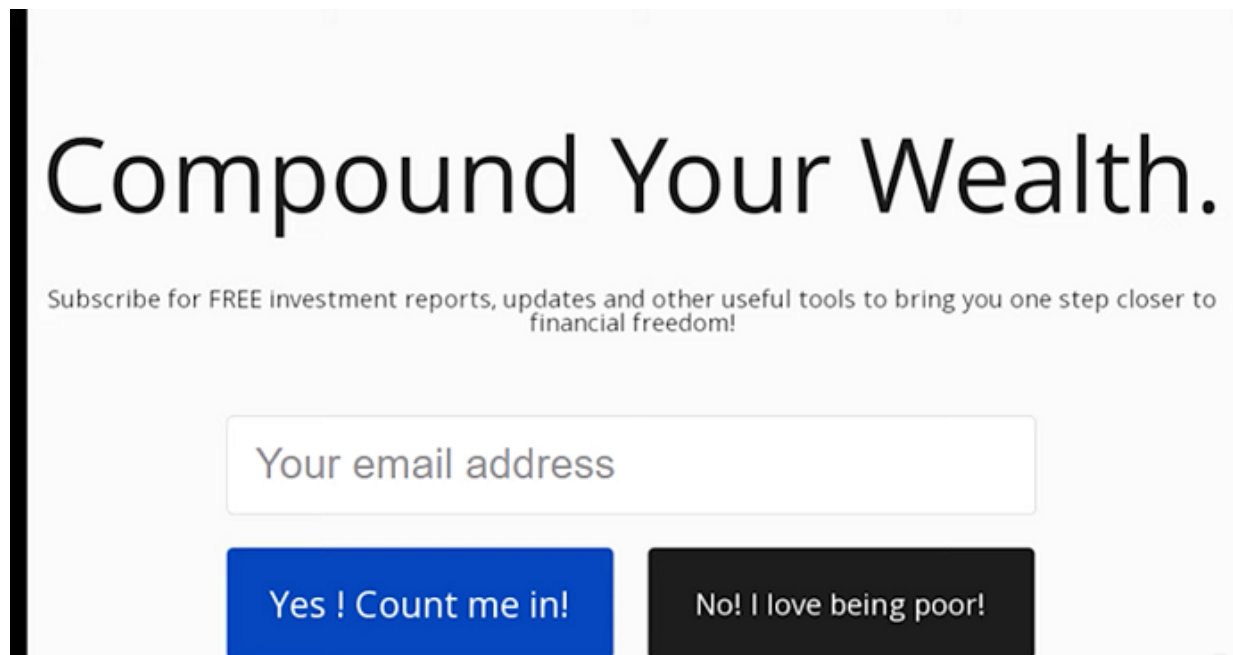**Stirring**-*affects the choice users would make by appealing to their emotions or using visual nudges. The following two dark pattern types fall into this category: Emotional Steering and Hidden in plain sight*

I think the definition of the stirring is quite fitting and makes sense. Fundamentally, stirring is trying to "stir" the emotion of users in a way that would make them emotionally inclined to make a decision more favorable to the company behind the page. I believe this is one of the common dark pattern that I have experienced quite a lot, and I think it would be worth pointing out some examples here.

<u>Examples</u>

This screenshot shows two options. One is confirming the subscription by giving personal email information while the other option is not. But as you can see, for the negative option, the text is almost guilt tripping users to not choose the negative option. This is a very good example of emotional stirring and confirm-shaming. By saying that you don't want to share your email, they are framing in such a way that you would feel bad and emotional about making that decision. The coloring between the two buttons are quite different, where blue is more welcoming and black is more ominous, which also veers users away from choosing that options, perhaps subconsciously.

Enter your email below to get

THE ANSWERS TO THE TOUGHEST INTERVIEW QUESTIONS

delivered straight to your inbox

ENTER YOUR EMAIL HERE

SEND ME THE ANSWERS

I don't want to land a second interview.

This is also another example of stirring where if the users choose the negative options, they will be acknowledging that they wouldn't want to have a second job interview. Furthermore, the negative option is grayed out in a way that it looks almost hidden and can be easily overlooked. This is even worse than the first option because the negative option is grayed out and does not even have the same size. The fact that the text is longer also makes it harder to grasp the meaning immediately, which may nudge more people to not read and submit the email information.

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✉ | Enter Your Email

Show Me 14 Simple Dinners

No thanks, I'll have a microwave dinner tonight

And finally, this is the last example where they have stirring. Out of the three options that are seen here, this is the worst one. Besides the guilt-stripping and emotional stirring, they also put the negative options outside of the bounding box while having a much longer and smaller text. This makes the negative options very difficult to recognize in the UI. Some may even mistake the negative option as a link that goes somewhere irrelevant due to the underscore.

<u>Redesigned version</u>

Here is my proposed redesigned version of asking for email subscription. The main goal here is to make both the positive and negative as clear and as obvious as possible. Maintain the text and the color the same between those two options to keep options clear of any color inference. Furthermore, I have added a cross button to allow people who may not be willing to answer the questions in the first place. This will make the options a lot more clear and flexible.