

green: covered in the paper

orange: implicitly covered in another one

grey: not covered in the paper

bait and switch

- by approaching something you are automatically opting in (implicit action)
 - benevolent solutions: needs to be possible to opt out. 1) Gesture for opting out? 2) if you notice that you are tracked, maybe your reaction can be interpreted as “i don’t want to be tracked”

[scribble below]

- trust is crucial
- cameras make you think you are tracked even if you are not – changes your behavior
- “for implicit things, only safe actions”
- "we no longer own the space"

hidden costs [partially in bait and switch]

- in the last stage of the checkout process unexpected charges occur
- proxemics case: you use the service and then you are asked to pay (somehow), e.g. with time
 - might work if the fee is not so big

[scribble below]

- like fitbit: when you are synching, you are suddenly asked to pay

attention grabbing

- proxemics provides better timing

misdirection [partially in the attention grabber]

- animations flashing to attract your attention so that the camera can get a good picture of you
- hide information by placing the legal text in a place that is not possible to read

midas touch problem exploited

accidental proxemics in the paper

the captive audience

- small display on top of mens urinals (you cannot go somewhere else to avoid watching)
- “black mirror” british tv show, you need to pay to avoid the ads on the display walls
- kinect enters your living room, disguised as an entertainment system, silently tracks everything

friend spam

- a system might automatically connect you to people you happen to be close to
- viral: a “friend virus” that spreads among people you are physically meeting

forced behaviour

- people are forced to a certain (embarrassing) behaviour in order to use service
- tricks you into go closer (interesting!) then you are forced to see an ad/ pay

disguised ads (disguised tracking) implicit consent

[weight at bus stop]

- ads in a public space
- make you get close enough for a picture, then target your face for future ads

forced disclosure [partially in disguised data collection]

- everything is taken from your mobile device as you approach the system

physical aspect [partially in disguised data collection]

- lure them into positions
- lure them into getting their finger print

faraway bill [milk factor]

- the proxemics system forces you to go to a location in order to get a service

unintended relationships

- just because you pass by someone, you are automatically friended with that person

roach motel

- move up to a public display. when you leave, you need to pay in order for your private data to not stick to the screen.

forced continuity [partially in roach motel, also in we never forget]

- forced to remain and watch an ad before leaving the space or all your data will be deleted from the cloud

- when two devices are brought together they share data with their owners consent. next time they will continue to share data, even without the consent

privacy zuckering

- making it hard to get full privacy

trick question

- if you layered info as you move towards the device, you get a quick question that you can't correctly interpret because you are in motion/you are not oriented correctly

intentional vs. unintentional dark patterns