

Name:

### Students will be able to:

- Identify ways advertisements can influence their consumer decisions
- Explain what dark patterns are and identify common types
- Understand why companies may use dark patterns



### INTRO

#### PROMPT:

Use the space below to answer the prompt.

1. Describe the last time you bought something because of an advertisement.
2. Why was that advertisement convincing to you?



### LEARN IT

#### VIDEO: [Toyota, Built for a Better World](#)

As a consumer, you see advertisements all the time. Take a look at this car commercial and answer the following questions about what the advertisers want consumers to think.

1. If you drive a Toyota, you are \_\_\_\_\_.
2. Why/How did you come up with that adjective?
3. This commercial attempts to generalize all drivers of this car. Do you agree with these generalizations? Explain.

#### 4. Why do you think advertisers want you to feel this way when watching the commercial?

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##### **ARTICLE:** [The 6 Ways of Influence](#)

We all know that advertisements and “exclusive” offers - whether they are on TV, your phone, etc. - are trying to convince you to do something. Sometimes, it’s easy to notice how they’re trying to influence you. However, many advertisements cleverly use tactics that you may not even be aware of! Read about the 6 ways of influence presented in this article starting at 1. *Authority* and ending after 6. *Scarcity*. Then, answer the questions.

**Think back to the ad you watched in the previous resource.**

- 1. What is the advertisement trying to get you to do?**
  
  - 2. Which of the six ways of influence do you think the advertisement is using MOST effectively to influence its audience? Explain your reasoning.**
  
  - 3. Search the internet and find an advertisement for a product or service you think a teenage consumer might use. Explain how this ad uses at least one of the six ways of influence on its audience.**
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##### **VIDEO:** [How Dark Patterns Trick You Online](#)

Sometimes the tactics companies use are downright malicious. Unfortunately, while these structures and behaviors can create a negative consumer experience, they aren’t necessarily illegal. Many of these repeated patterns have been studied and categorized as “dark patterns.” Watch this video to learn more about what a dark pattern is and how to spot one. Then, answer the questions.

1. In your own words, explain what a dark pattern is.
2. Name three examples of dark patterns from the video.
3. What do you think are some of the costs to consumers as a result of being exposed to these dark pattern practices?
4. Do you think dark patterns should be illegal? Why or why not?



**ACTIVITY: MOVE: Identifying Dark Patterns**

As the previous video stated, being able to recognize different types of dark patterns is the first step in avoiding their tricks. In this activity, you'll put your knowledge of different types of dark patterns to the test. Follow your teacher's directions to complete this activity.



Follow your teacher's directions to complete the Exit Ticket.