

News Item

Senators Introduce Bill to Stop 'Dark Patterns' Huge Platforms Use to Trick Users | Gizmodo

By Tom McKay April 10, 2019

Senators Mark Warner (D-Virginia) and Deb Fischer (R-Nebraska) have introduced legislation to ban so-called "dark patterns" tactics designed to trick users into handing over access to their data, <u>Reuters reported on Tuesday</u>.

Dark patterns, a term first popularized by the website <u>darkpatterns.org</u>, describe everything from UI elements to technical tricks designed to lure users into taking actions they might not otherwise agree to, such as presenting them with in-app purchase buttons or data-sharing agreements designed to appear like more mundane functions. In the video below, UX expert Harry Brignull characterizes it as a kind of catch-all term that also includes things like a "roach motel: a design that makes it very easy for you to get into a situation, but very hard to get out": One such example is the maze of menus Amazon customers must navigate through to delete their accounts.

If the concept is still a little fuzzy, Dark Patterns <u>runs a Wall of Shame</u> highlighting some of the worst practices.

[...]

Source: Senators Introduce Bill to Stop 'Dark Patterns' Huge Platforms Use to Trick Users