

# Petits exemples de "dark pattern", ou Comment manipuler les utilisateurs grâce aux interfaces graphiques.



Inspiré de <http://darkpatterns.org/>

## Questions volontairement complexes

Please enter your details to reserve your item(s)

Title :

First name \* :

Last name \* :

Email \* :

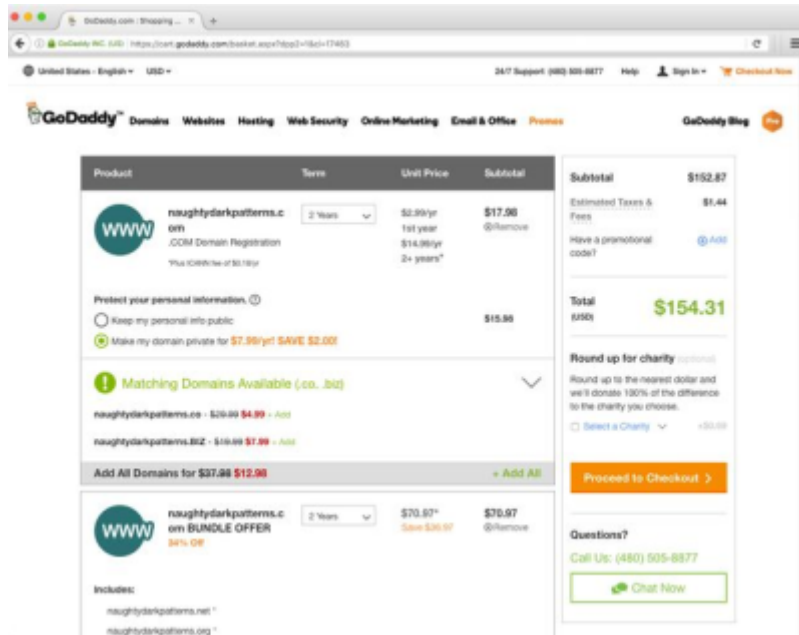
Phone number \* :

Please do not send me details of products and offers from Currys.co.uk

Please send me details of products and offers from third party organisations recommended by Currys.co.uk

While filling in a form you respond to a question that tricks you into giving an answer you didn't intend. When glanced upon quickly the question appears to ask one thing, but when read carefully it asks another thing entirely.

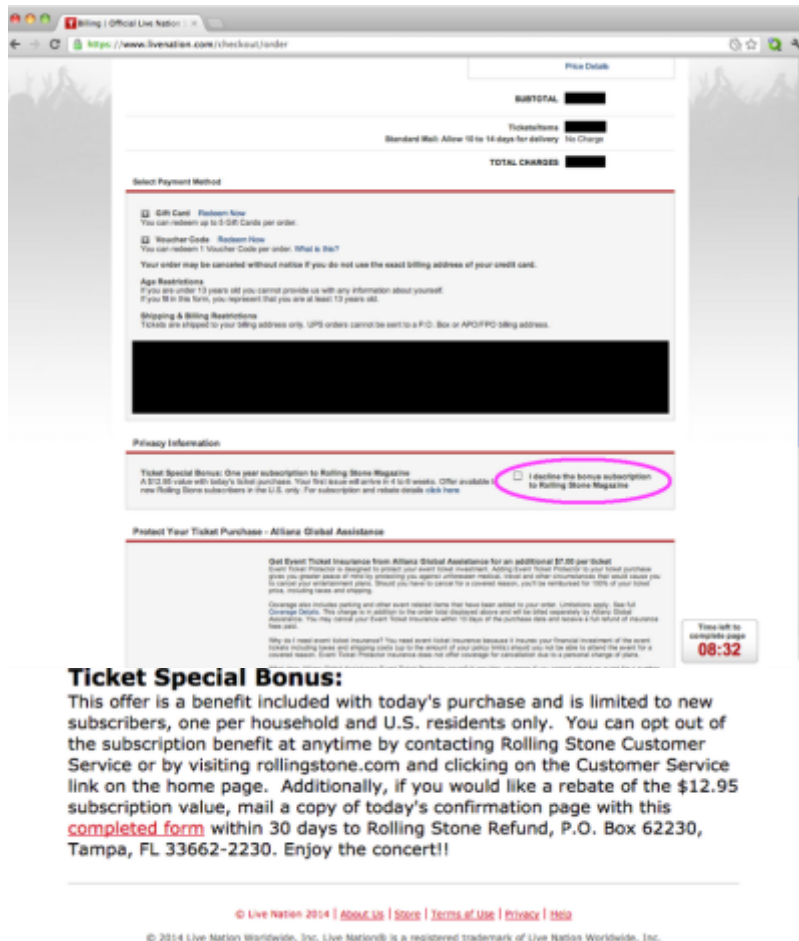
## Ajout discret dans le panier



You attempt to purchase something, but somewhere in the purchasing journey the site sneaks an additional item into your basket, often through the use of an opt-out radio button or checkbox on a prior page.

## Découragement par l'administratif

You get into a situation very easily, but then you find it is hard to get out of it (e.g. a premium subscription).



## **Partage d'info privés**



# HOW MUCH IS YOUR PERSONAL INFORMATION WORTH?

## The Data on Data Brokers

**4K** data broker companies worldwide

**1,4K+** "leading brands" sell information from store loyalty cards

**80%** of U.S. email addresses are on file on **towerd@ta**

**acxiom**  
Acxiom, one of the largest data brokering companies, has:  
 • 23K servers collecting and analyzing consumer data  
 • Data for 500 million consumers worldwide  
 • 1.5K data points per person

**38%** of employed Americans' pay stub information is available on **EQUIFAX**

Databases like **CampaignGRID** and **PROPERBKA** have political information including party affiliation and campaign contributions for **80%** of registered American voters

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### WHAT IS THIS INFORMATION WORTH?

To Data Brokers	To Consumers
Data brokering is a <b>\$200 billion</b> industry	<b>43%</b> of data brokers allow consumers to opt out for free
In 2012, the data broker industry generated <b>\$150 billion</b> in revenue - <b>twice the size</b> of the entire intelligence budget of the United States government	<b>\$8</b> - amount per month Datacoup paid consumers for access to their social media accounts and credit card transaction data
<b>\$79</b> - price for a list of a thousand people with health conditions like anorexia, substance abuse, or depression	<b>\$100</b> - amount per month you can get paid by Luth Research to participate in surveys & digital tracking on your Internet connected devices
<b>\$89</b> - average value of one email address to a brand over time - <b>higher for travel (\$251)</b> - <b>lower for retail (\$84)</b>	<b>\$99</b> - cost per year to have your data kept out of databases by <b>reputation.com</b>

While not all companies allow you to see what they know, some offer consumer reports, and most allow you to opt out. If you're looking to opt out, here are some of the biggest data brokers you can contact:

Company	Can you Opt Out?
411	Yes
acxiom	Partially
CoreLogic	Yes
datalogix	Yes
eBureau	Yes
EPSILON	Yes
FICO	Partially
INTELLIGENCE TOWER DATA	Yes
infoUSA.com	Yes
checkmate	Yes
INTELIUS	Yes
LexisNexis	Yes

**WANT TO OPT OUT FROM HAVING YOUR DATA COLLECTED?**

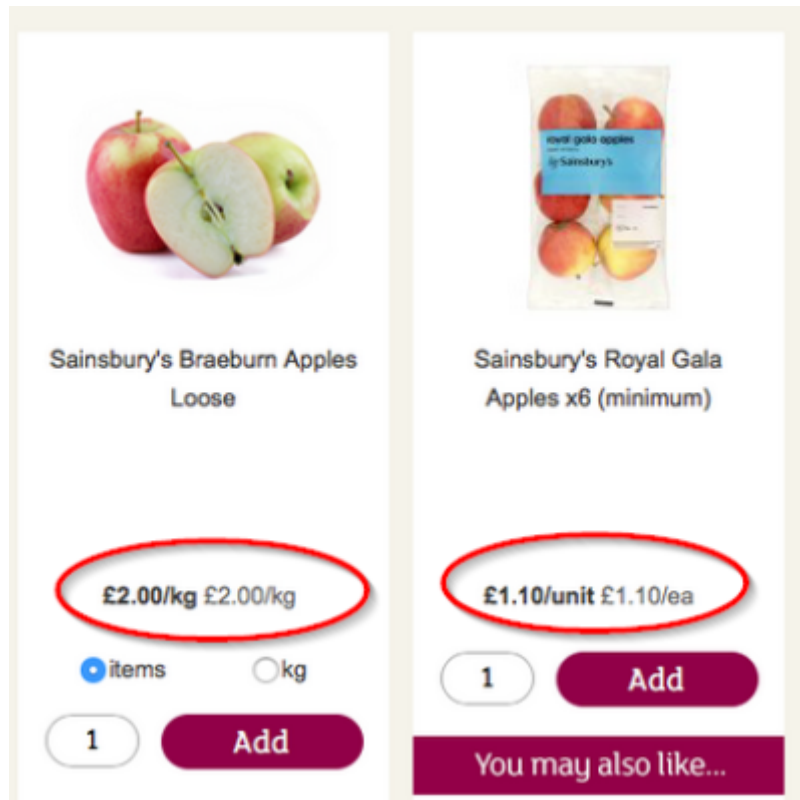
**Webpage FX**

SOURCE:  
<http://sandoz.com/>  
<http://www.nytimes.com/>  
<http://www.irs.gov/>  
<http://www.theidm.com/>  
<http://www.technologyreview.com/>  
<http://www.propublica.org/>  
<http://www.propublica.org/>

You are tricked into publicly sharing more information about yourself than you really intended to. Named after Facebook CEO Mark Zuckerberg.

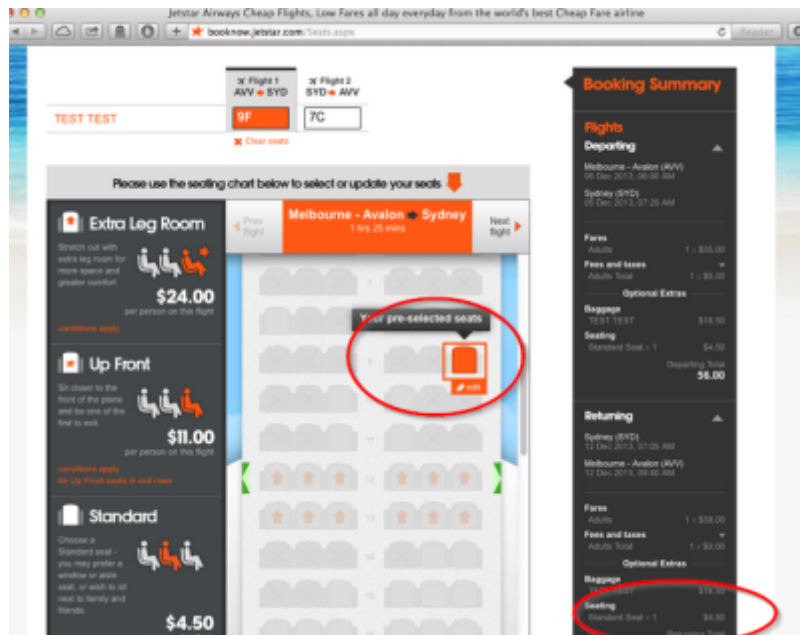
## Comparaison de prix difficile

The retailer makes it hard for you to compare the price of an item with another item, so you cannot make an informed decision.



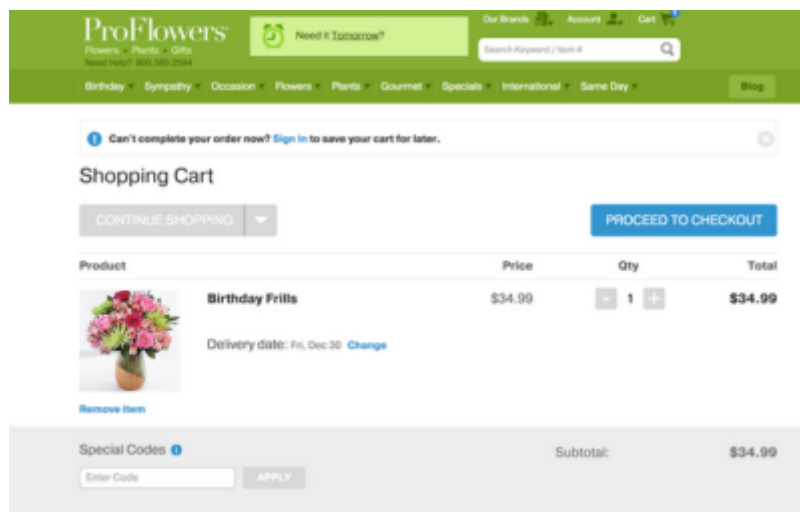
## Diversion

The design purposefully focuses your attention on one thing in order to distract your attention from another.



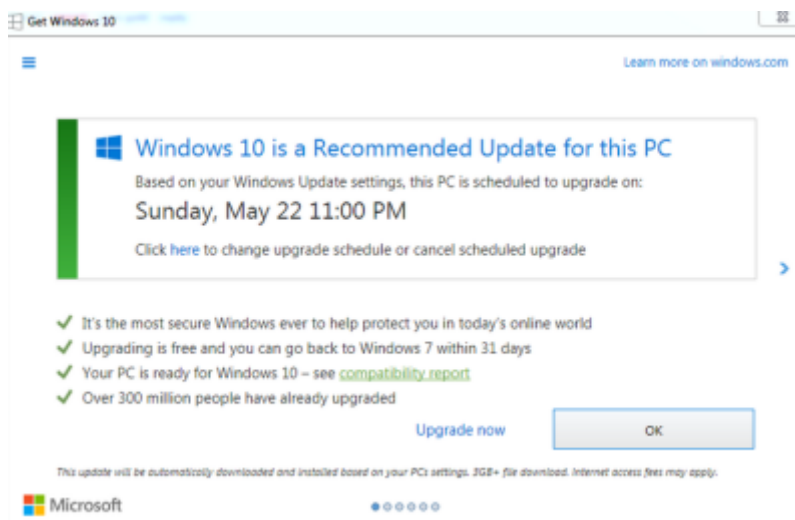
## Coûts cachés

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



## Habituer puis changer

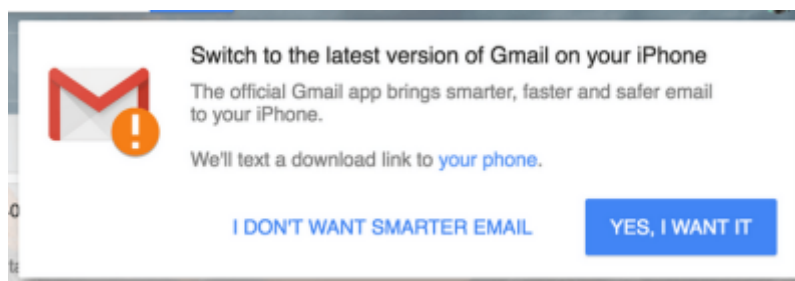
You set out to do one thing, but a different, undesirable thing happens instead.



During 2016, users of earlier versions of Windows were shown pop-up windows similar to that pictured above. As the year progressed, Microsoft became increasingly aggressive with the pop-ups. They started as an honest, optional call to action, but became increasingly deceptive. They switched the meaning of the “X” button at the top right to mean the opposite of what it normally means. In all other versions of Windows going back to the 1980s, this button means “close”. In this specific instance, they changed it to mean “Yes, I do want to upgrade my computer to Windows 10”. This caused a huge public backlash.

## Reconnaissance de culpabilité

The act of guiltting the user into opting into something. The option to decline is worded in such a way as to shame the user into compliance.



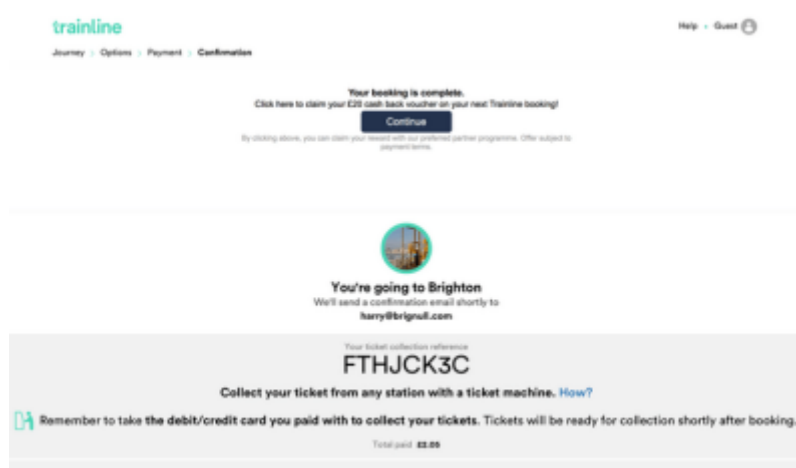
## Publicité déguisée

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



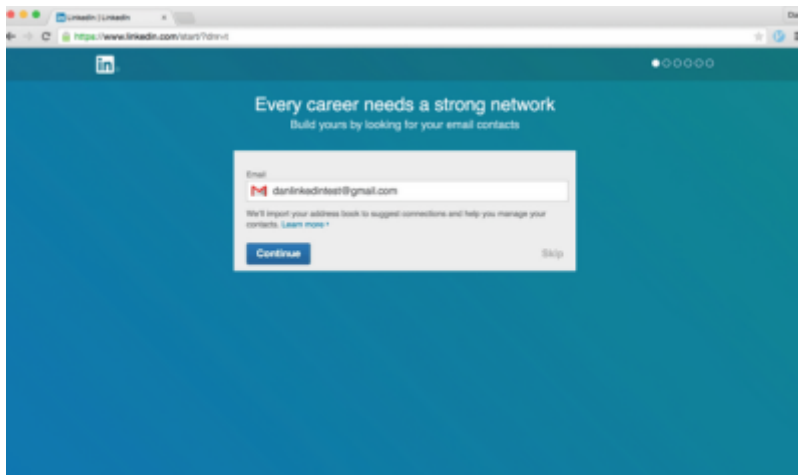
## Continuité forcée

When your free trial with a service comes to an end and your credit card silently starts getting charged without any warning. In some cases this is made even worse by making it difficult to cancel the membership.



## Spam des amis

The product asks for your email or social media permissions under the pretence it will be used for a desirable outcome (e.g. finding friends), but then spams all your contacts in a message that claims to be from you.



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