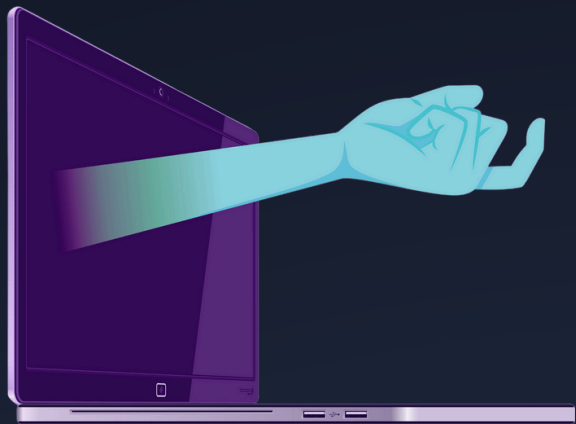# HOW TO IDENTIFY

DARK PATTERNS

WHAT IS DECEPTIVE DESIGN?

Deceptive Design, also commonly referred to as Dark Patterns, are "practices commonly found in online user interfaces that steer, deceive, coerce, or manipulate consumers into making choices that often are not in their best interests." *

* From the Organisation for Economic Cooperation and Development

WHY SHOULD I BE CONCERNED?

- Adults may be able to understand and spot dark patterns easier, so it is important to teach children about these design tactics.

- Dark patterns may encourage children to play games longer and spend more money on in-game purchases.

- Children and teens may not understand that their personal information could be used maliciously (in-app purchases, fraud)

EXAMPLES OF DECEPTIVE DESIGN PATTERNS

Confirm-shaming

A tactic that often emotionally manipulates and pressures users into doing something they might not have otherwise done.

"Are you sure you don't want to solve this puzzle?"

"Are you sure you want to delete your account? Once you delete your profile, there's no turning back!"
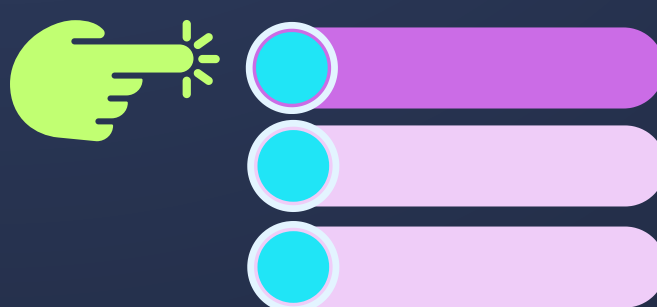
Preselection

When privacy-intrusive options are preselected, enabling an app or website to broadly collect personal information.

False-hierarchy

Where visual elements give visual preference to the organization's preferred setting, which often is the least privacy protective option.

TIPS FOR FAMILIES

Walk through sign-ups and account creation together

- Go through the account creation process together. If an email address is required, consider creating one just for apps and gaming services.

- Make sure you know how to log out of your account.

Adjust and Review the privacy settings early and often

- Customize your privacy settings and select the most privacy-protective options.

- Review your settings often; sometimes privacy settings reset and revert back to the least privacy protective options.

Establish House Rules for online privacy

- Know and explain what information children should always be careful about sharing online, such as their full name, birthday, school name, or other personal details.

Read more about deceptive design patterns and how to spot them in the GPEN Sweep Report