

2024 年度年次報告書

社会課題を解決する人間中心インタラクションの創出

2024 年度採択研究代表者

シーボーン ケイティー

東京科学大学 工学院

准教授

Discovering and Dismantling Dark Patterns in Everyday Interfaces

研究成果の概要

In the first phase (FY24, 6 months), my team and I achieved several foundational research objectives. First, I gathered an international group of researchers work on dark patterns and deceptive designs (DPs). Our special interest group (SIG) submission was accepted at the premier ACM CHI conference. The room had full attendance. We also carried out foundational research, including heuristic analyses of Japanese and Chinese games (comprising the first chapter for a PhD dissertation) and Japanese e-commerce websites (comprising a B4 thesis). We conducted an online study of experts in Japanese design and e-commerce. We also created a new simulated e-commerce website to explore the Japanese DP "Alphabet Soup" in a large-scale experimental study. We also conducted an add-on study for the NHK project carried out the previous year to create an experimental control and confirm our findings for emotion and usability. We also gathered critical incident accounts from hundreds of Japanese people for sentiment and qualitative analysis. I submitted an invited chapter paper on DPs and the law, which has been accepted. Finally, we conducted a pilot study with Japanese people and English-speaking Americans to investigate possible implicit bias around the term "dark" pattern.

【代表的な原著論文情報】

- 1) [Under review] Gloria Xiaodan Zhang, Yijia Wang, Taro Leo Nakajima, and Katie Seaborn. 2025. First Contact with Dark Patterns and Deceptive Designs in Chinese and Japanese Mobile Games. Proceedings of the ACM on Human-Computer Interaction, Issue CHI PLAY.
- 2) [To be submitted] Katie Seaborn and Katie Seaborn. 2025. Unmasking "Dark" Conjunctions: A Cross-Cultural Pilot Study on Implicit Associations with the Technical Term "Dark Patterns."
- 3) [Under review] Katie Seaborn, Jo Yukami, Tatsuya Itagaki, Mizuki Watanabe, Yijia Wang, Ping Geng, Takao Fujii, Yuto Mandai, Miu Kojima, and Suzuka Yoshida. 2025. "We Don't Wana": Unease, Ambivalence, and Endured Disloyalty in Consumer Experiences with Simulated Dark Commercial Patterns. Journal of Business Ethics.
- 4) [Accepted] Katie Seaborn. Insidious by Design: Time and Deception in Human-LLM Interactions. 2025. Dark Patterns & Manipulative Design Conceptualising and Systematising a Key Contemporary Phenomenon from a Legal Perspective and Beyond (Eds. Raphael Gallert, Hanna Schraffenberger, and Cristiana Santos). Edward Elgar. <https://darkpatterns.online/>