

PL RAJ IAS & IPS ACADEMY

MAKING YOU SERVE THE NATION

DARK PATTERN: SCIENCE & TECHNOLOGY

NEWS: Dark patterns pose a growing concern in India's digital landscape

WHAT'S IN THE NEWS?

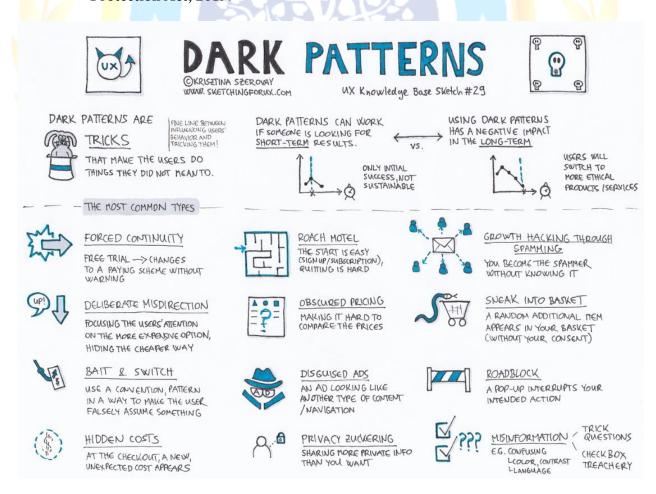
Definition: Deceptive design practices in websites/apps to manipulate users into unintended actions.

Common Examples:

- Creating false urgency.
- Hiding subscription cancellation options.
- Using misleading language.

Concerns:

- Consumer Manipulation: Exploits psychological biases to trick users into unwanted actions.
- Undermines Trust: Erodes user trust in digital platforms.
- Legal Risks: In India, falls under 'unfair trade practices' as per the Consumer Protection Act, 2019.





PL RAJ IAS & IPS ACADEMY

MAKING YOU SERVE THE NATION

• **Impact on Businesses**: Leads to reputational damage, legal fines, and weakened market position.

Way Forward:

- Ethical Design: Promote transparency and user-friendly interfaces.
- Educate Designers: Incorporate ethics into design training.
- Strengthen Regulations: Enforce stricter guidelines with mandatory disclosures and penalties.
- Empower Consumers: Use tech solutions to detect dark patterns and promote consumer education.
- International Collaboration: Learn from global laws like the EU's Digital Services Act and GDPR.

Source: https://epaper.thehindu.com/ccidist-

ws/th/th international/issues/99141/OPS/GFTD9QPAS.1+G1QDAKCT5.1.html

