Digital Well-being, Traps of Dark Patterns and Online Outrage
“Thanks to mobile technology, we can become ourselves in version 0.5 as well as ourselves in version 2.0”

Anders Hansen, psychiatrist, author of the book “Log off your brain”
How are you feeling today?
Let’s put some emoji power here!
How can we be less susceptible for misinformation and security threats?
Relationships between digital wellbeing, lack of privacy, bad UX and monetization of engagement
Challenge
Check what They know about you?
"Unsure of its value", "endangered", "hopeless", "stupid", "unsuccessful", "stressed" or "undergoing a life crisis"
Status keywords about teenagers from Facebook's research for potential advertisers:

"Unsure of its value", "endangered", "hopeless", "stupid", "unsuccessful", "stressed" or "undergoing a life crisis"
1. Privacy

Important even when not fashionable ;)
Experiment

“How is this even possible?”
Technical capabilities
Sensors Multitool/Toolbox

Install the app, check all different sensors.

What is possible to say about a person with:
1 day worth of such data...
30 days...
3 years...

Android
bit.ly/2VVhSND

iOS
apple.co/2EHoBVz
2. Dark patterns

What are we talking about?

- tricks used in websites, apps, games, phone lines that make you do things that you didn't mean to, like buying or signing up for something, staying/playing longer against your intent,
Remember that nice My Activity page on Google?
Default settings are always against our best interest
Privacy Zuckering
You are tricked into publicly sharing more information about yourself than you really intended to. Named after Facebook CEO Mark Zuckerberg.
We have some limited options to adjust but most of them are hidden/change places.
Visit darkpatterns.org/types-of-dark-pattern.html and darkpattern.games/

Have you seen those practices around you?
3. Online outrage

What are we talking about?

- “hyper-partisan grandstanding” / “call-out culture” / “cancel culture”
- “emotional hijacking”
- Amplified by social media and how they program their algorithms
- Most profitable for the platforms
This will make you cry! Posts that emotionally hijack your attention will do better on Social Media.
“The short-term, dopamine-driven feedback loops we’ve created are destroying how society works (...). No civil discourse, no cooperation; misinformation, mistruth. And it’s not an American problem — this is not about Russians ads. This is a global problem.”

Chamath Palihapitiya, Founder of Social Capital, Facebook VP for growth, 2007-2011

TRADITIONAL JOURNALISM IN SUMMARY

EVENT

(Editorial Filter)
Is it important?

NO  YES

(Reporting Filter)
Is it well-sourced?

NO  YES

Sell to Advertisers

$  

Kill it

Distribute to you 1-2 times per day
HYPERBOLIC MODERN NEWS IN SUMMARY

EVENT

Could this be a headline that makes people click?

- NO
  - Kill it
- YES
  - Does it have pictures or videos?
    - NO
      - Kill it
    - YES
      - Sell to Advertisers
        - $ DISTRIBUTE TO YOU 24 HRS/DAY
What more do we lose with our attention?
Effects

What are we talking about?

+ 24h news cycle (less time to think)
+ highly emotional public communication and discourse (higher level of bias)
+ perceived threats become “realities” (higher level of stress and bias)

= less attention, worse decision making, higher susceptibility for misinfo/bait/fraud
Let’s clear our minds before we start our second part about (some) solutions.
4. Digital wellbeing

What are we talking about?

- state of comfort and satisfaction with the presence of technology in a person's everyday life.
- related to overall emotional and physical well-being
open www.menti.com
use code XYXYXY
or scan this QR code
If you were to delete one of the most time-consuming apps on your phone, which would it be?
“You know, think about it, when you watch a show from Netflix and you get addicted to it, you stay up late at night. We’re competing with sleep, on the margin. And so, it’s a very large pool of time.”

Reed Hastings, Netflix CEO

Source: https://www.theguardian.com/technology/2017/may/02/facebook-executive-advertising-data-comment
Challenge

Use some technical solutions
Flipd - focus, motivation, habits
Space - aggressive self regulation
Sleep

From waking up in the night to switching off after a long day, create the conditions for a restful night’s sleep with sleepcasts, music, and other unique audio experiences.

- Desert Campfire
  - Duration: 45:00

Start your free trial
New generation of smartphones OS’s try to give us more control over the device and apps.
Digital Detox

CONTROL YOUR SMARTPHONE DATA
5 steps to increase your online privacy

1. CHANGE YOUR DEVICE NAME
2. CLEAR YOUR LOCATION FOOTPRINTS
3. TIDY UP YOUR APPS
4. REDUCE YOUR TRACES
5. UNTAG YOURSELF AND OTHERS

SHIFT YOUR SETTINGS
Simple tips to secure your data now

1. LOCK YOUR DIGITAL DOOR
2. LET THE RIGHT ONE IN
5. PASS IT ON
Challenge
Realise your power (for god and bad)
Challenge
Help those fighting with big tech from the inside and fighting them in courts.
Thank you!