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FERI
Fakulteta za elektrotehniko, računalništvo in informatiko

Disinformation, Dark Paterns and Ethics

Tatjana Welzer
University of Maribor, Maribor, Slovenia
tatjana.welzer@um.si

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INFORMATICS EUROPE

Introduction

- Digital Age
  - Engineers are following the requests for technological support (customers demands) and are mostly not thinking about accountability and ethical decisions.
  - We have to create awareness of responsibility in the global community with various stakeholders, impart knowledge about responsibility, and research and develop instruments for responsibility.

Disinformation

- Misinformation
  - False information that is not intended to cause harm (an honest error).
- Malinformation
  - Information that stems from the truth but is often exaggerated in a way that misleads and causes potential harm.
  - True information that is deliberately weaponized or taken out of context to cause harm to a person, organization, or country.

Disinformation

- Disinformation
  - False information that is intended to manipulate, cause damage or guide people.
  - False or misleading information that is deliberately created and spread to deceive people, manipulate public opinion, or achieve political or financial gain.
  - Disinformation is false or misleading information deliberately spread to deceive people, or to secure economic or political gain and which may cause public harm.

Dark Paterns

- Dark patterns are manipulative user interface designs crafted to trick online users into unwanted actions, such as buying extra items, sharing personal data, or getting trapped in recurring subscriptions.
- Deceptive or manipulative design techniques used in websites, apps, and online services to influence users into doing things they might not otherwise choose, such as buying a product, subscribing to a service, or sharing personal information.

Dark Paterns

- Problems
  - Reduce user autonomy: People may make choices they did not genuinely intend to make.
  - Damage trust: Users may lose confidence in a company or website.
  - Threaten privacy: People may unknowingly share personal data.
  - Cause financial harm: Users may pay for unwanted products or subscriptions.

Ethics

- Ethics is the study of what is right and wrong, fair and unfair, and responsible and irresponsible in human behavior and decision-making. In business, technology, and design, ethics helps people make decisions that respect others and avoid causing harm.

Ethics

- Ethics in digital age

Ethical design	**Unethical design (dark patterns)**
Makes choices clear	Hides important options
Allows easy cancellation	Makes cancellation difficult
Requests informed consent	Manipulates users into agreeing
Protects personal data	Collects unnecessary data
Respects user decisions	Uses pressure or misleading messages

Ethics

- Technology is rapid and nonpredictable.
- Ethics:
  - Encourages responsible use of technology.
  - Builds trust between businesses and customers.
  - Protects human rights and personal privacy - inclusion of broader public.
  - Promotes inclusion and equal opportunities - social and cultural changes.
  - Prevents manipulation and exploitation.
- Ethical leadership

Intercultural dialog, diversity and inclusion

- Intercultural dialogue is an open and respectful exchange of ideas, opinions, beliefs, and experiences between people from different cultural backgrounds.
- Inclusion is a sense of belonging or of being involved with others, as well as of giving everyone an opportunity to participate, express their views, and feel valued regardless of cultural background.

Intercultural dialog, diversity and inclusion

- Diversity refers to the presence of differences among people within a group, organization, or society. Differences may include culture, ethnicity, nationality, language, gender, age, religion, disability, education, experiences, and ways of thinking.
- Diversity recognizes that every person has unique characteristics, experiences, and perspectives that can contribute to a group.

Conclusion

- Awareness and accauntability
- Education for responsible work in a digital society
- Understanding differences,intercultural dialog and inclusive colaboration
- Be ethical!

