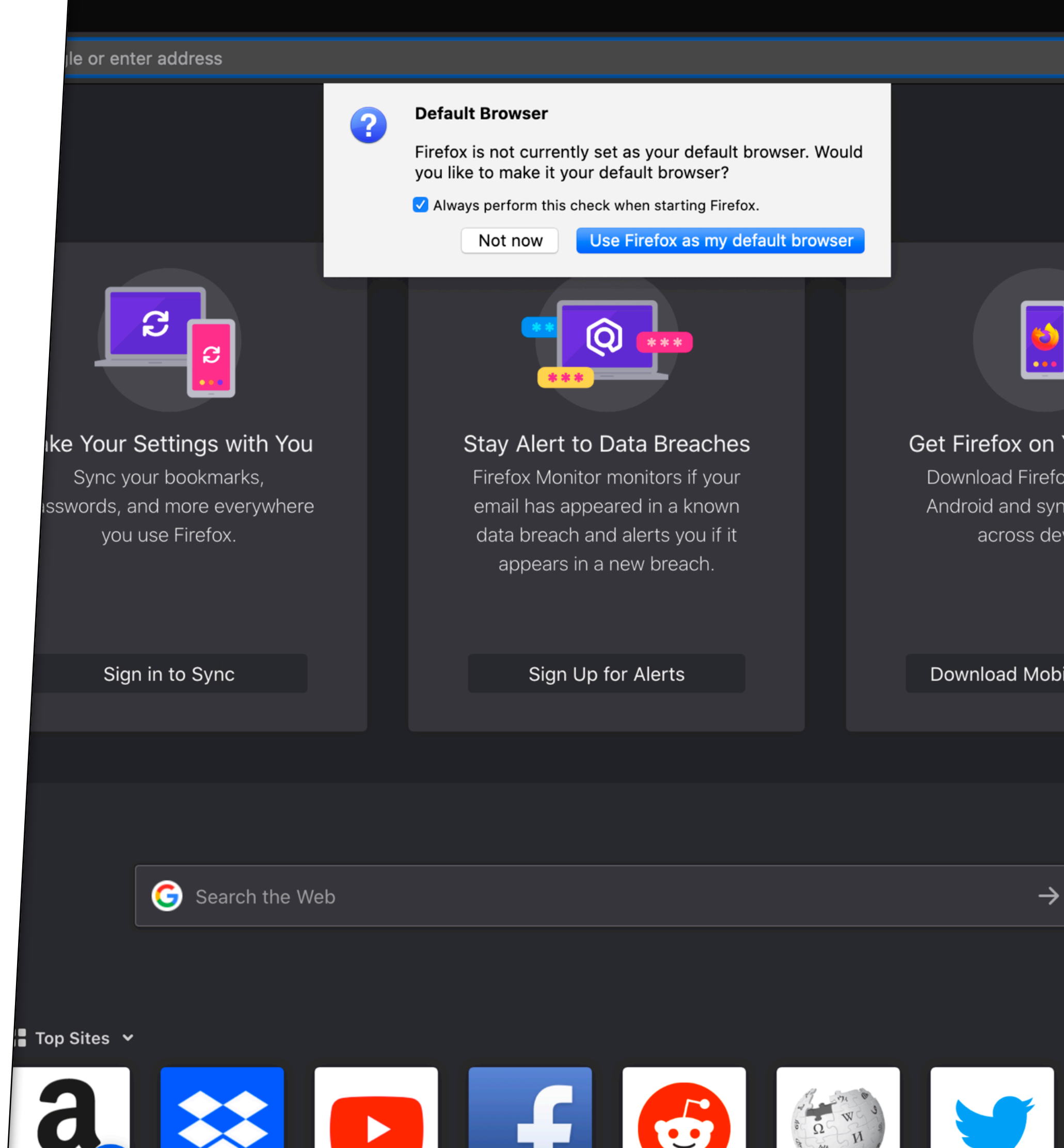
Bait-and-Switch

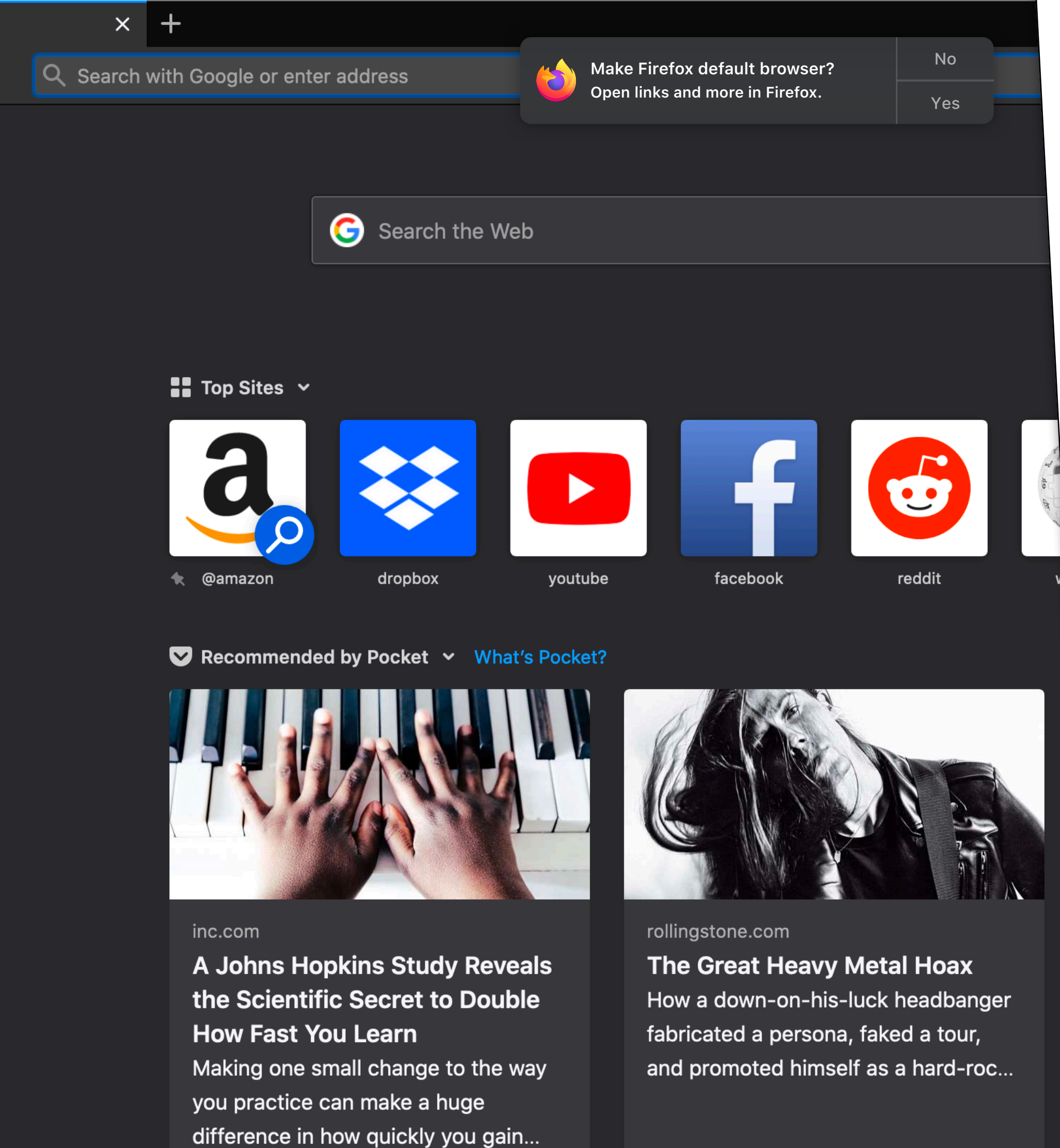
When the user first launches Firefox, the cursor appears in the address/search bar, prompting them to begin typing.

However, after they begin typing, the “Default Browser” alert appears, hijacking the keyboard input. If they were far enough along in their search term that they were about to press ‘return,’ they may still do so – thus unintentionally setting Firefox as their new default.

The user’s intention is not followed.

Firefox





alternative solution:

Don't Interrupt

Prompt without hijacking user input, in a way that allows them to respond in their own time.

Similarly, don't default to asking again every time – accept the user's decision without requiring them to make the extra effort to clarify it.

dark pattern:

Hidden Ads

Google Search is the primary way that millions of people find things online. Search results are based on countless factors, algorithmically combined to find the most relevant results for each individual user.

Advertisements, however, are chosen based on the needs of the advertiser, not the user. Interleaved with search results, these advertisements have little to differentiate them from the actual, 'organic' search results.

These hidden ads are an abuse of the user's trust.

sunglasses

All

Shopping

Images

Maps


News

More


Se

About 1,480,000,000 results (0.49 seconds)


See Sunglasses




Zenni Round Rx Sunglasses...
\$32.95
Zenni Optical




Shady Rays Signature...
\$48.00
Shady Rays Ey..
★★★★★ (4k+)



The 1993 Polarized
\$89.00
Pit Viper



Classic Specs Lowerre...
\$89.00
Classic Specs
Free shipping

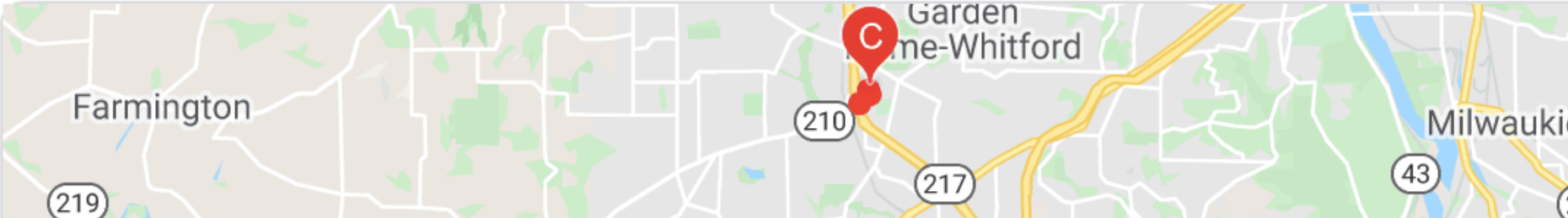


A
\$2
go
★

Ad · www.shadyrays.com/ ▼

Shady Rays Polarized Sunglasses

New customers receive 20% off On High Quality Polarized **Sunglasses**. Shop Now.



sunglasses

All Shopping Images Maps News More

About 1,480,000,000 results (0.49 seconds)

See Sunglasses



Zenni Round Rx
Sunglasses...
\$32.95
Zenni Optical



Shady Rays
Signature...
\$48.00
Shady Rays Ey..
★★★★★ (4k+)



The 1993
Polarized
\$89.00
Pit Viper



Classic Specs
Lowerre...
\$89.00
Classic Specs
Free shipping

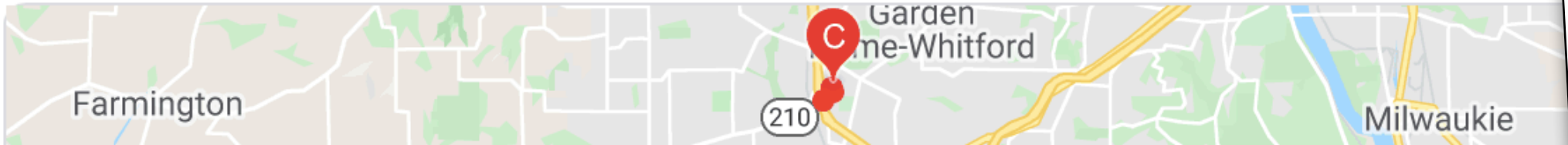


A G...
\$25...
good...
★★★

Ad • www.shadyrays.com/ ▼

Shady Rays Polarized Sunglasses

New customers receive 20% off On High Quality Polarized **Sunglasses**. Shop Now.



alternative solution:

Differentiate

Use some of the Gestalt Principles to split up the results, breaking apart the 'organic' results from the 'inorganic' advertisements.

Spacing, color, or font weight can all be used effectively.

(bonus) dark pattern:

(Un)Forced Action

The AmazonSmile program donates a small portion of each purchase to a charity of the user's choice.

However, simply registering for the program is not enough; the user must remember to shop at smile.amazon.com instead of the standard amazon.com address.

After registering for AmazonSmile, if a user goes to the main Amazon site, they are given a reminder of this requirement – but not automatically redirected.

Amazon gets the appearance of trying to help charity, while allowing users to 'forget,' thus keeping the money for themselves.

Amazon

You're at www.amazon.com.

Go to smile.amazon.com instead if you want to support charity: water.

To do this now:

1. Enter "smile.amazon.com" in your browser address bar
2. Shop & place your order
3. Amazon donates

We'll show you this reminder periodically.

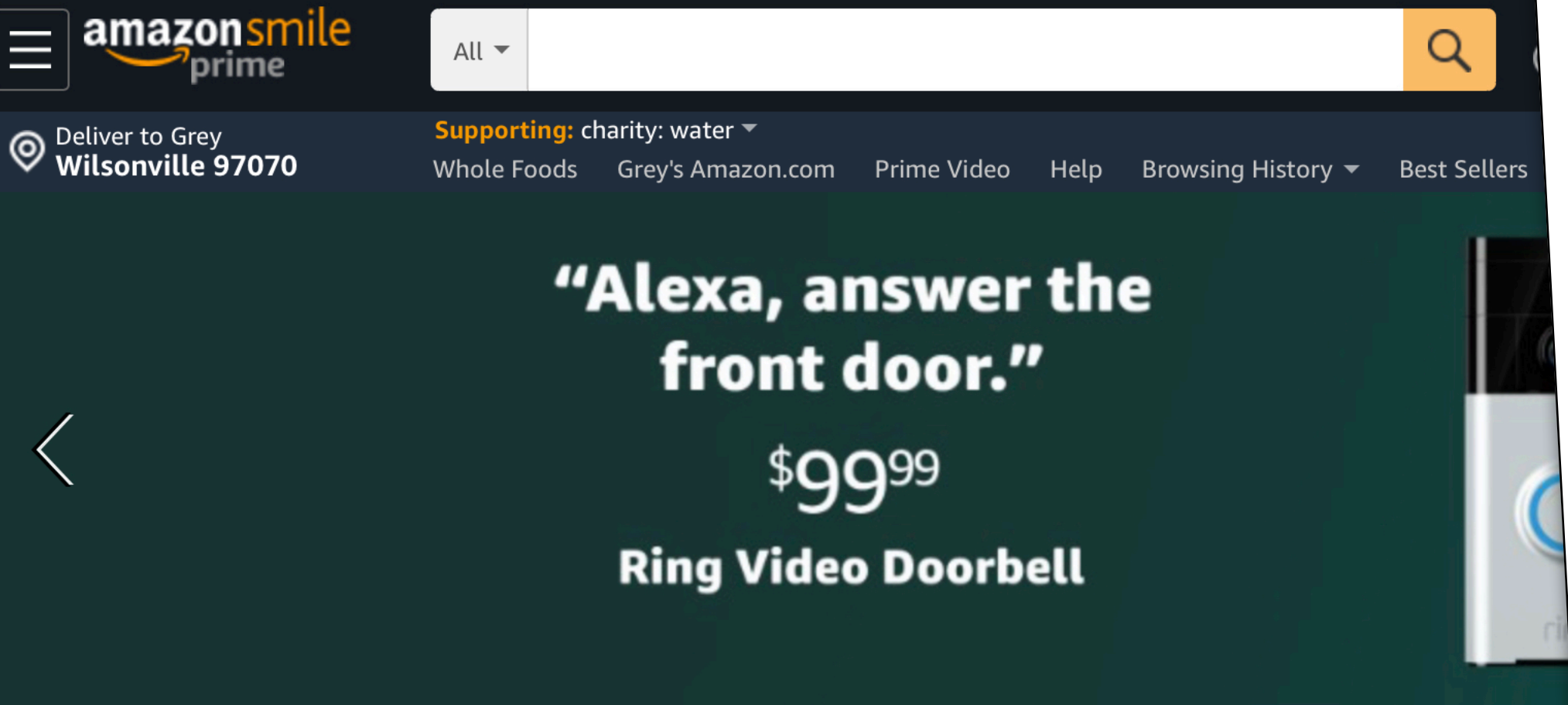
[Don't show me this again](#)

Forced Action

Rather than prompting the user to go to the alternate URL, simply redirect them automatically.

Or don't require the alternate URL at all: allow the user's registration to opt them in across all of Amazon.

Instead, use the prompt to ask users if they would like to register for AmazonSmile, increasing awareness of the charitable donation program.



Hi, Grey

AmazonSmile donations generated: \$13.62

Recommendations for you



Your Orders



Electronics



Cell Phones & Accessories



Computers & Accessories

Now waterproof and with Audible



[Shop the Kindle Paperwhite](#)