Dark Patterns

Can you spot the online traps?

Read through the descriptions of different types of Dark Patterns. Look at the pictures from websites and games and decide which description best fits the information.
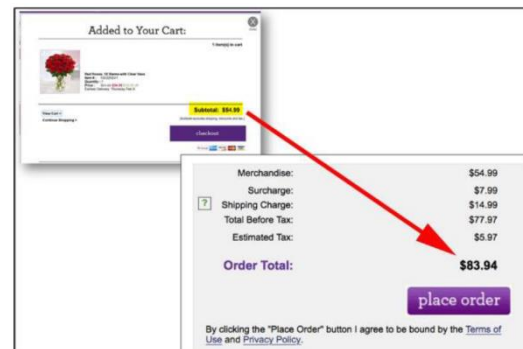
Trick Questions

When read quickly the question appears to ask one thing, but when read carefully it asks another thing entirely.
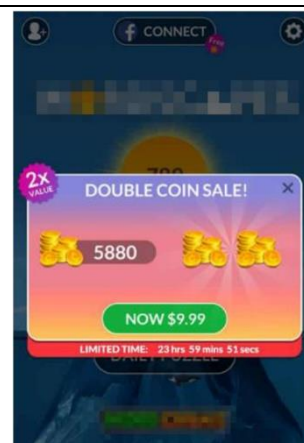

Confirmshaming

Using guilt to persuade someone into choosing something. The option to decline is worded in a way that sounds shameful.
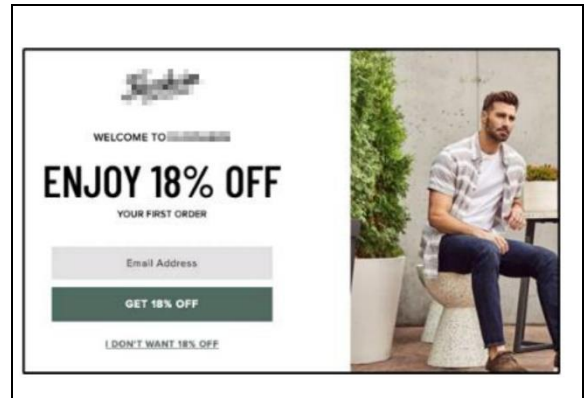

Hidden Costs

You get to the last step of the checkout process, only to discover some unexpected charges have appeared, e.g. delivery charges, tax, etc.
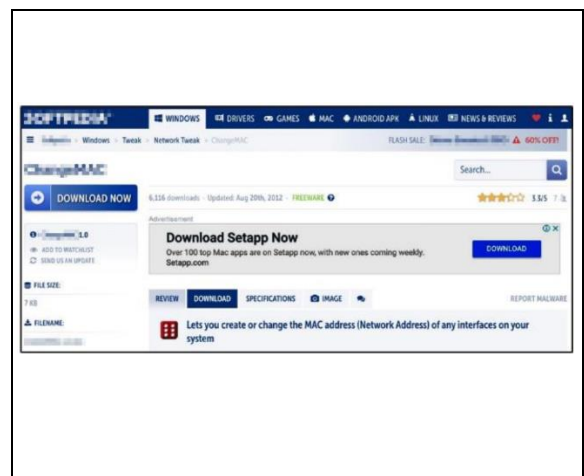

Lancashire Science Festival

Disguised Ads

Adverts that are disguised as other kinds of content or navigation, in order to get you to click on them.

Friend Spam

The game or app automatically posts to your social media (or sends messages to people in your contact list) without your knowledge. If your friends think you're endorsing it, they are more likely to download it themselves.

Artificial Scarcity

Makes you rush into a decision, for example: "Only 4 items left in stock; Order now!" Uses limited time to pressure you. Alternatively, makes you wait an unnecessarily long time to get the free version.