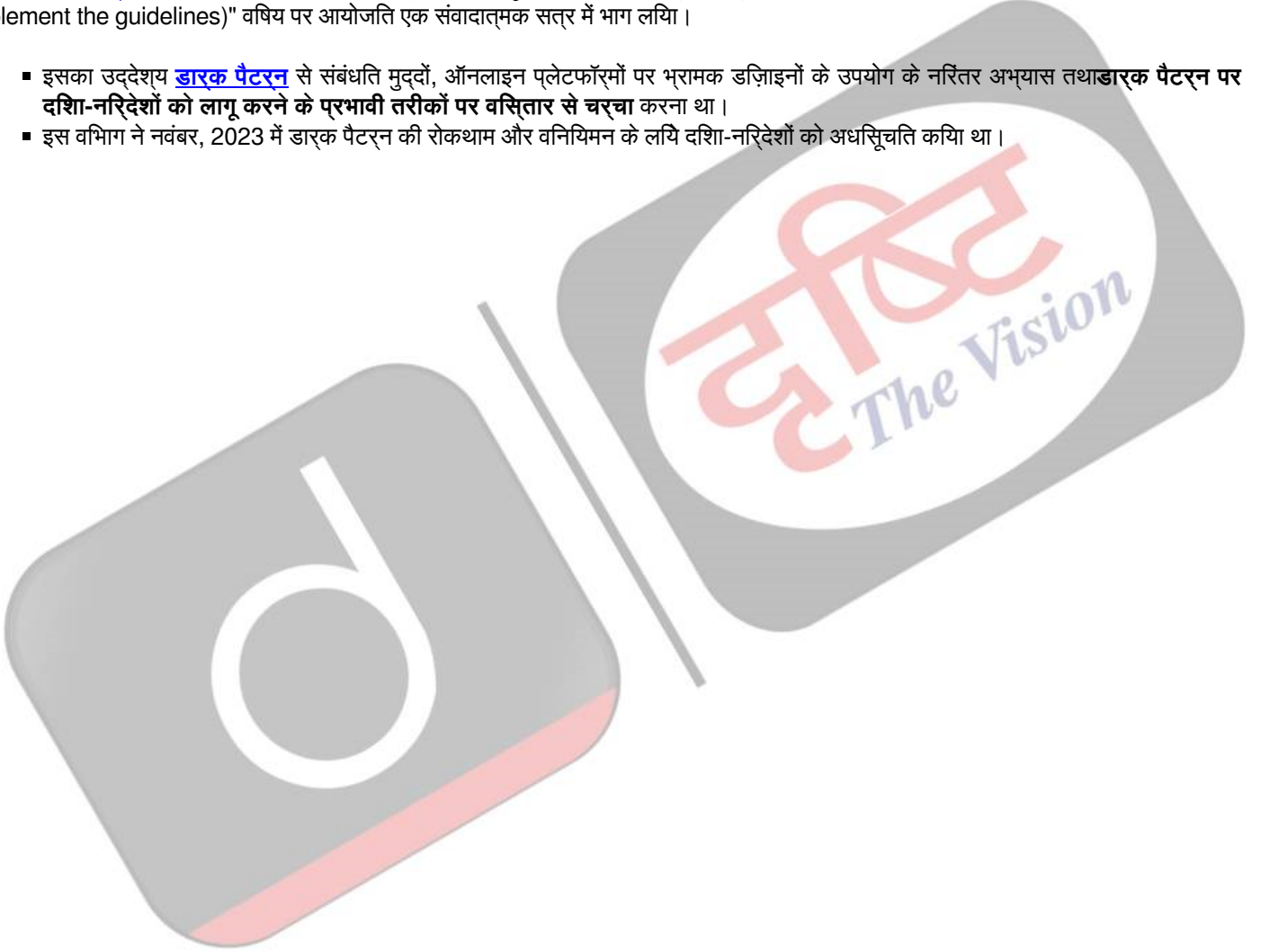


## डार्क पैटर्न

[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>

