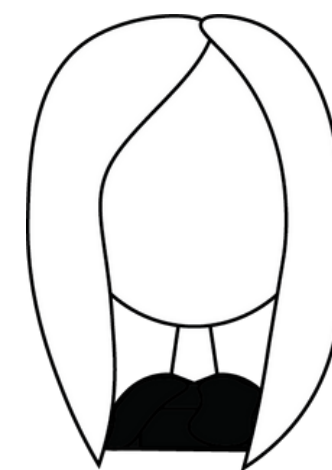ANA— SJOERD— ILJA— NINA

01

01

"TRUTH OR TRUST?"

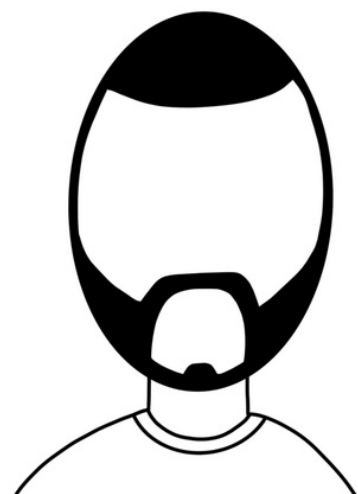The manipulation through weaponized design

ANA oversees the entire project, designs and gives clear presentations, writes sparkling convincing texts about the event, assigns tasks and develops a detailed one and keeps a close eye on it
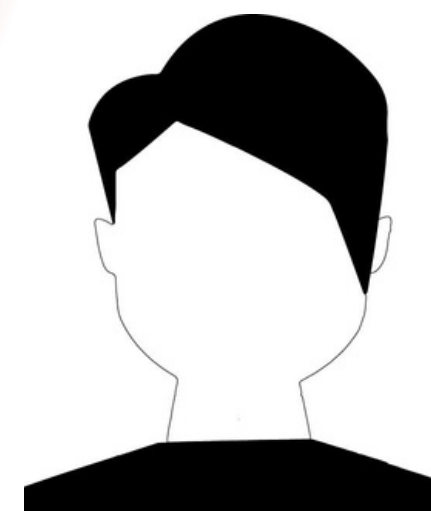
NINA is responsible for the design and implementation of the sub-event/project

02

ILJA is responsible for the design and implementation of the (online) campaign of your own sub-event/project

SJOERD is responsible for the design and implementation of the (online) campaign for the entire event

EVENT SUBPROJECT

03

For the final event, we want to make our project in relationship with weaponized design. We will pick digital interfaces that use misleading strategies and point out the persuasion behind them, to make people aware.

We are aiming for a hybrid project.

We rely on the internet for a lot of common tasks and all these websites use weaponized design and marketing strategies. So, we are an easy target.

Especially now, with the Corona outbreak, we use digital media more than ever.

Mr. ▼

First name * : First name

Last name * : Last name

Email * : Email

Phone number * : Phone number

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fakemanjenkins@yandex.com and clicking on the Confirm Your
Account button.

Need   com

Go to yandex.com now   **Change Email**   **OK**

IDEA

We started by researching persuasive
and weaponized design. We found
examples and theories on the
subject: https://darkpatterns.org

For research purpose we also want to
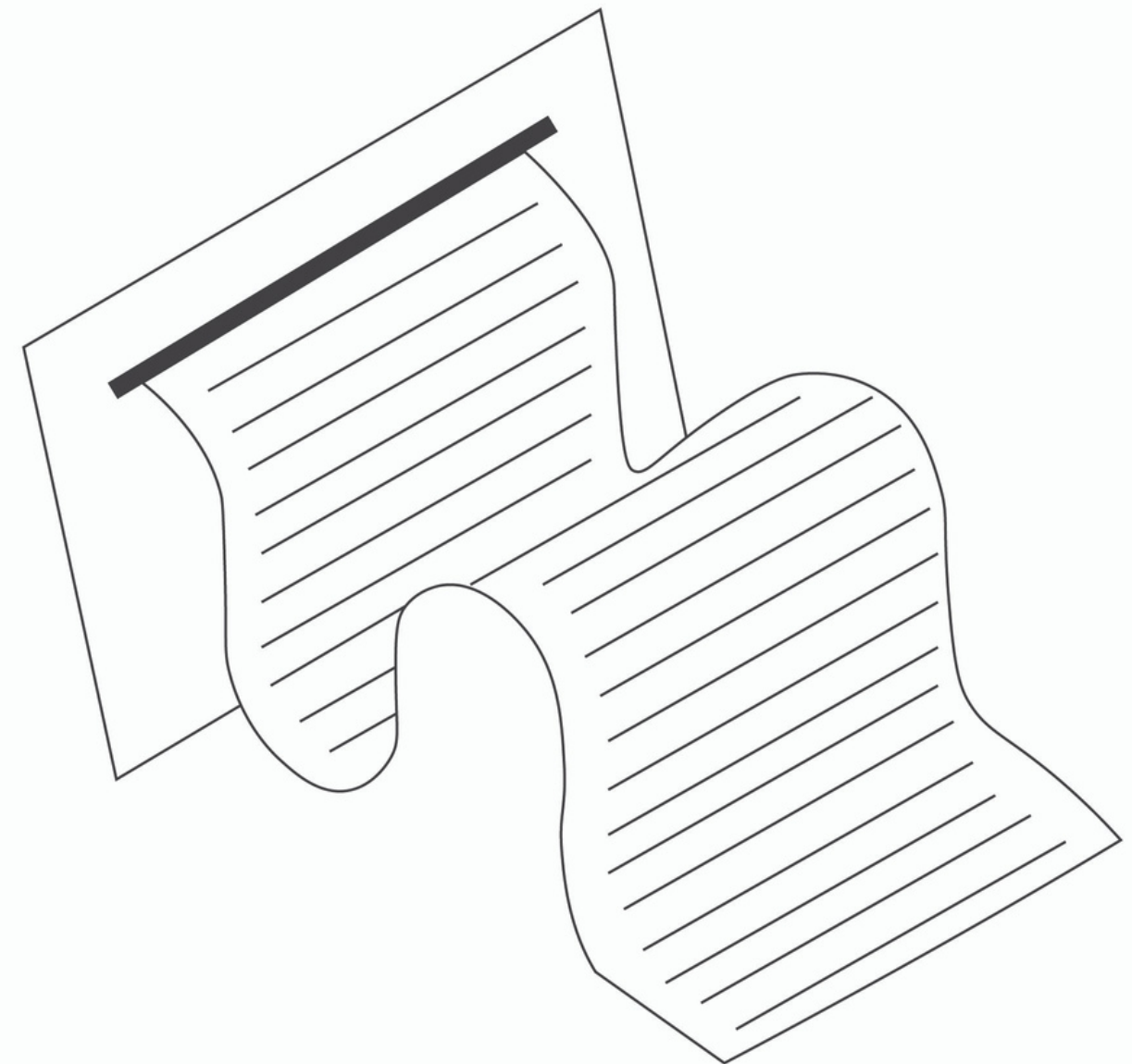collect examples and create our own
database.

- The social dilemma would be an example of a similar project, but the general approach is different: the video is very dark, negative and it doesn't suggest any alternative solution. The outcome is critical only and doesn't give any insights on how the internet helps people.

- Our target audience is mainly composed of possible new students that attend the open day, as well as people that are interested in the subject.

1. Terms and conditions

We just consent to them without
reading the content.

- we will add our own conditions that
  are ridiculous or funny (this could
  be written in different coloured
  text)

- you realize how much you are
  consenting to by dragging the paper

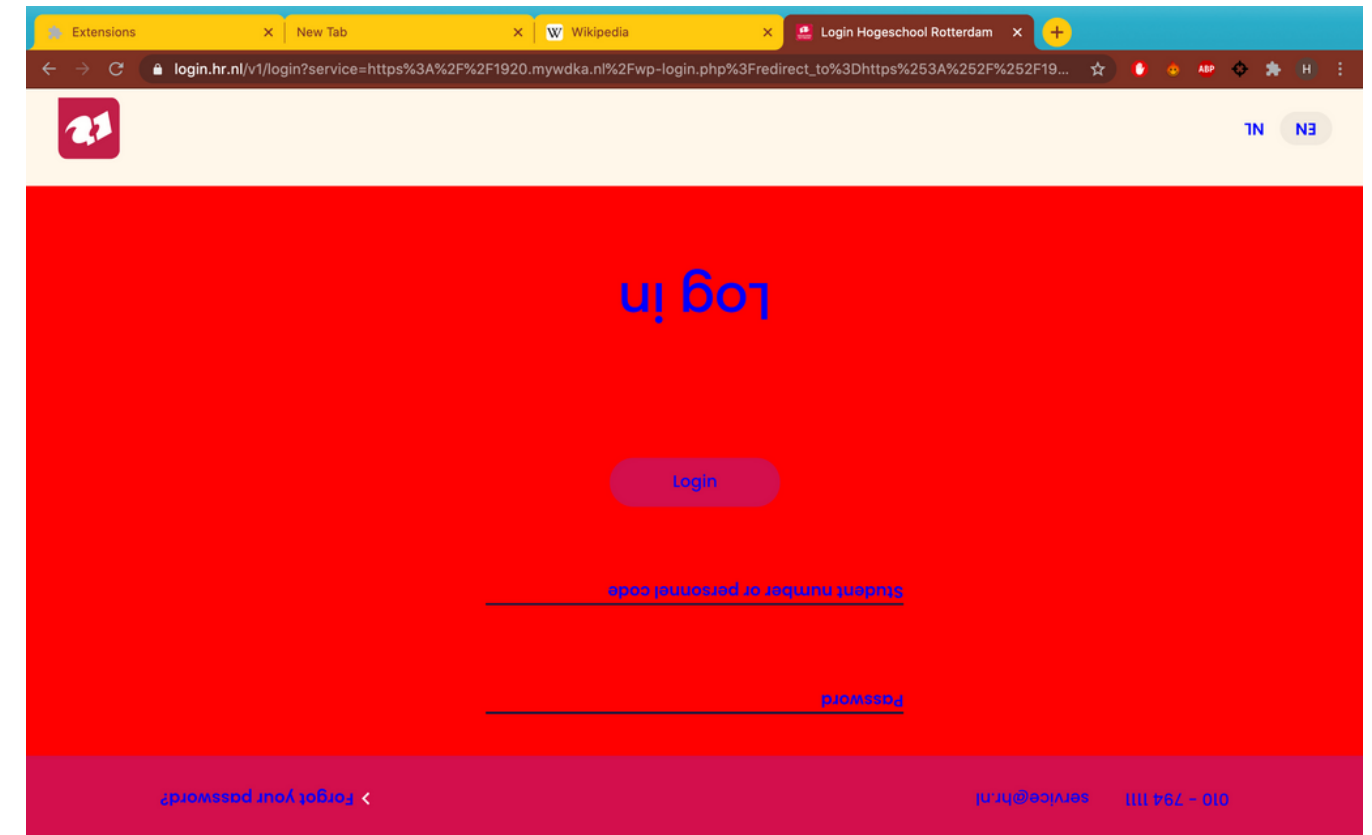- in the end, we inform people on
  what they agreed on

2. Modifying an existing website

We are used to website interfaces, which makes us easy to manipulate. As shown before, colours and element placement plays a big role when it comes to choosing an option.

- it would be a chrome extension

- we want to choose existing well known websites and alter them

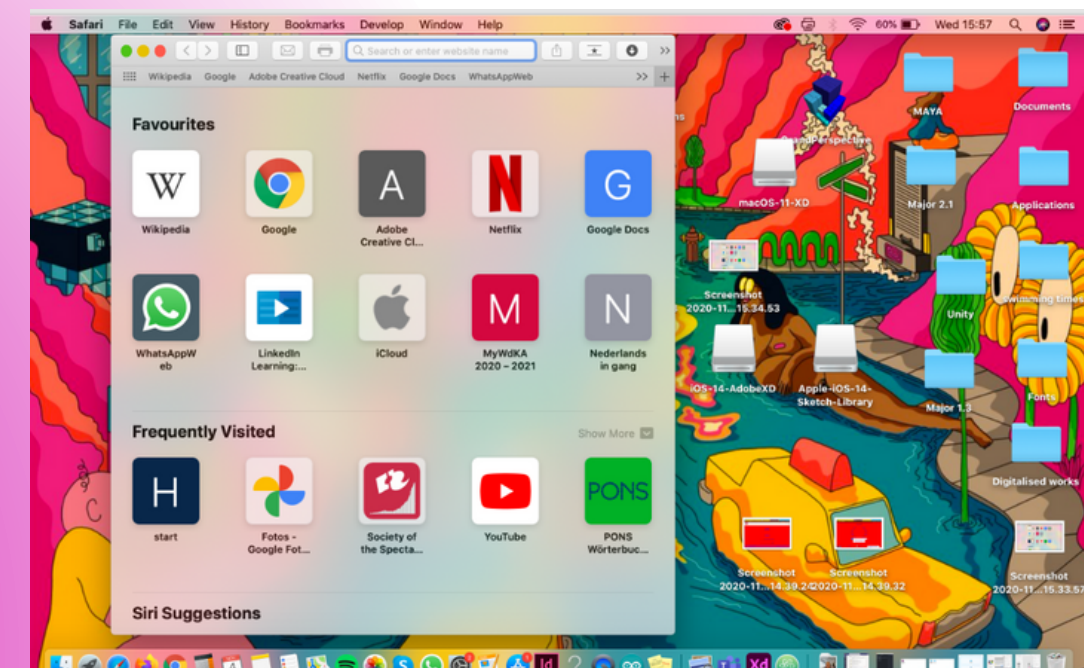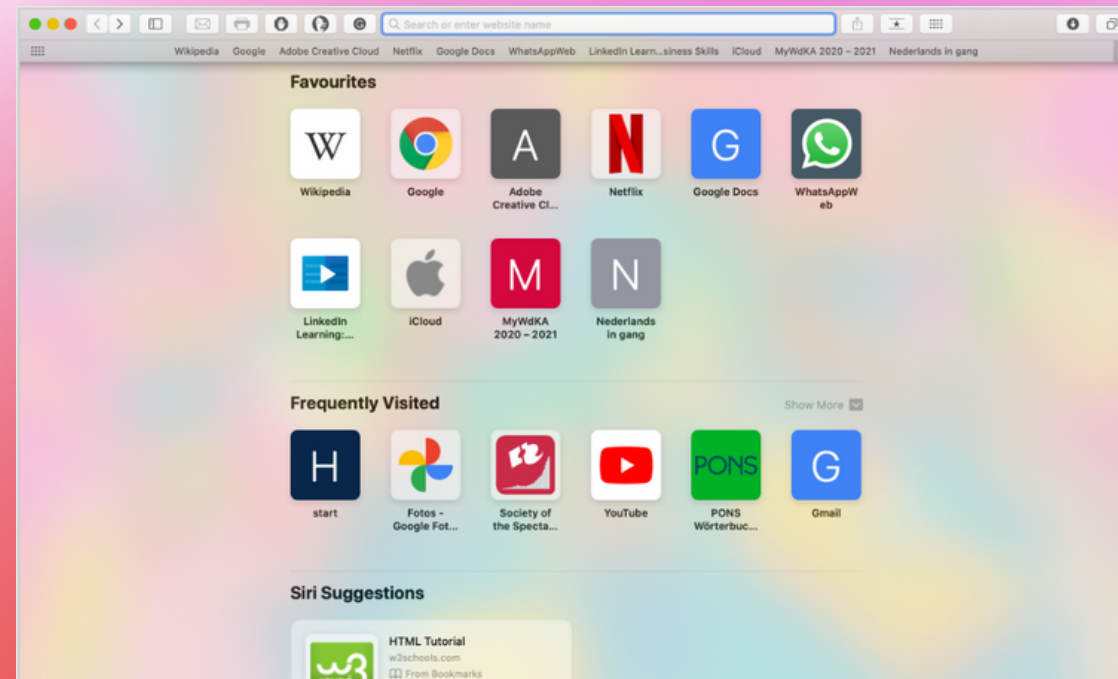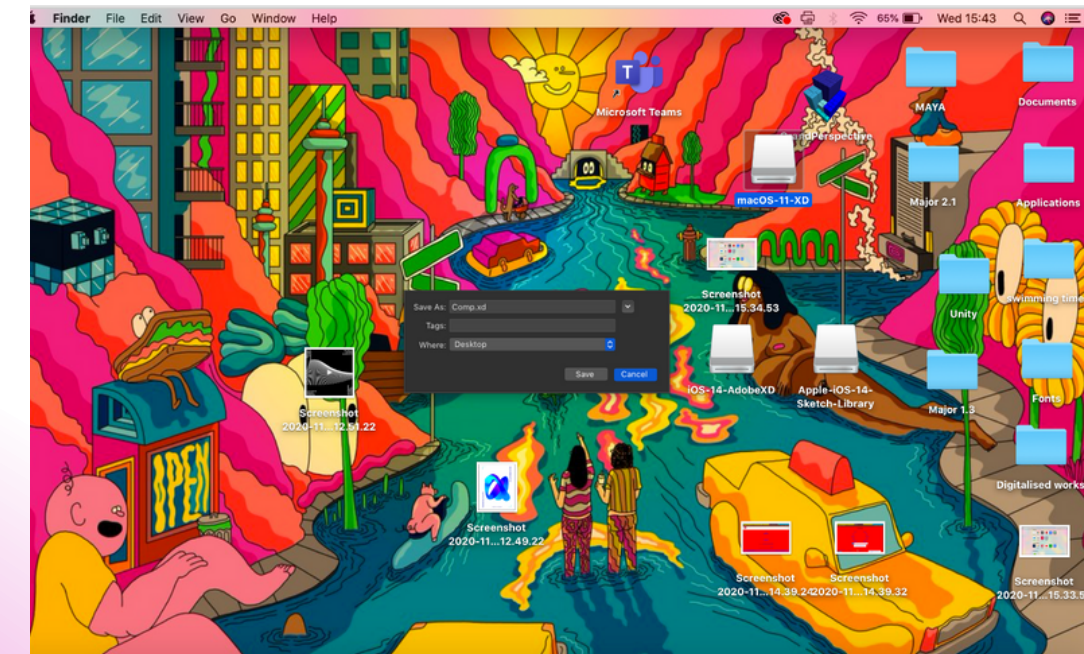- this would make the user aware of their familiarity with certain fonts, colors and layouts

3. Making a mock-up

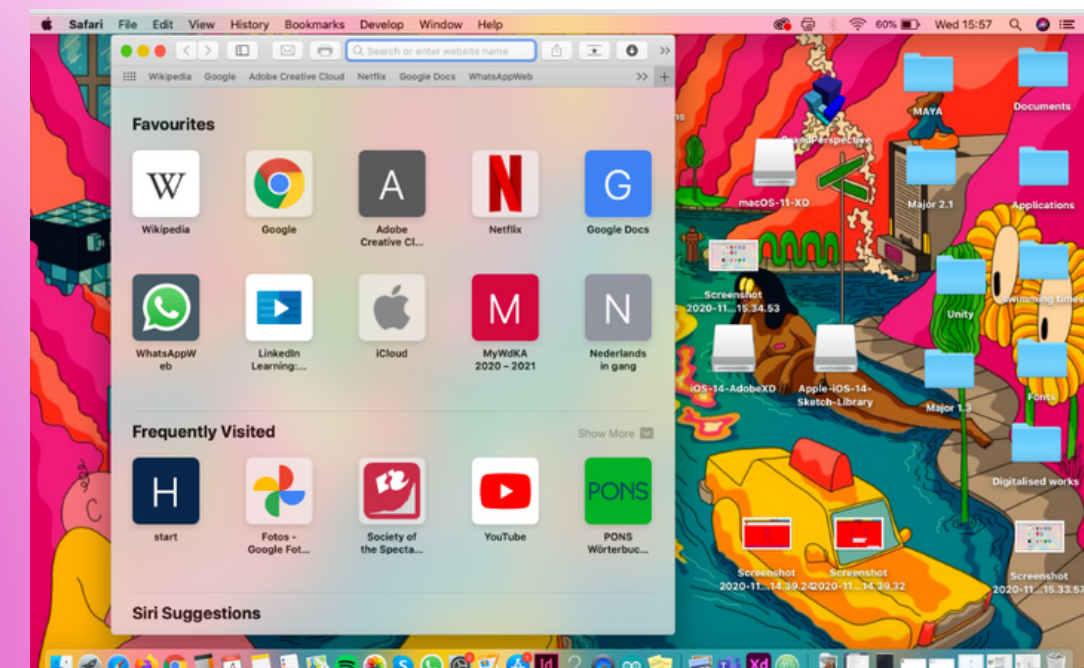Another version of the second idea, since we struggled with coding

3. Making a mock-up

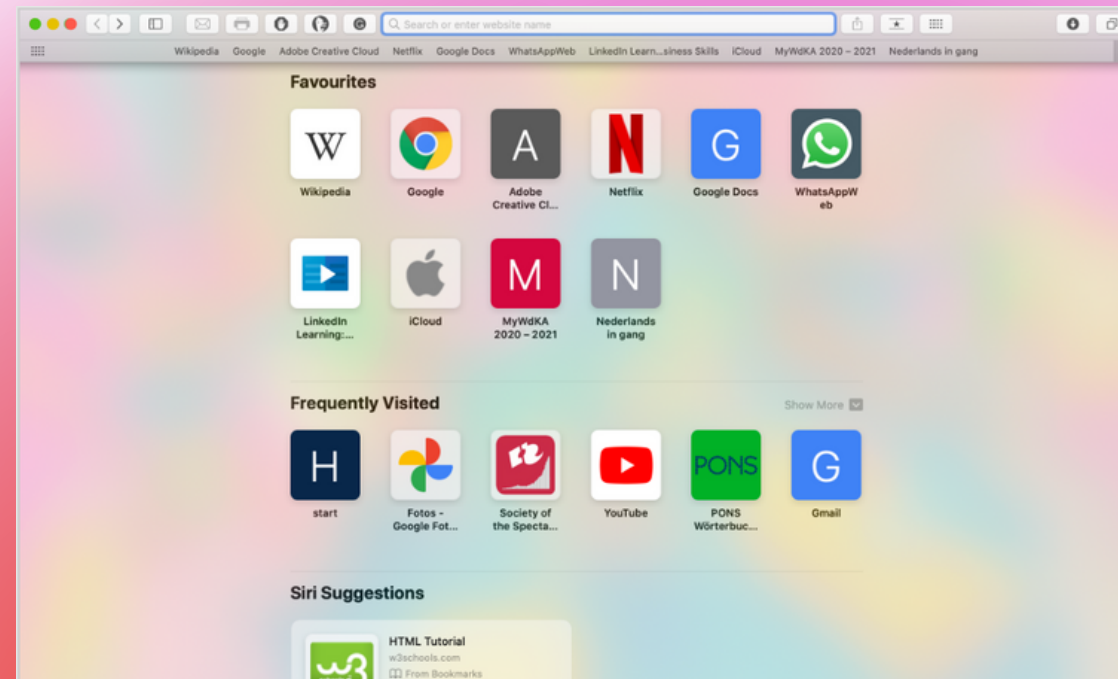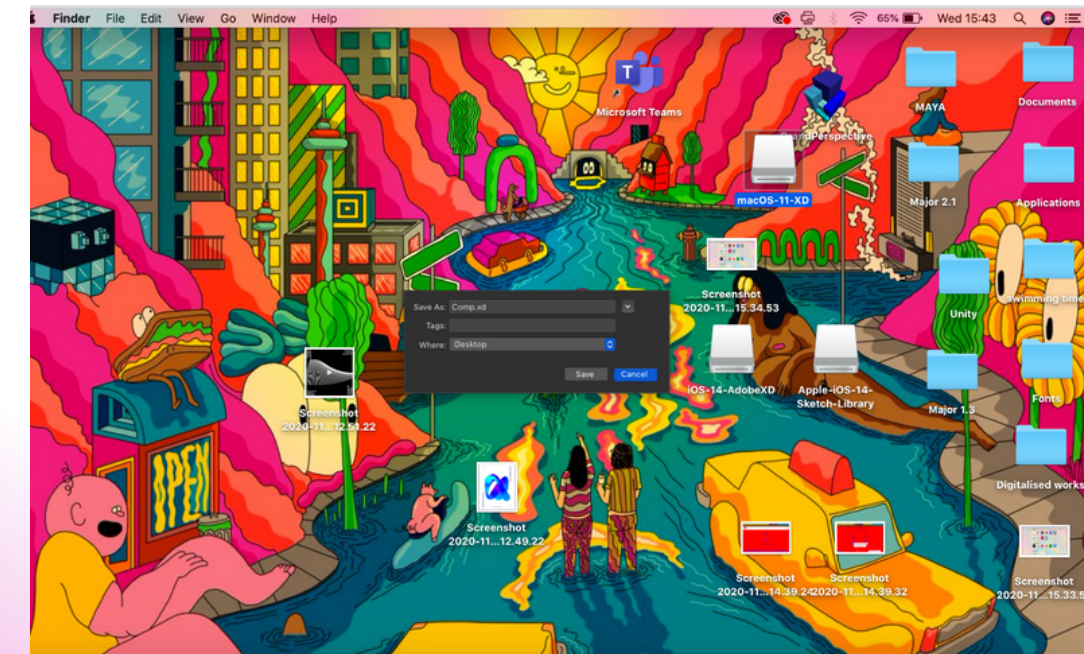Another version of the second idea, since we struggled with coding

ANA— SJOERD— ILJA— NINA

"TRUTH OR TRUST?"

The manipulation through weaponized design