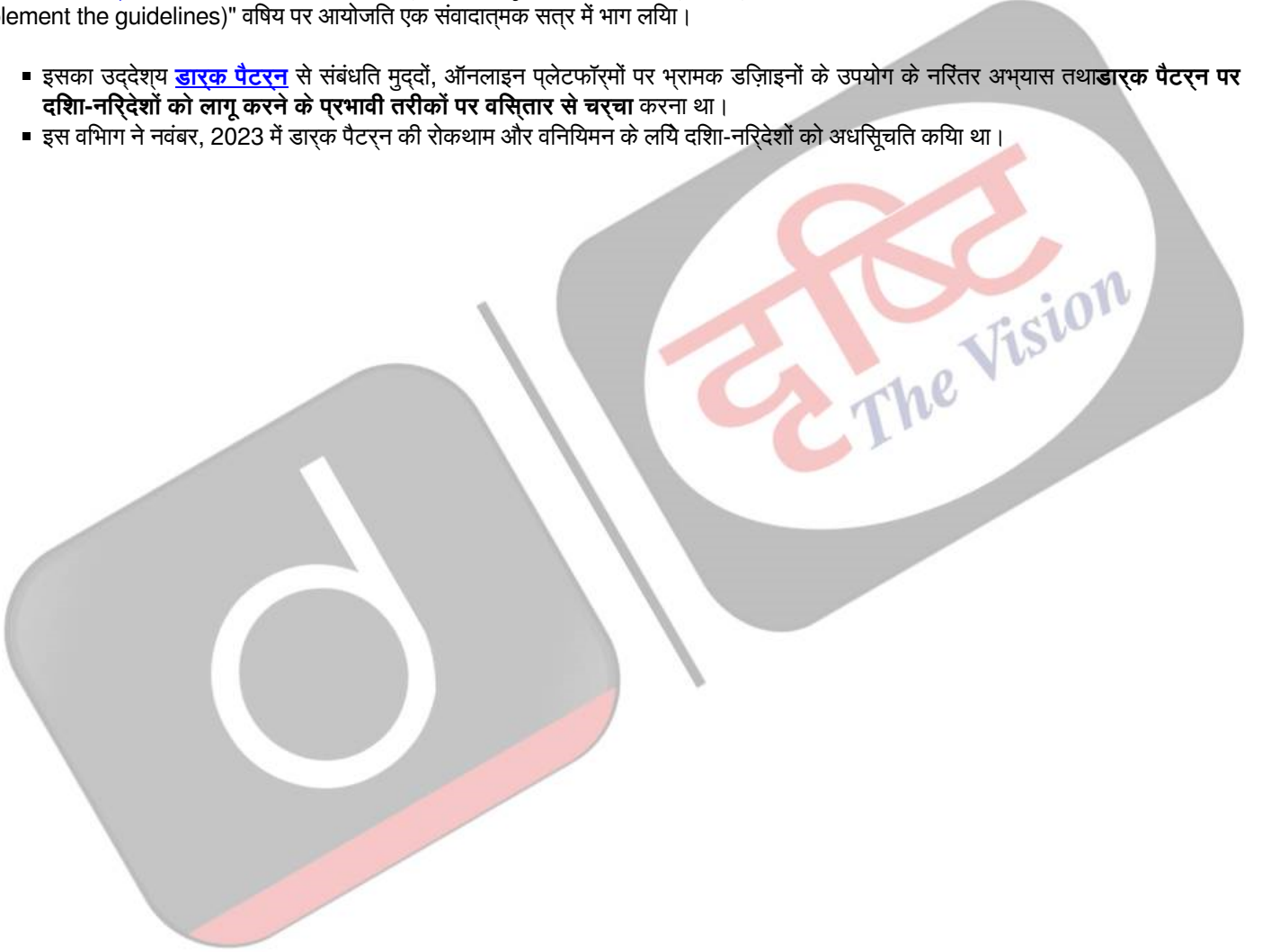


डार्क पैटर्न

[स्रोत:पी.आई.बी](#)

हाल ही में [उपभोक्ता मामलों के विभाग](#) ने "दशा-नरिदेशों को लागू करने के लिये डार्क पैटर्न और रणनीतियाँ (Dark Patterns and Strategies to implement the guidelines)" वषिय पर आयोजति एक संवादात्मक सत्र में भाग लया ।

- इसका उद्देश्य [डार्क पैटर्न](#) से संबंधति मुद्दों, ऑनलाइन प्लेटफॉर्मों पर भ्रामक डज़ाइनों के उपयोग के नरितर अभ्यास तथा [डार्क पैटर्न पर दशा-नरिदेशों को लागू करने के प्रभावी तरीकों पर वसितार से चर्चा](#) करना था ।
- इस विभाग ने नवंबर, 2023 में डार्क पैटर्न की रोकथाम और वनियमन के लयि दशा-नरिदेशों को अधसूचति कया था ।



DARK PATTERNS

"Dark Pattern" refers to a wide variety of practices commonly found in online user interfaces that lead consumers to make choices that often are not in their best interests.

TERM COINED BY

- Harry Brignul, a user experience (UX) designer, in 2010

OBJECTIVE - GETTING CONSUMERS TO

- Purchase more and more
- Spend more money on a purchase or time on a service than desired
- Give up more personal data than desired

Dark Pattern (Category)	Meaning
Forced Action	Disclosure of more personal data than desired
Interface Interference	Visual prominence of options favorable to business
Nagging	Repeated requests to change a setting to benefit business
Obstruction	Making it hard to cancel a service
Sneaking	Adding non-optional charges to transactions at final stage
Social Proof	Notification of other consumers' purchasing activities
Urgency	Countdown timer indicating the expiry of deal

EFFECTS ON CONSUMER

- Harms to consumer autonomy and privacy
- Time and Financial loss
- Psychological detriment
- Less consumer trust and engagement
- Weaker or distorted competition

TOOLS TO DETECT/MITIGATE/REMOVE DARK PATTERNS

- Cookie glasses
- Consent-O-Matic extension
- Global Privacy Control
- Truebill

REGULATIONS

International:

- Consumer Financial Protection Act, 2010 (USA)
- Consumer Contracts (Information Cancellation and Additional Charges) Regulations, 2013 (EU and UK)

India:

- Rules: Draft Guidelines for Prevention and Regulation of Dark Patterns, 2023

In India, businesses implementing "dark patterns" in their user interfaces to influence consumer choices counts as infringement on "consumer rights" (Consumer Protection Act, 2019).

STEPS NEEDED

- Addressing consumer vulnerability to dark patterns
- Fostering consumer-friendly digital choice architecture
- Issuing regulatory guidance
- Empowering regulatory authorities to take action on dark patterns



Drishti IAS

और पढ़ें.. [डार्क पैटर्न, साइबर अपराध](#)

PDF Refernece URL: <https://www.drishtias.com/hindi/printpdf/dark-patterns-5>

