

The background is a dark blue field filled with numerous light blue rectangles of various sizes and orientations. Each rectangle has a white border and contains a repeating pattern of small white icons: plus signs, circles with dots inside, and handprints.

Disruptive Design: Harmful Patterns and Bad Practice

Laura Kalbag

ind.ie laurakalbag.com @laurakalbag



aut neca aut necare
either kill or be killed





18 Disruptive Technology Trends For 2018

Over the coming year, what will be the most important developments in disruptive technology?

EMERGING TECHNOLOGIES • ARTICLE

11 Amazing Examples of Disruptive Technology

DERIN CAG 6 Min Read

153,490 views | Jul 18, 2018, 07:45am

disruption



Gideon Kimbrell Forbes Councils
Forbes Technology Council CommunityVoice ⓘ

Trends that will Disrupt Banking in 2019

By CFO Tech Outlook | Tuesday, January 15, 2019

Business

Real estate industry poised for a tech disruption in 2019

disruption
destruction

Terminology matters.

The power of good UI and how it
enhances engagement

Building your growth model and
Ladder of Engagement

engagement

The Hierarchy of Engagement

The Fuel to Build an Enduring, Billion Dollar Business

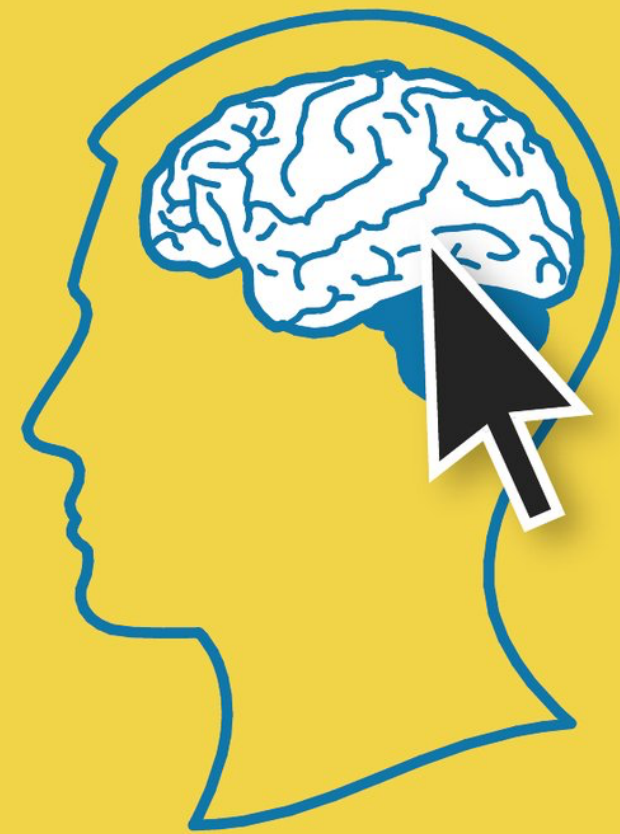
How to Get More Instagram Followers
& Increase Engagement

engagement
addiction

“A must-read for everyone who cares about driving customer engagement.”

—ERIC RIES, author of *The Lean Startup*

HOOKED



How to Build
Habit-Forming Products

NIR EYAL

WITH RYAN HOOVER

“voted one of the best
business books of the
year by Goodreads
readers.”

**Dear tech industry,
we have problems.**

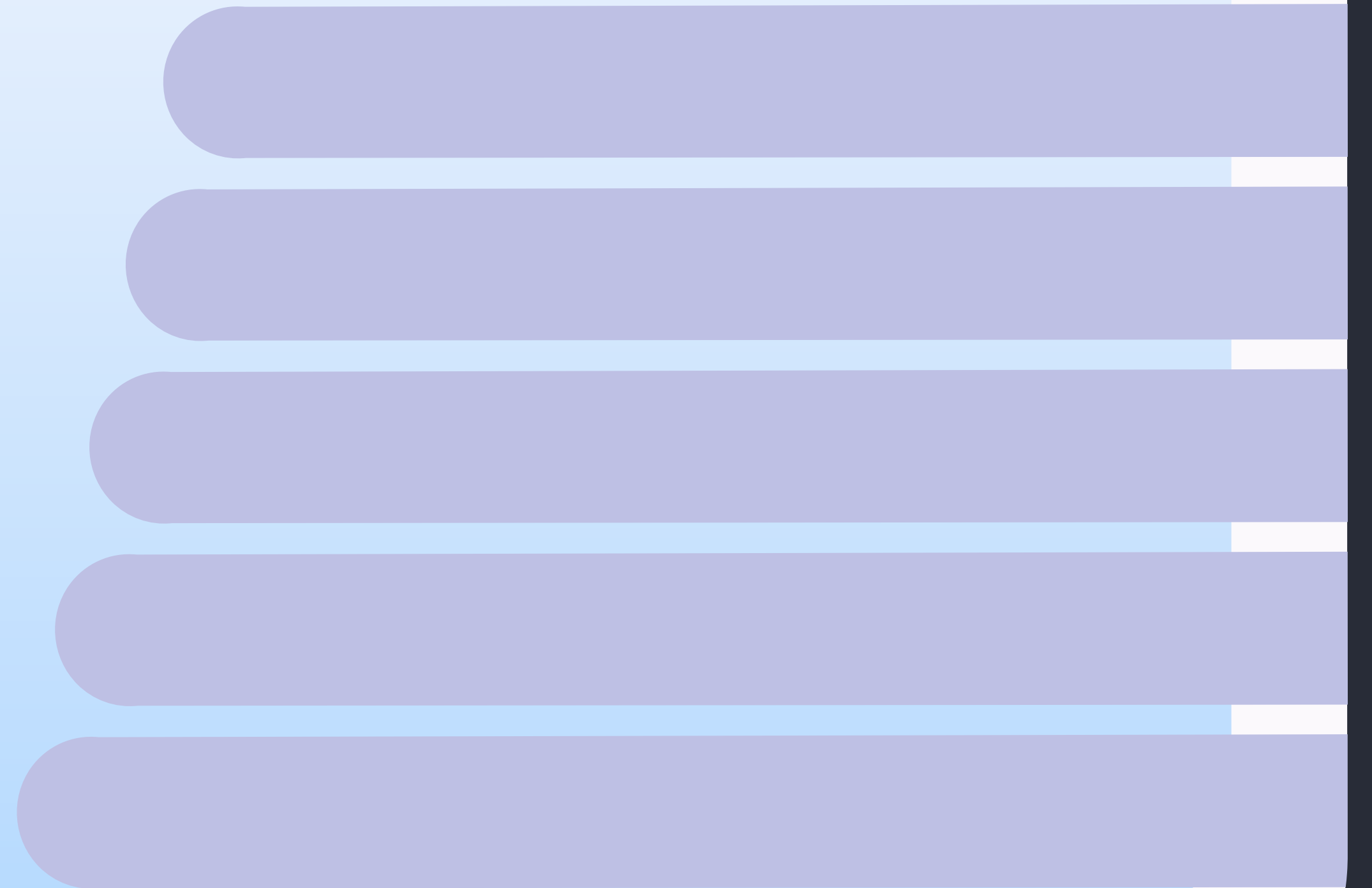


Accessibility is the degree to which technology is usable by as many people as possible, especially disabled people.



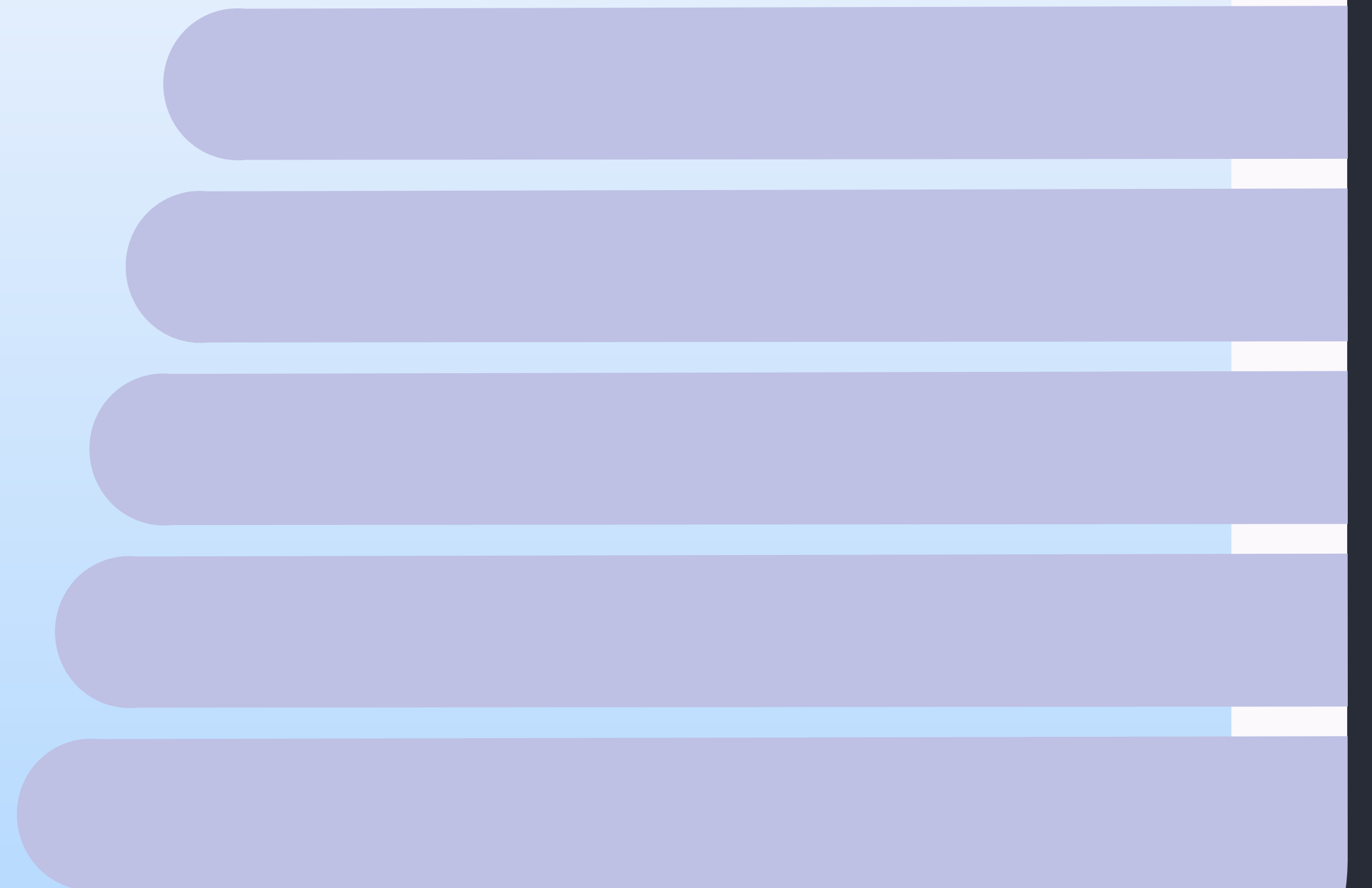
Low contrast text

Text whose colour is low contrast against the background colour.



Low contrast text

Text whose colour is low contrast against the background colour.



**85.3% of homepages have
text contrast issues.**

Low contrast text affects...

- people with eyesight loss and impaired vision
- colour blind people
- people using screens with low resolution
- people using devices in bright light or spaces

* iPhone XR pricing is after trade-in of iPhone 7 Plus in good condition. Monthly pricing requires a 24-month installment loan with a 0% APR, and iPhone activation. Applicable sales tax and fees due at time of purchase. Last payment may be less depending on remaining balance. Additional trade-in values require purchase of a new iPhone, subject to availability and limits. You must be at least 18 years old. In-store trade-in requires presentation of a valid, government-issued photo ID (local law may require saving this information). Additional terms from Apple or Apple’s trade-in partners may apply. **Full terms apply.**

** \$9.99/month after free trial. No commitment. Plan automatically renews after trial until cancelled.

Shop and Learn	Apple Store	For Education	Account	For Government	
Mac	Find a Store	Apple and Education	Manage Your Apple ID	Shop for Government	
iPad	Genius Bar	Shop for College	Apple Store Account	Shop for Veterans and Military	
iPhone	Today at Apple	For Business	iCloud.com	About Apple	
Watch	Apple Camp		Apple and Business		Apple Values
TV	Field Trip		Shop for Business		Accessibility
Music	Apple Store App	For Healthcare	Education	Apple Leadership	
iTunes	Refurbished and Clearance		Apple in Healthcare	Environment	Job Opportunities
HomePod	Financing		Health on Apple Watch	Inclusion and Diversity	Investors
iPod touch	Apple Trade In		Health Records on iPhone	Privacy	Events
Apple Card	Order Status		Supplier Responsibility	Contact Apple	
Accessories	Shopping Help				
Gift Cards					

More ways to shop: [Visit an Apple Store](#), call 1-800-MY-APPLE, or [find a reseller](#).

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Connect Employees to Relevant, Applicable Skills

Drive engagement through a
learning experience that's
personalized and social

[Get a free demo](#)[Watch video](#)

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Applicable Skills

Drive engagement through a learning experience that's personalized and social

Low contrast text

Text whose colour is low contrast against the background colour.

Popularity 85.3% of sites

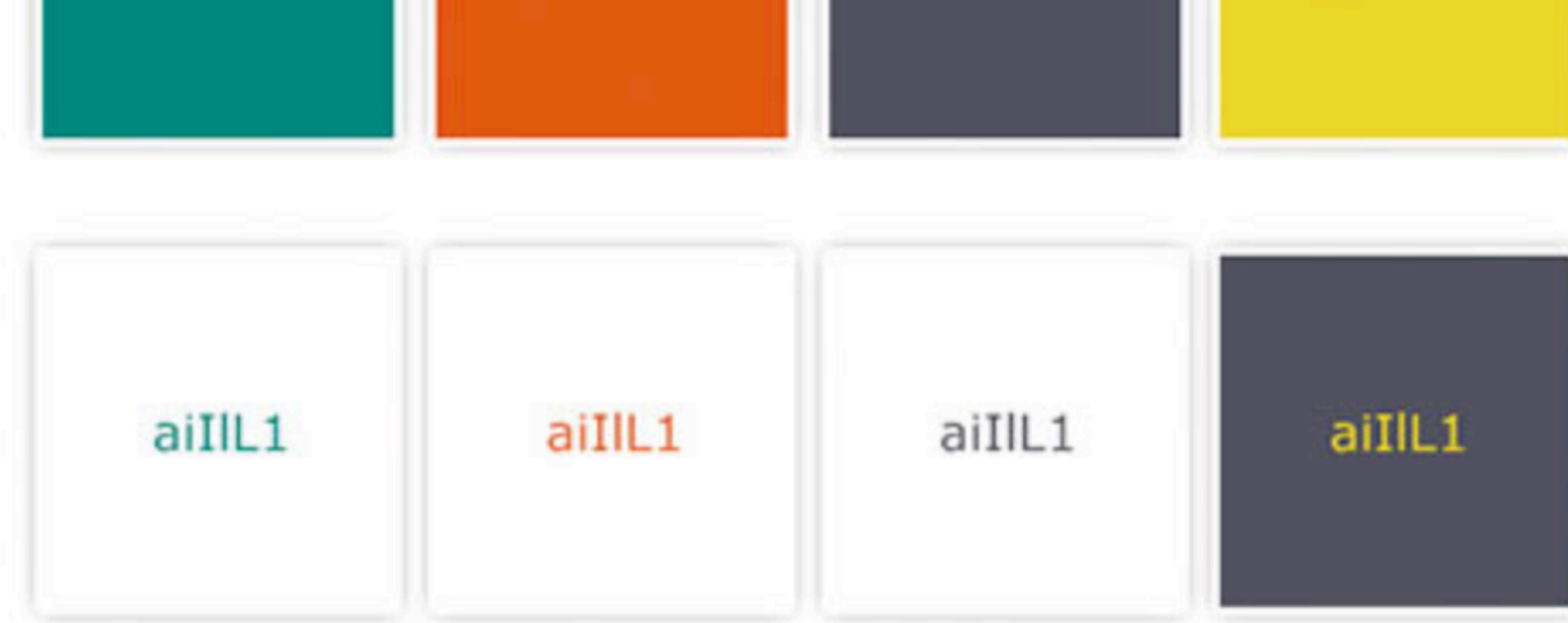
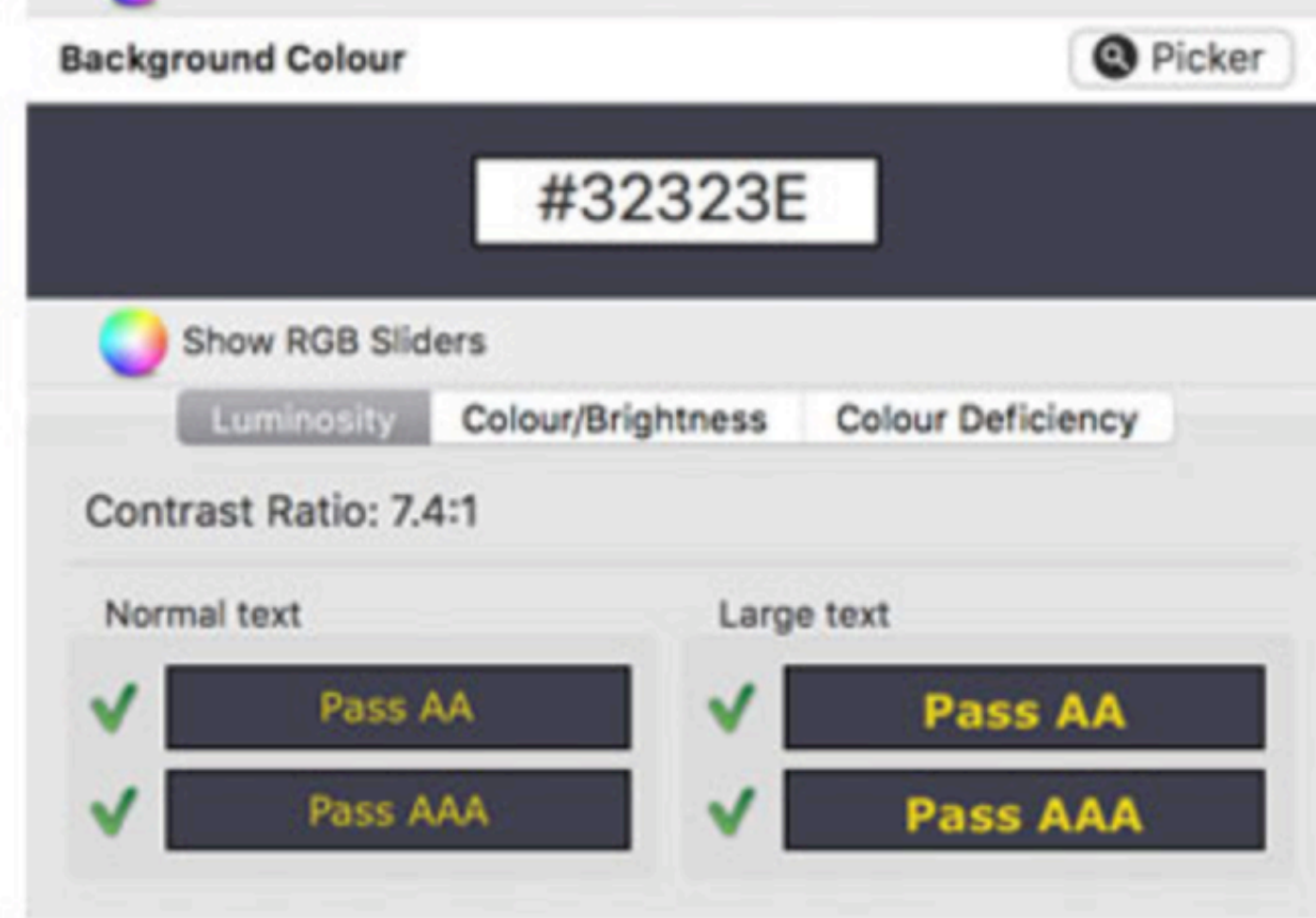
Inclusivity poor

Accessibility poor

Ethics often unintentional

Fixability easy

**Low text contrast is
easily avoidable.**



Tips to Create an Accessible and Contrasted Color Palette

Color contrast is something really important in Design. It will help users read your text and get a clear understanding of your content. Color contrast and color accessibility scares a lot of designers too. Some are afraid

Published On 3 March 2019

In [UX, UI & Web Design](#)

stephaniewalter.design/blog/tips-create-accessible-color-palette



Geri Coady

COLOR ACCESSIBILITY WORKFLOWS

FOREWORD BY DEREK FEATHERSTONE

Make sure accessibility and aesthetics go
hand-in-hand with every design.

 EBOOK ?

ADD

 PRINT ON DEMAND ?

ADD

 PRINT ON DEMAND & EBOOK

ADD

Low contrast text

Text whose colour is low contrast against the background colour.

Overall rating



Popularity 85.3% of sites

Inclusivity poor

Accessibility poor

Ethics often unintentional

Fixability easy

**Inclusive or
accessible?**

Accessible design



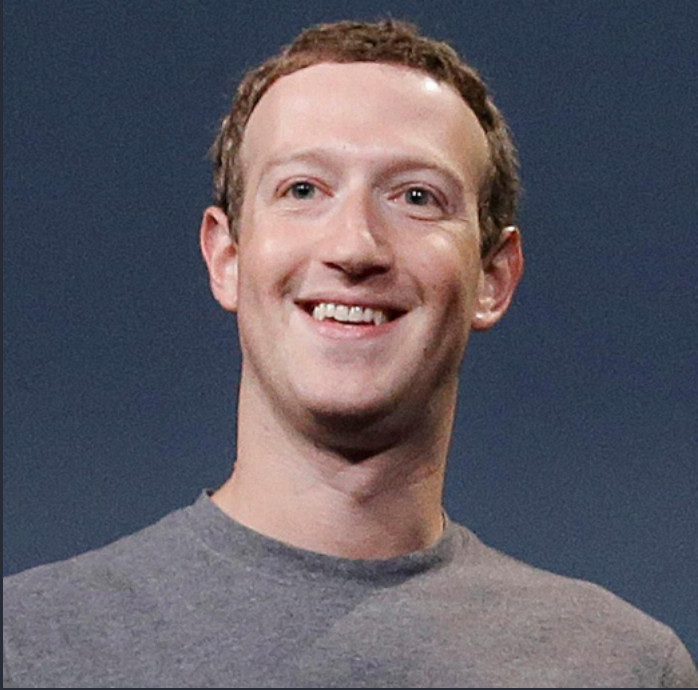
Inclusive design



Inclusion

**You can have accessibility
without inclusivity.**

**But it's short-term and
superficial.**

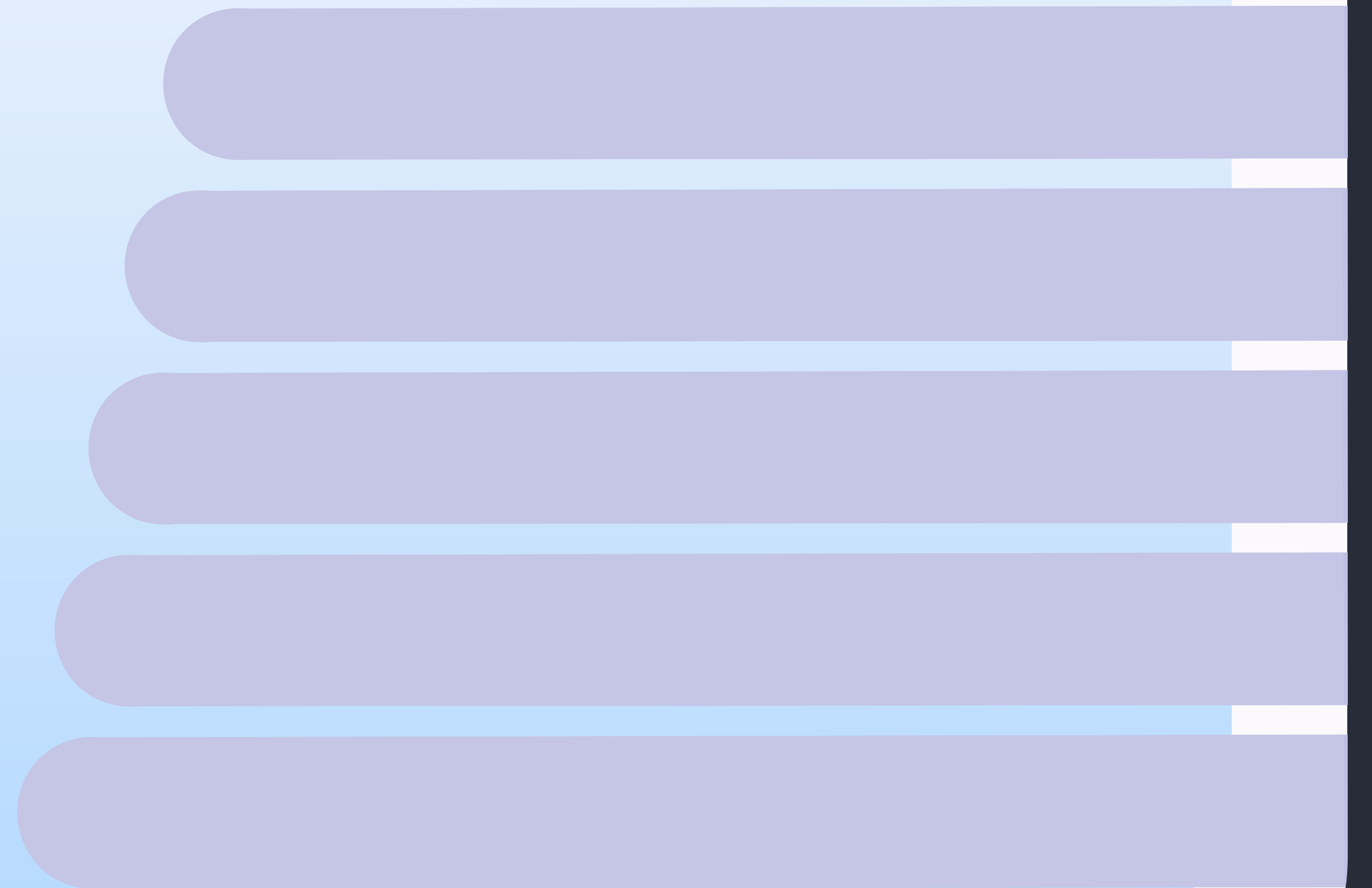






Infinite scroll

A technique where content is loaded continuously as a site's visitor scrolls down the page.



Blank pink rectangular area.

Blank pink rectangular area.

Blank pink rectangular area.



Keyboard navigation

“Imagine someone who can only use the keyboard to navigate your site. Imagine that person having to hit the tab key 100 times or 1000 times just to get through all the content on your page. Does that person want to continue using your site?”

–*Oliver Langmo, ‘Accessibility Problems with Infinite Scrolling’*

accessible360.com/accessible360-blog/accessibility-problems-infinite-scrolling/

“Visually impaired people who draw on screen readers may also find it more complicated to navigate and find content”

–Ana Crespo, ‘Infinite scrolling is probably not a good idea for your website’

“If the back button does not take users to the previous screen and the clicked item is not on focus anymore, it may be impossible for keyboard or screen reader users to locate previously accessed data.”

–Ana Crespo, ‘Infinite scrolling is probably not a good idea for your website’

“While this can be frustrating for anyone, it may also be particularly challenging for visitors with cognitive disabilities.”

–Ana Crespo, ‘Infinite scrolling is probably not a good idea for your website’

**Why do we use
infinite scroll?**

“You stand a better chance of retaining the user because there’s nothing for them to do but scroll. It’s almost like a subliminal call to action.”

“[Infinite Scrolling Feed]s are designed to maximize your time spent on the network, because that means more eyeballs for their ads, juicier retention metrics for the investors and a higher chance of you adding fuel to the fire. A network cannot grow until and unless each and every node actively participates in it”

–Vinit Joshi, *‘The Problem With Infinite Scrolling Feeds’*

“All the usual suspects are at it — Facebook, Instagram, Twitter, Quora, Snapchat, Pinterest — nudging you every now and then to open the app, dive into the abyss and fan the flames of never-ending content.”

–Vinit Joshi, *‘The Problem With Infinite Scrolling Feeds’*

Infinite scroll

A technique where content is loaded continuously as a site's visitor scrolls down the page.

Popularity too common

Inclusivity poor


Accessibility poor

Ethics misjudged

Fixability easy

“Replace automatic infinite scrolling with a ‘Load more results...’ button or link that explicitly invites the user to add more. Once they do a few times, prompt them to ask if they’d like to turn auto-loading of more results on.”

–*Derek Featherstone, ‘Automatic infinite scrolling & accessibility’*

 <https://www.smashingmagazine.com/2016/03/pagination-infinite-scroll/>
Infinite scrolls are the newest experience of cursor based pagination techniques. Hugh E. Williams claims he invented **infinite scroll** in 2005 on Microsoft. Metafizzy also created a tool to help developers build **infinite scrolls**. **Infinite** scrolling makes users **scroll** the page to the infinity. Stop building websites with **infinite scroll**!

Infinite Scrolling, Pagination Or "Load More" Buttons ...

 <https://www.smashingmagazine.com/2016/03/pagination-infinite-scrolling-load-more-bu...>

Meanwhile, **infinite** scrolling proved very effective at getting subjects to explore many products (in fact, test subjects scrolled through more than twice as many products on test websites with **infinite** scrolling as they did on those with pagination). However, as mentioned, it can make the footer inaccessible.

Save 70% On Infinite Scroll | Best Deals 2018

www.bestdeals.today/Gaming_Mousue/Deals |  Report Ad

Compare Hottest Deals & Buy Your Favorite **Infinite Scroll**.Sale Ends Soon!

More Results

Escape The Filter Bubble



Read about how Google influences what people click.

How We Are Profitable



The world needs an alternative to the collect-it-all business model.

Get Started at Duck.com



Get to DuckDuckGo faster. Share duck.com with your friends.

Stay Informed

We don't track you, but others do.
Learn how to protect your privacy.



Send Feedback

1. Can the user hit “back” and return to the exact same place?

There's nothing quite so infuriating as loading a few screenfuls of content, following a link, and then coming back only to find you have to reload those screenfuls of content all over again. Not only is it a waste of time, it's a waste of bandwidth.

2. Is there paging for when the JavaScript breaks?

Everybody surfs without JavaScript while the page is loading, and that load time can be extended by network lag. In addition, broken third-party scripts can take down your own script. Can the user still get past page one if the JavaScript has fallen down?

3. Does the page have a footer?

Now you're just being a tease. The user will never get there, so don't lie by showing the footer and

Infinite scroll

A technique where content is loaded continuously as a site's visitor scrolls down the page.

Overall rating



Popularity too common

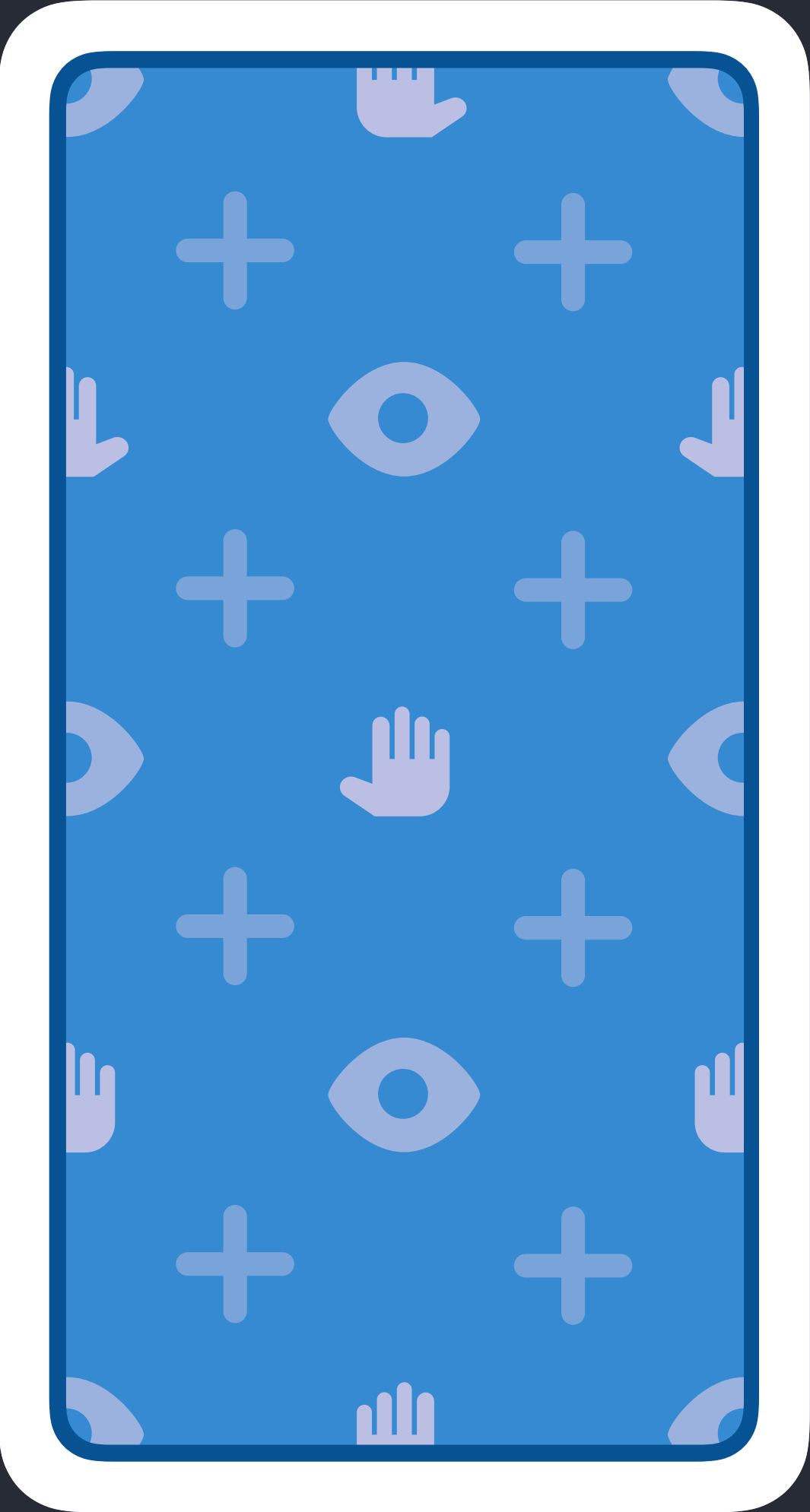
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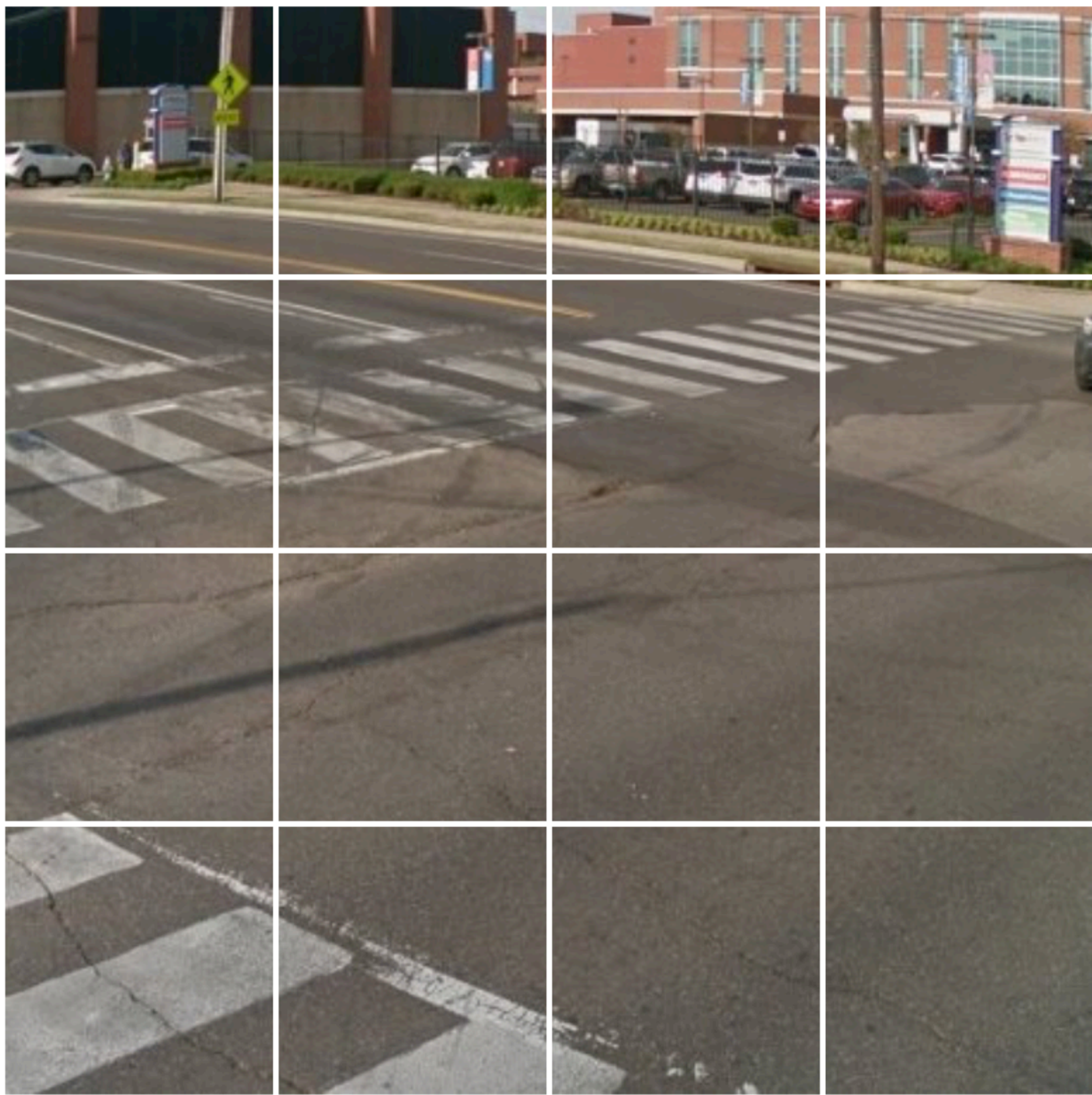


CAPTCHA

A challenge–response test used in computing to determine whether or not the user is human.

**“Completely Automated Public
Turing test to tell Computers and
Humans Apart”**

Select all squares with
pedestrian crossings

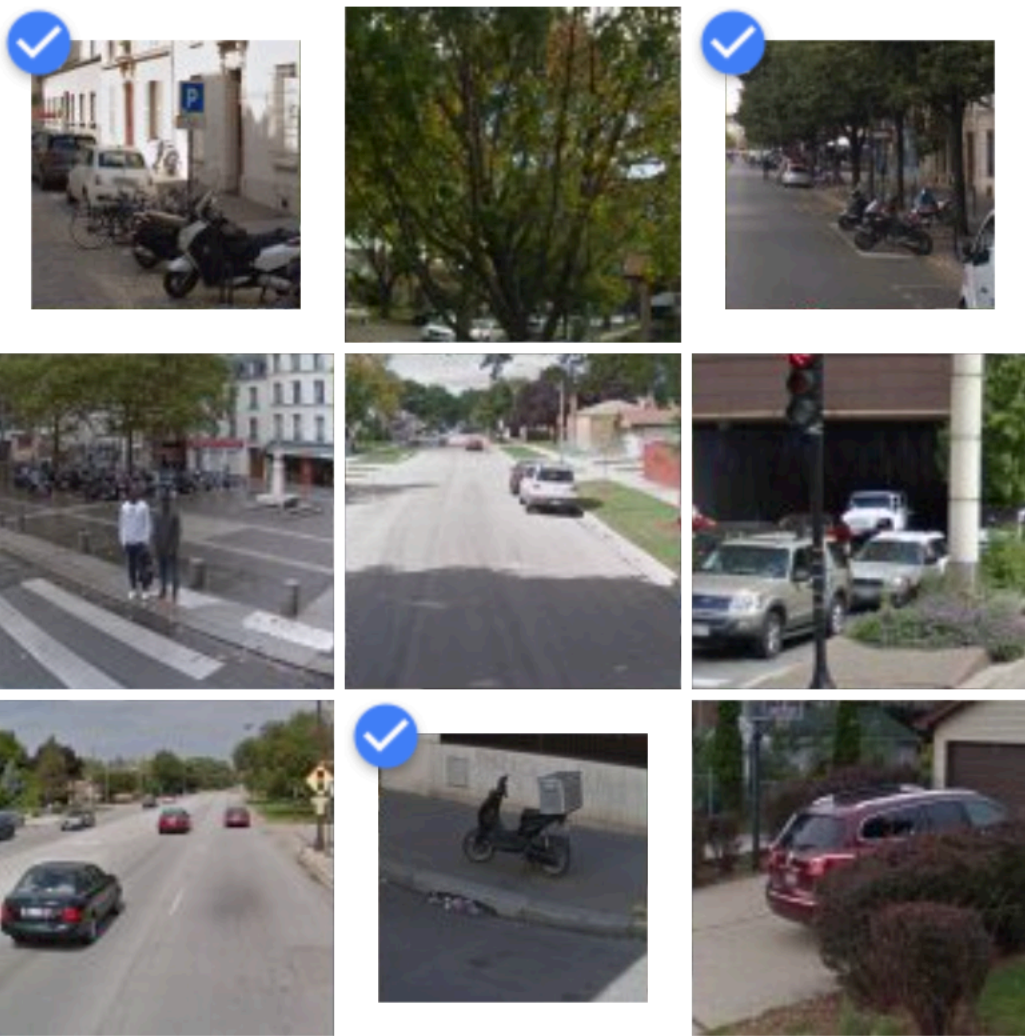


VERIFY

SIGN IN WITH...

RED?

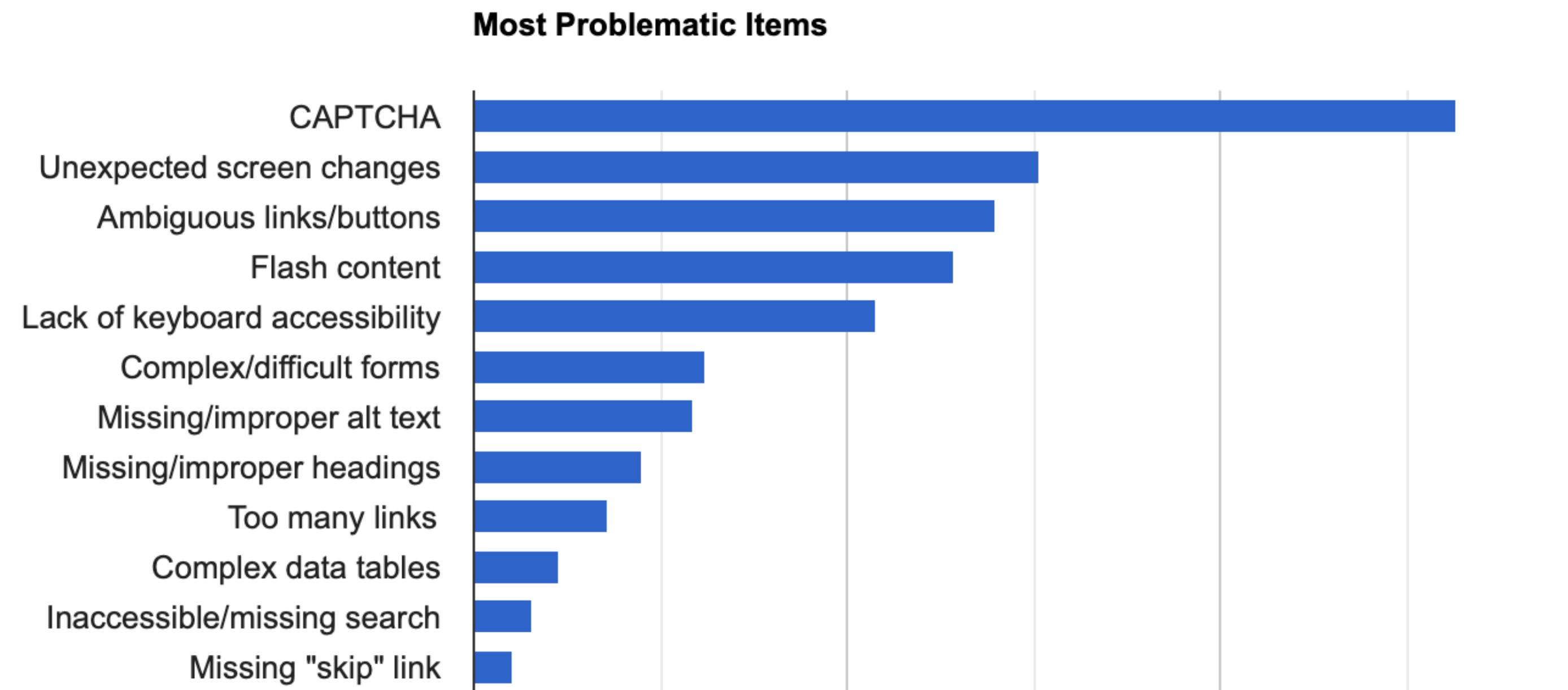
Select all images with
motorcycles



VERIFY

4.25% of sites use CAPTCHA.

problematic items from a list. In giving each selected item a weighting, the following chart shows the overall rating of difficulty and frustration for each item.



In order, the most problematic items are:

1. CAPTCHA - images presenting text used to verify that you are a human user
2. Screens or parts of screens that change unexpectedly
3. Links or buttons that do not make sense
4. The presence of inaccessible Flash content

**Proving you're not a robot requires
specific visual, spacial, linguistic
or mathematical skill.**

“People with assistive technologies like screen readers often report that they get classified as a bot...”

–Hampus Sethfors, ‘Captchas Suck’

CAPTCHA is evolving.

**2,113,153 sites use
reCAPTCHA.**

You are building a self driving AI without even knowing about it



Michael Lotkowski

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Feb 27, 2017 · 3 min read

Google reCAPTCHA

[Get reCAPTCHA](#)

[The reCAPTCHA advantage](#)

[Advanced Security](#)

[Ease of Use](#)

[Creation of Value](#)

[Resources](#)



Tough on bots

Technology

Massachusetts woman's lawsuit accuses Google of using free labor to transcribe books, newspapers



Email



Share



Share



Tweet



Save



Print



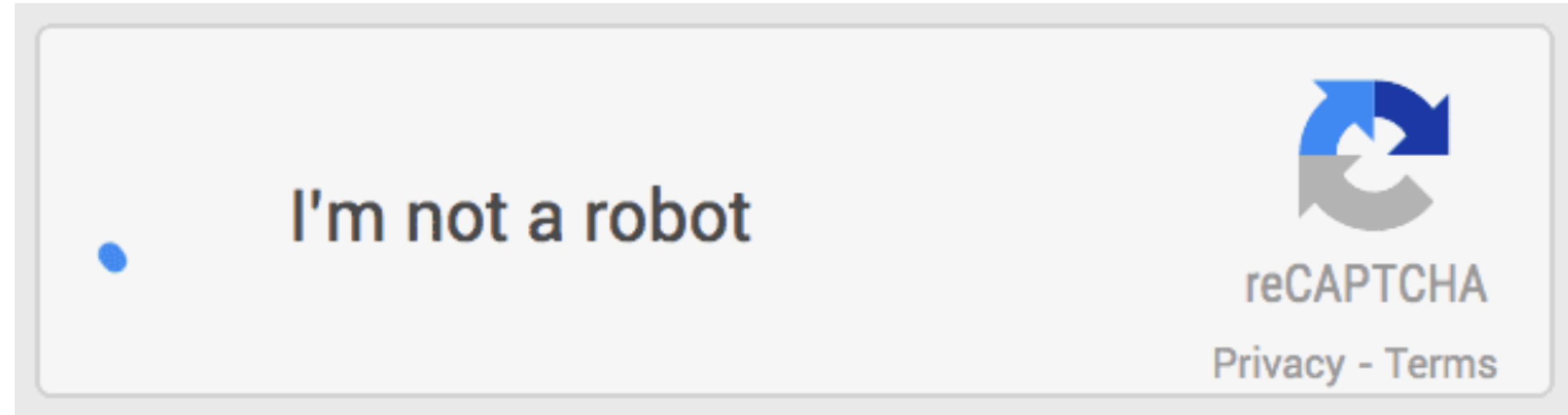
Order Reprints



What is reCAPTCHA?

Easy to add, advanced security

reCAPTCHA is a free service that protects your site from spam and abuse. It uses advanced risk analysis techniques to tell humans and bots apart.



[GET STARTED](#)



Powered by machine learning

Hundreds of millions of CAPTCHAs are solved by people every day. reCAPTCHA makes positive use of this human effort by channeling the time spent solving CAPTCHAs into digitizing text, annotating images, building machine learning datasets. This in turn helps preserve

developers.google.com/recaptcha/

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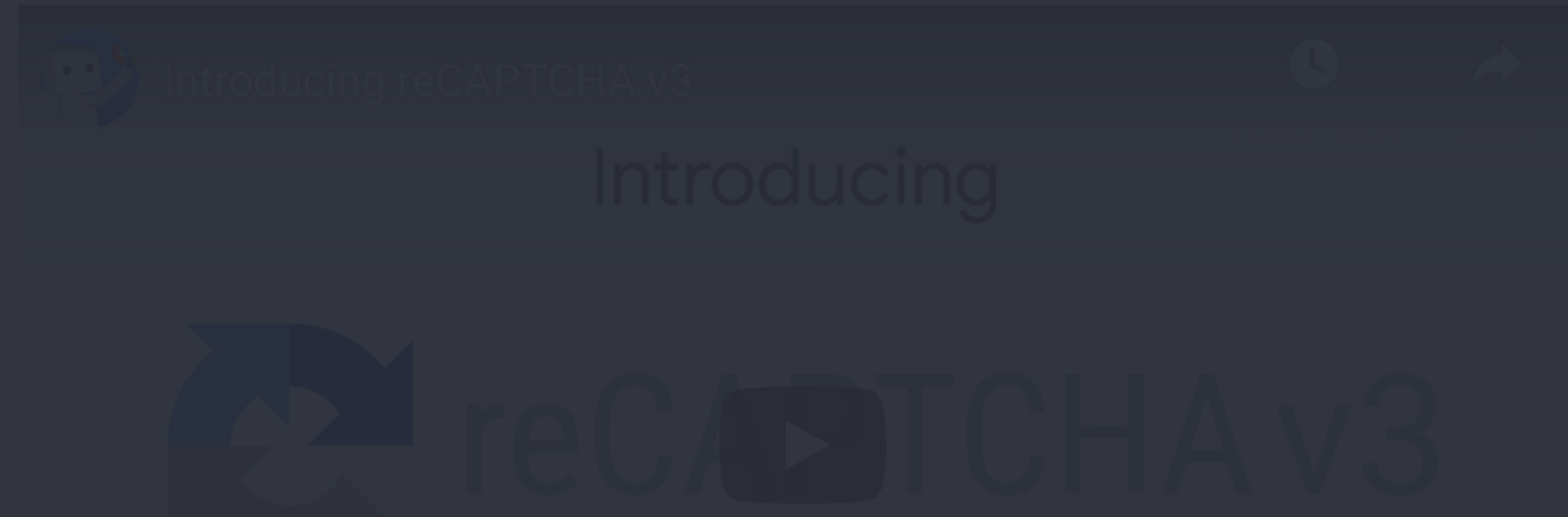
I'm not a robot



reCAPTCHA

Privacy - Terms

“reCAPTCHA v3 returns a score for each request without user friction.”



Powered by machine learning

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developers.google.com/recaptcha/

reCAPTCHA v3 will never interrupt your users, so you can run it whenever you like without affecting conversion. reCAPTCHA works best when it has the most context about interactions with your site, which comes from seeing both legitimate and abusive behavior. For this reason, we recommend including reCAPTCHA verification on forms or actions as well as in the background of pages for analytics.

Now you can extend reCAPTCHA to all the pages on your site, including the same page.

reCAPTCHA v3 is a powerful tool for protecting your site. Based on the score, you can take variable action in the context of your site. Every site is different, so you can use reCAPTCHA to take action behind the scenes instead of blocking traffic to better protect your site.

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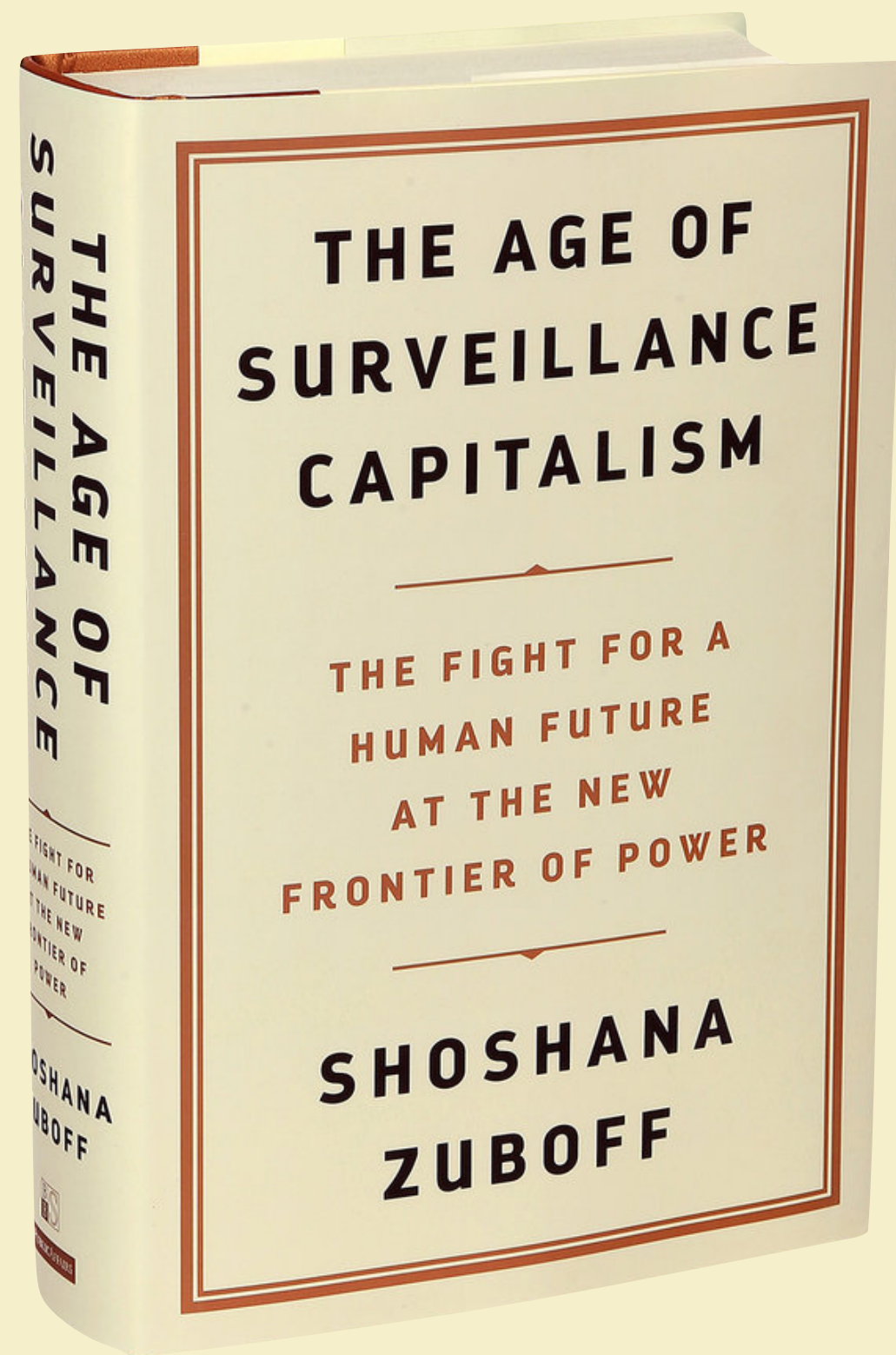
Use case	Recommendation
----------	----------------

homepage	See a cohesive view of your traffic on the admin console while filtering scrapers.
----------	--

Contents

[Frontend integration](#)[Tips](#)[Placement on your website](#)[Interpreting the score](#)[Actions](#)[Site Verify Response](#)

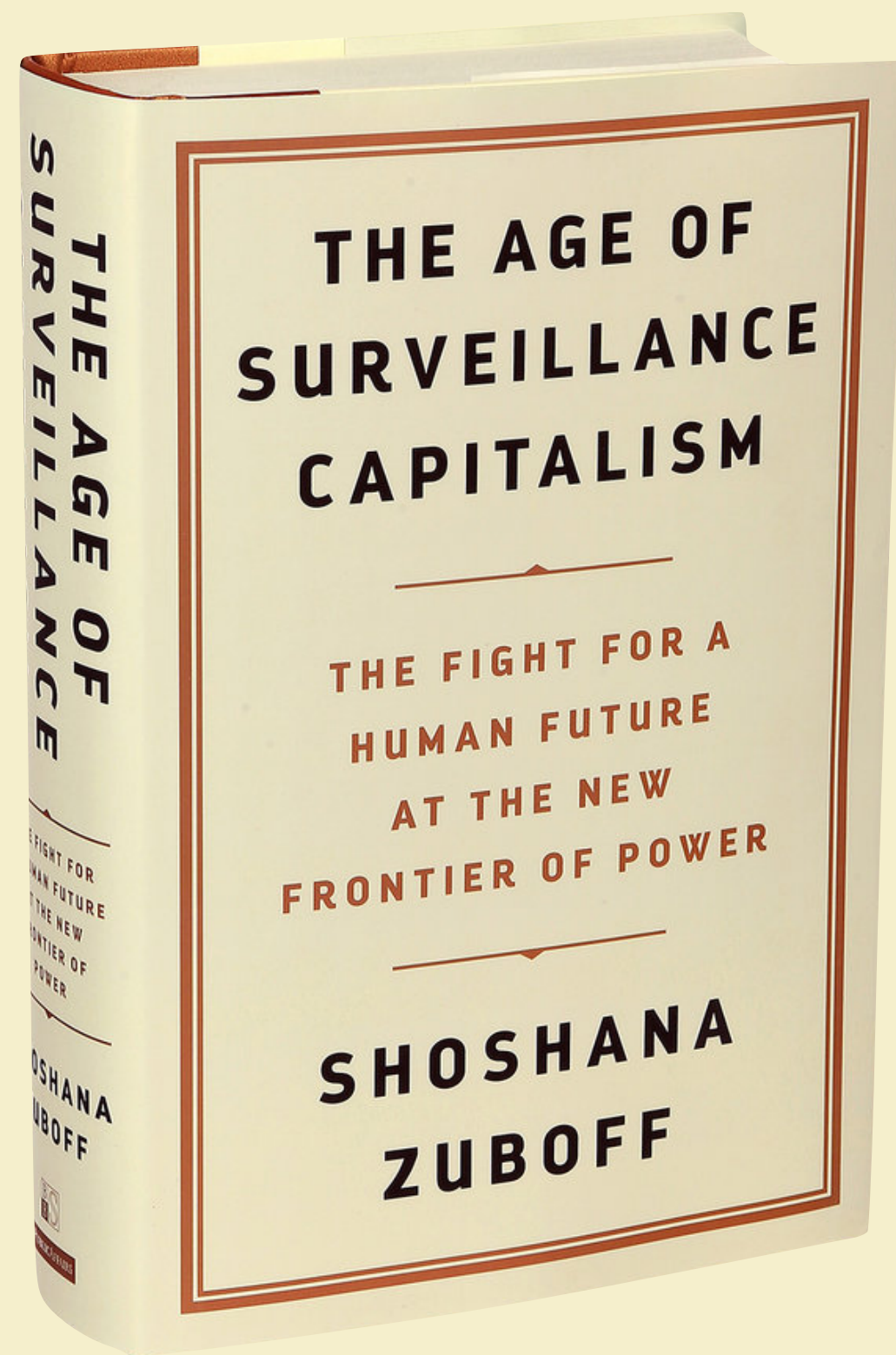
“reCAPTCHA works best when it has the most context about interactions with your site, which comes from seeing both legitimate and abusive behavior. For this reason, we recommend including reCAPTCHA verification on forms or actions as well as in the background of pages for analytics.”



“Surveillance capitalism unilaterally claims human experience as free raw material for translation into behavioral data. Although some of these data are applied to product or service improvement, the rest are... fabricated into prediction products that anticipate what you will do now, soon, and later.”

–Shoshana Zuboff, The Age of Surveillance Capitalism

Surveillance capitalism is when a platform surveils our behaviour, and monetises it.



“Google’s proprietary methods enable it to surveil, capture, expand, construct, and claim behavioral surplus, including data that users intentionally choose not to share.”

–Shoshana Zuboff, The Age of Surveillance Capitalism



CAPTCHA

A challenge–response test used in computing to determine whether or not the user is human.

Popularity 4.28% of sites

Inclusivity poor

Accessibility poor

Ethics misjudged

Fixability tricky



Authentication without Identification

Portes lets you verify yourself without sharing personal data.

[Join the Beta](#) Download on the
App Store GET IT ON
Google Play

CAPTCHA

A challenge–response test used in computing to determine whether or not the user is human.

Overall rating



Popularity 4.28% of sites

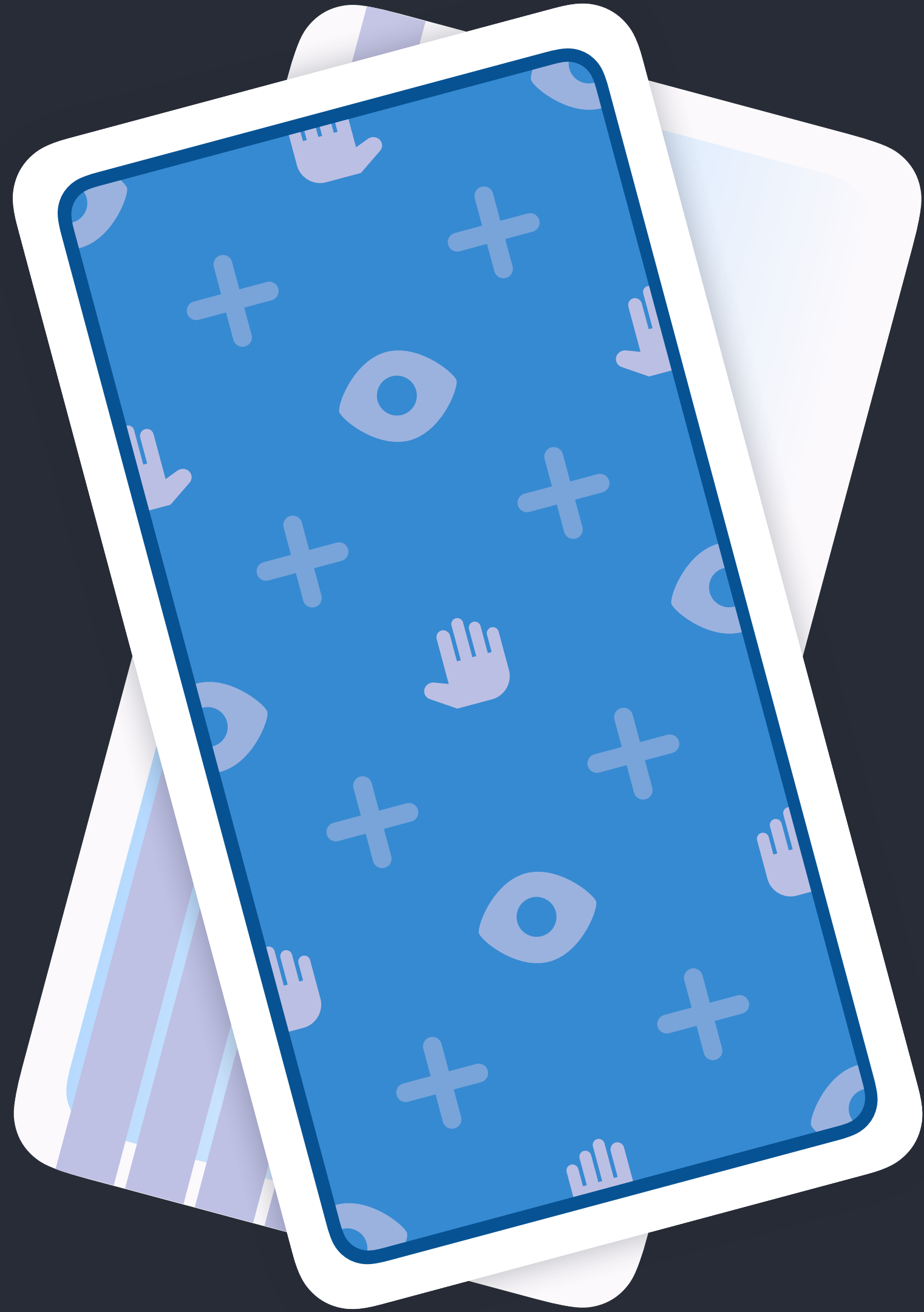
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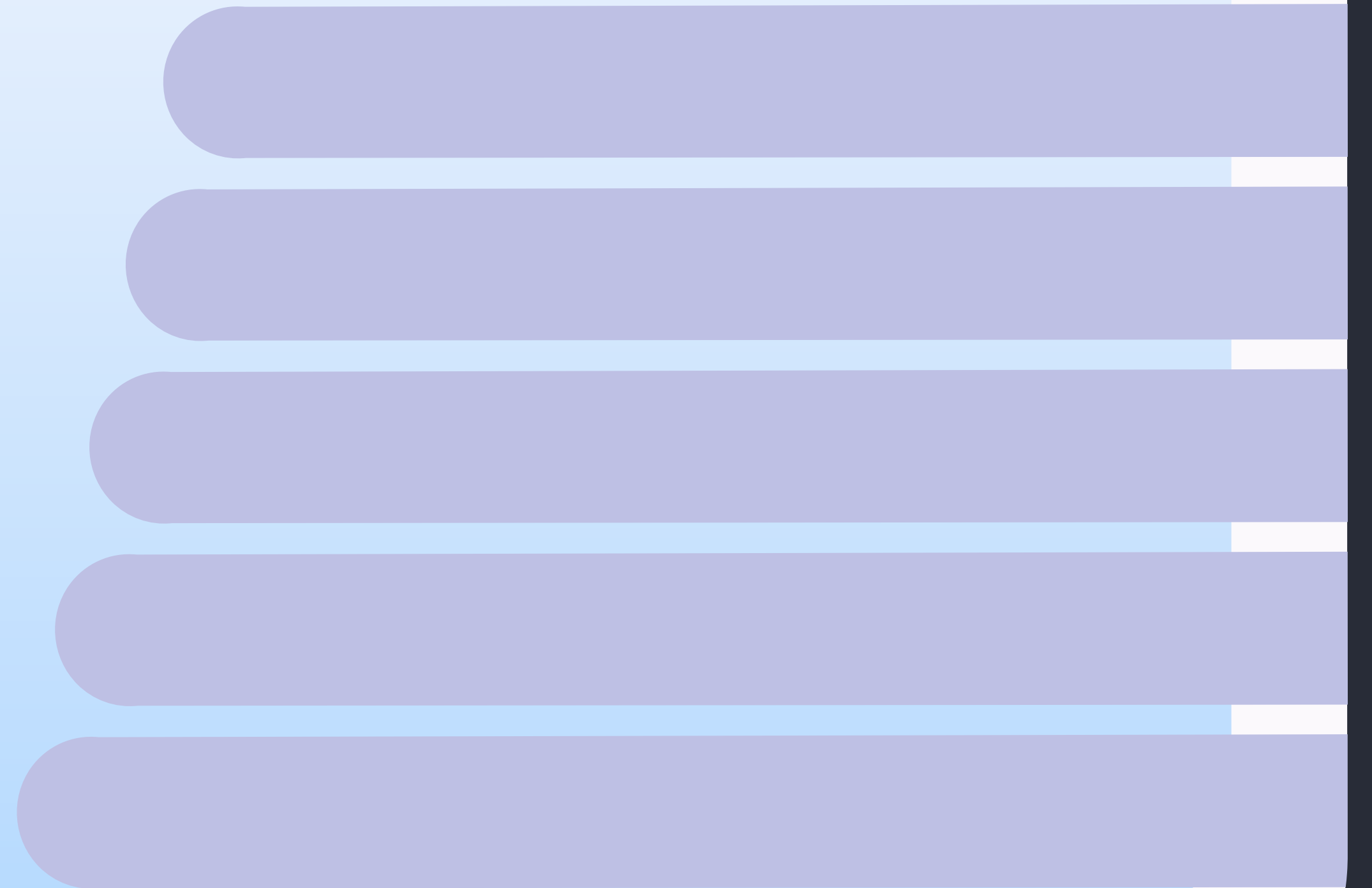
Fixability tricky





Profiling

The process of construction and application of user profiles generated by computerised data analysis.



**Profiling props up the
majority of today's “Big Tech.”**



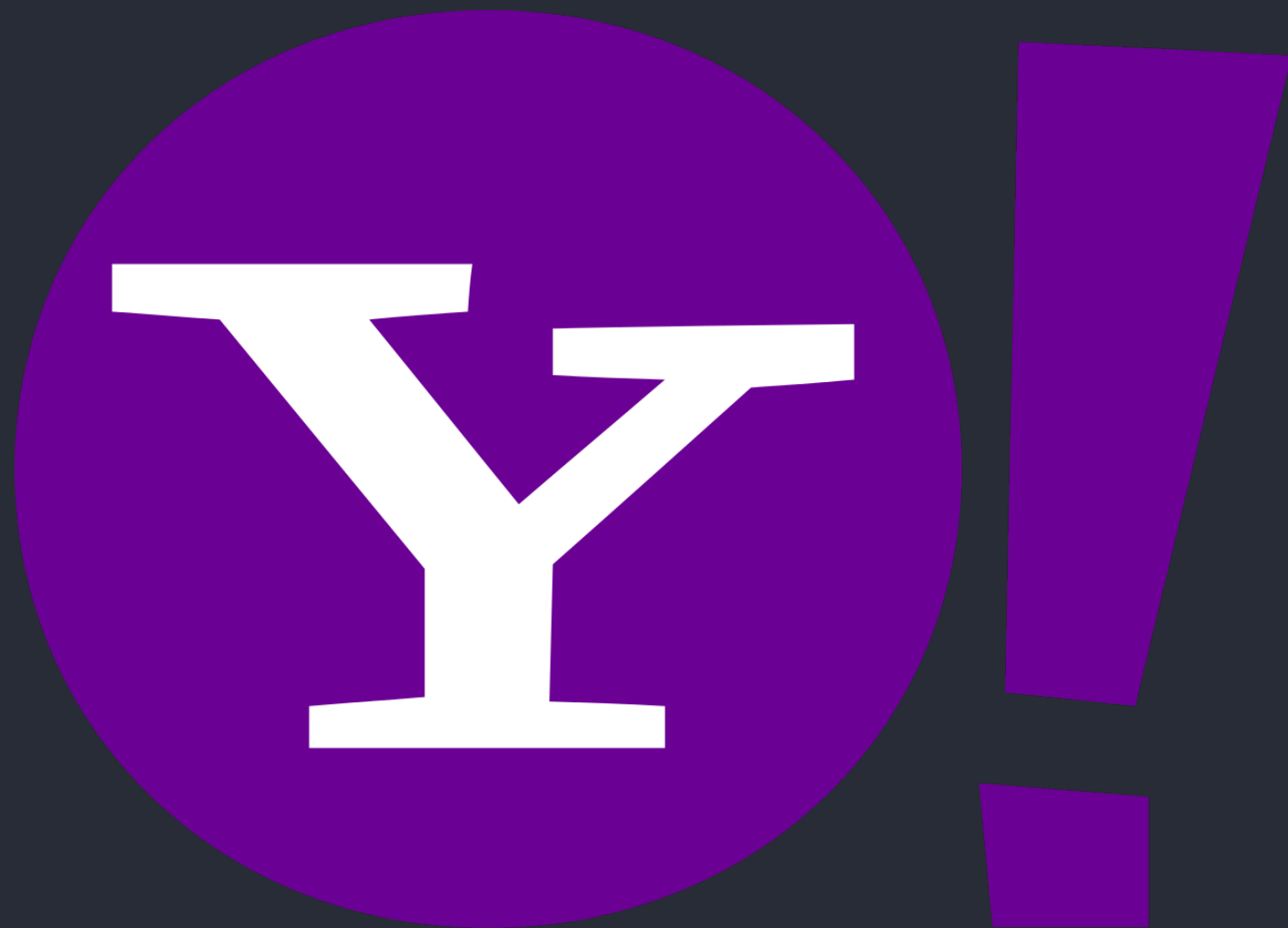












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YES PLEASE



Marketing strategy

Online marketing

Social media

Media advertising

Customer care

Sales

Market research

Direct marketing

MORE ●●●

You are here: [Home](#) > [Customer care](#) > [Customer service](#) > [Why it pays to profile your customers](#)

“Understanding your customers is the secret of successful selling. Existing customers are important sources of information. The more you know about them, the easier it can be to increase their spending. And you can use the information you gather to help you find new customers.”

Establishing a customer profile can give you the information you need to generate sales. Whitney finds out how to go about it. Understanding your customers is the secret of successful selling. Existing customers are important sources of information. The more you know about them, the easier it can be to increase their spending. And you can use the information you gather to help you find new customers.

Create a customer profile


MARKETING HUB

Digital growth

Microsoft

www.marketingdonut.co.uk/customer-care/customer-service/why-it-pays-to-profile-your-customers

“I like relevant advertising.”



Laura Kalbag

Update Info 2

Activity log 20+ ...

Timeline ▾

About

Friends 227

Photos

Archive

More ▾

About

Overview

Work and education

Places you've lived

Contact and basic info

Family and relationships

Details about you

Life events

ABOUT YOU

+ Write some details about yourself

OTHER NAMES

+ Add a nickname, a birth name...

FAVOURITE QUOTES

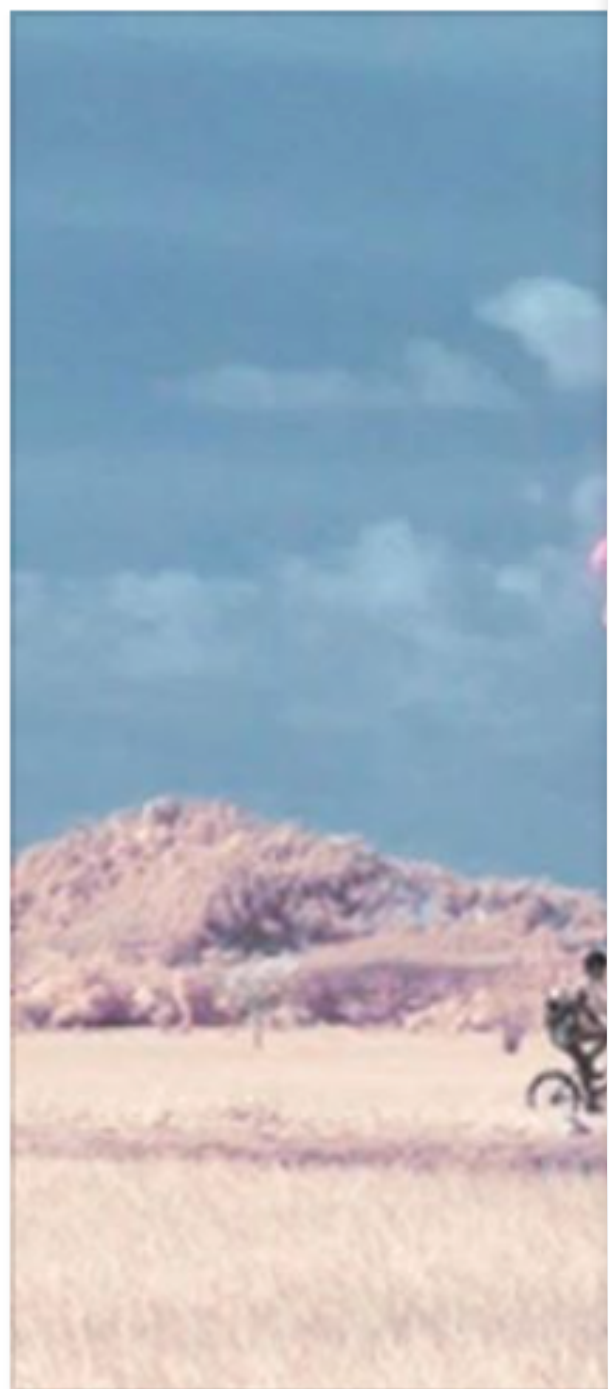
+ Add your favourite quotations

Suggested Post



Supersavvy me
Sponsored

Want to surround
washing capsules
Find out more at:
<http://spr.ly/6188f>



219 Likes 2 Comm



Aussie
Sponsored

Fall in love after
body wash col



2.5k Likes 162 C



Suggested Post



We're
up art
glamo
a prec



214 Likes 5 Comments 3 Share



SAMMY DRESS
Sponsored

Fashion Dresses



\$8.99

Stylish Sundress

511 Likes 15 Comm

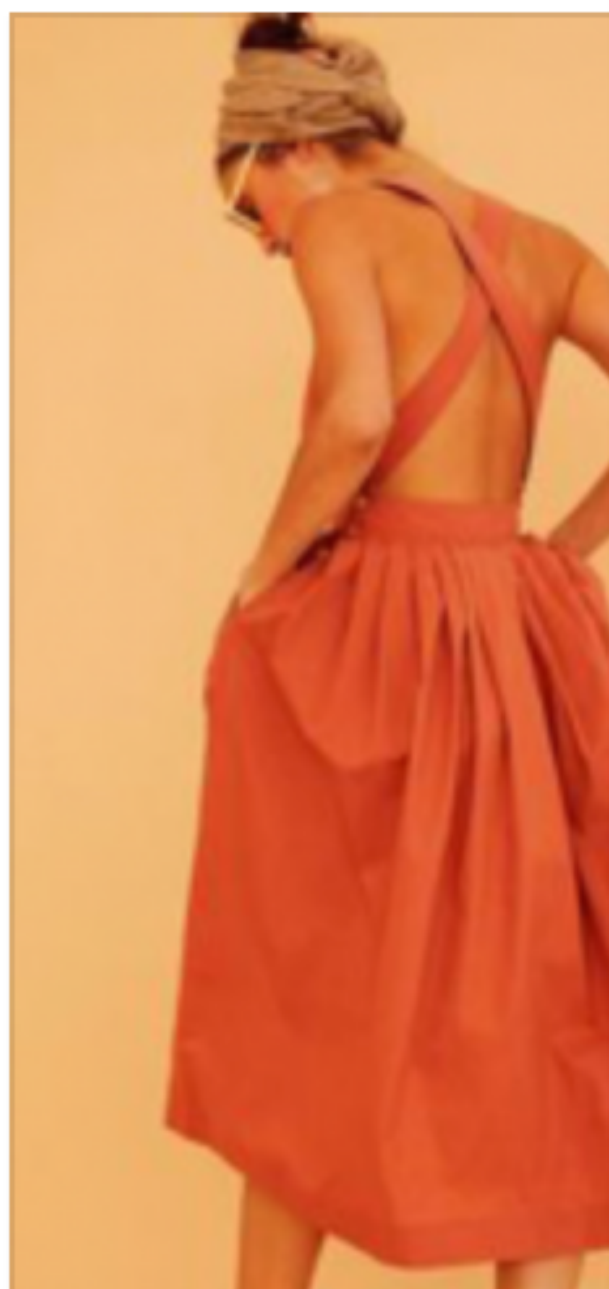


Suggested Post



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Up to 80% OFF ! S
purchase ~



Buy 1 Get 1 55

Click now and get y

WWW.ROMWE.COM

90 Likes 10 Commen



Suggested Post



Clearblue with Luthando KaZamanyambose
Mthethwa
Sponsored · 🌐



Clearblue Weeks Indicator is the only pregnancy test that tells you how many weeks

Also tells you how many weeks.

Pregnant 1-2 weeks*	Pregnant 2-3 weeks*	Pregnant 3+ weeks*	Not Pregnant
---------------------	---------------------	--------------------	--------------

*Weeks since conception shown as 1-2, 2-3 or 3+ on screen. Read instructions before use. ©2015 SPD. All rights reserved. FY1415-63.2.GB

Clearblue

45k Likes 2.9k Comments 1.2k Shares

[Log In](#)[Forgotten account?](#)

Facebook helps you connect and share with the people in your life.



Create an account

It's free and always will be.

Birthday

[Why do I need to provide my date of birth?](#)

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#). Learn how we collect, use and share your data in our [Data Policy](#) and how we use cookies and similar technology in our [Cookie Policy](#). You may receive SMS notifications from us and can opt out at any time.

Sign Up

[Create a Page](#) for a celebrity, band or business.

“When profiling us, companies are not interested in our names or who we really are: they are interested in patterns of our behaviour that they believe match an audience type... So to target us more efficiently, the advertisement industry relies on a very binary vision of the world.”

–Eva Blum-Dumontet, *Why we need to talk about the sexism of online ad profiling*

8 MARCH 2019

“We need to be clear that a data driven world – where artificial intelligence makes decision based on simplistic profiles about us – isn’t going to solve prejudices: it’s going to perpetuate them.”

women

–Eva Blum-Dumontet, Why we need to talk about the sexism of online ad profiling

“The ubiquitous social network not only allows advertisers to target users by their interests or background, it also gives advertisers the ability to exclude specific groups it calls ‘Ethnic Affinities.’ Ads that exclude people based on race, gender and other sensitive factors are prohibited by federal law in housing and employment.”

–Julia Angwin and Terry Parris Jr., ‘Facebook Lets Advertisers Exclude Users by Race’

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IDEAS

Discrimination's Digital Frontier

“Given a large group of people who might be eligible to see an advertisement, Facebook will pick among them based on its own profit-maximizing calculations, sometimes serving ads to audiences that are skewed heavily by race and gender...”

—Aaron Rieke and Corinne Yu, ‘Discrimination’s Digital Frontier’

The fight over free expression

IDEAS

Discrimination's Digital Frontier

“In these experiments, Facebook delivered ads for jobs in the lumber industry to an audience that was approximately 70 percent white and 90 percent men, and supermarket-cashier positions to an audience of approximately 85 percent women. Home-sale ads, meanwhile, were delivered to approximately 75 percent white users, while ads for rentals were shown to a more racially balanced group.”

—Aaron Rieke and Corinne Yu, ‘Discrimination’s Digital Frontier’

The fight over free expression

IDEAS

Discrimination's Digital Frontier

Ad platforms such as Facebook can perpetuate the types of harms that civil-rights laws are meant to address.

APR 15, 2019

“An ad system that is designed to maximize clicks, and to maximize profits for Facebook, will naturally reinforce these social inequities and so serve as a barrier to equal opportunity.”

—Aaron Rieke and Corinne Yu, ‘Discrimination’s Digital Frontier’

The fight over free expression

When maximising clicks to maximise profit reinforces social inequities, what does mean for tech's dominant funding models?

**Web-based tracking is just
the beginning...**





The Stress Free Pacifier

Monitor your baby's temperature without disturbing them,
even when they are asleep in the next room.

BUY NOW



www.kickstarter.com/projects/700989404/looncup-the-worlds-first-smart-menstrual-cup



SEX

'Smart' Dildo Company Sued For Tracking Users' Habits

We-Vibe's makers sued after customer finds out they know all about her orgasms (and also her email address).



NEWS



'Smart' Dildo Company Sued For Tracking Users' Habits

By Sara Morrison
Sep 13, 2016



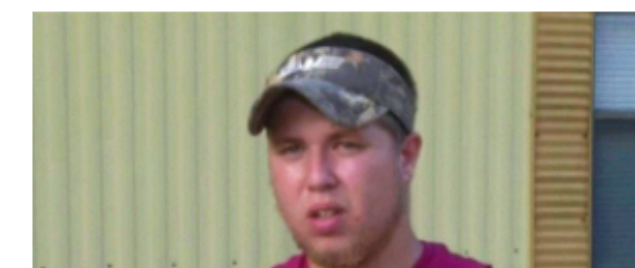
Herbal Tea Heals, But Is Poison For California

By Ed Cara
15 hours ago



Twitter Removes Half A Million Accounts Linked To Extremism

By Leeron Hoory
15 hours ago



Dylann Roof's Lying Friend Joey Meek Gets 27 Months

UNLOCK
EXCLUSIVE
Deep Web
Stories



Have you ever wondered how many calories you're burning during intercourse?

How many thrusts?

Speed of your thrusts?

The duration of your sessions? Frequency?

How many different positions you use in the period of a week, month or year?

The cost of using technology should not be our personal data, our privacy, our power, control or agency.

**Privacy is not about hiding, it's
about having power and agency
over how your information is used.**

This is an inclusivity issue.

**One person's relevant advertising
is another person's grounds for
discrimination.**

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The process of construction and application of user profiles generated by computerised data analysis.

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Popularity

Inclusivity

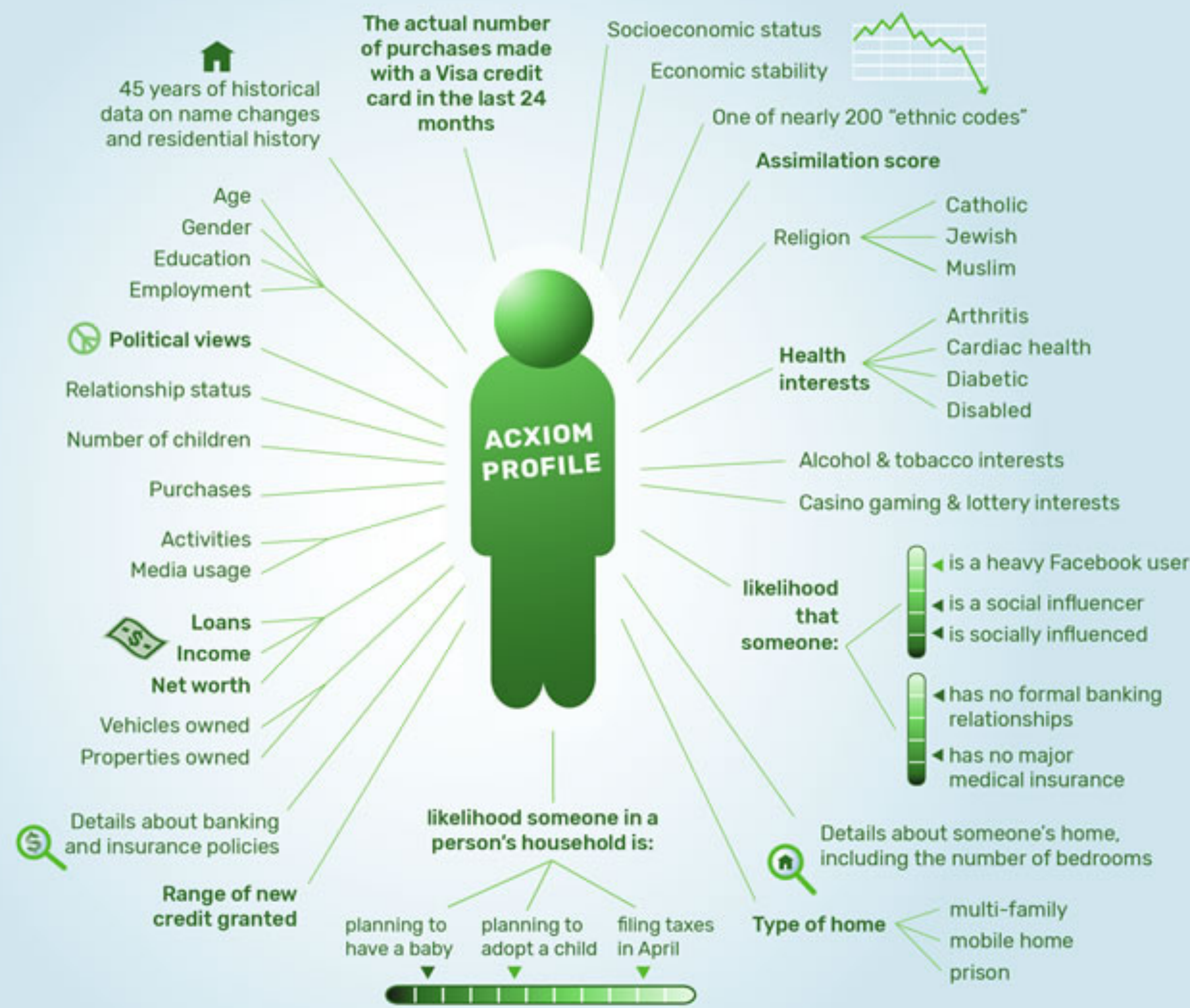
Accessibility

Ethics

Fixability

DATA BROKERS HAVE EXTENSIVE PROFILE INFORMATION ON ENTIRE POPULATIONS

Examples of data on consumers provided by Acxiom and Oracle



Acxiom provides of up 3,000 attributes and scores on 700 million people in the US, Europe, and other regions.



Oracle sorts people into thousands of categories and provides > 30,000 attributes on 2 billion consumer profiles

**Privacy is not a low cost
for convenience.**

Profiling

The process of construction and application of user profiles generated by computerised data analysis.

Popularity 99% of sites

Inclusivity poor

Accessibility poor

Ethics questionable

Fixability near-impossible

**Big tech will not
be reformed.**



Find your power.



BUSINESS

CULTURE

GEAR

IDEAS

SCIENCE

SECURITY

TRANSPORTATION

SHARE



SHARE



TWEET



COMMENT



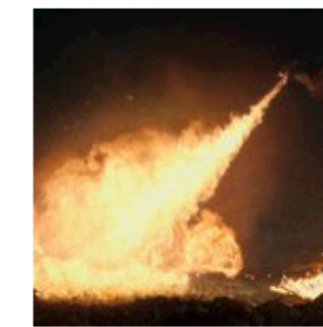
EMAIL

NITASHA TIKU BUSINESS 04.22.19 01:01 PM

GOOGLE WALKOUT ORGANIZERS SAY THEY'RE FACING RETALIATION



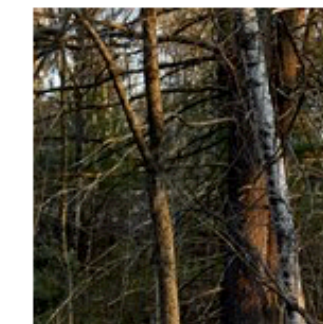
MOST POPULAR



SECURITY

The Battle of Winterfell: A Tactical Analysis

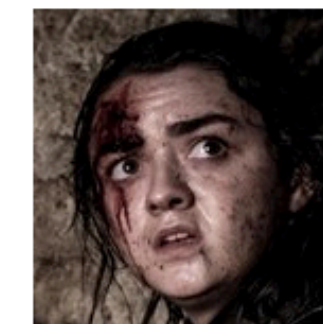
ANGRY STAFF OFFICER



CULTURE

My Search for a Boyhood Friend Led to a Dark Discovery

DOUGLAS PRESTON



CULTURE

'Game of Thrones' Recap, Season 8 Episode 3: The Problem With Prophecies

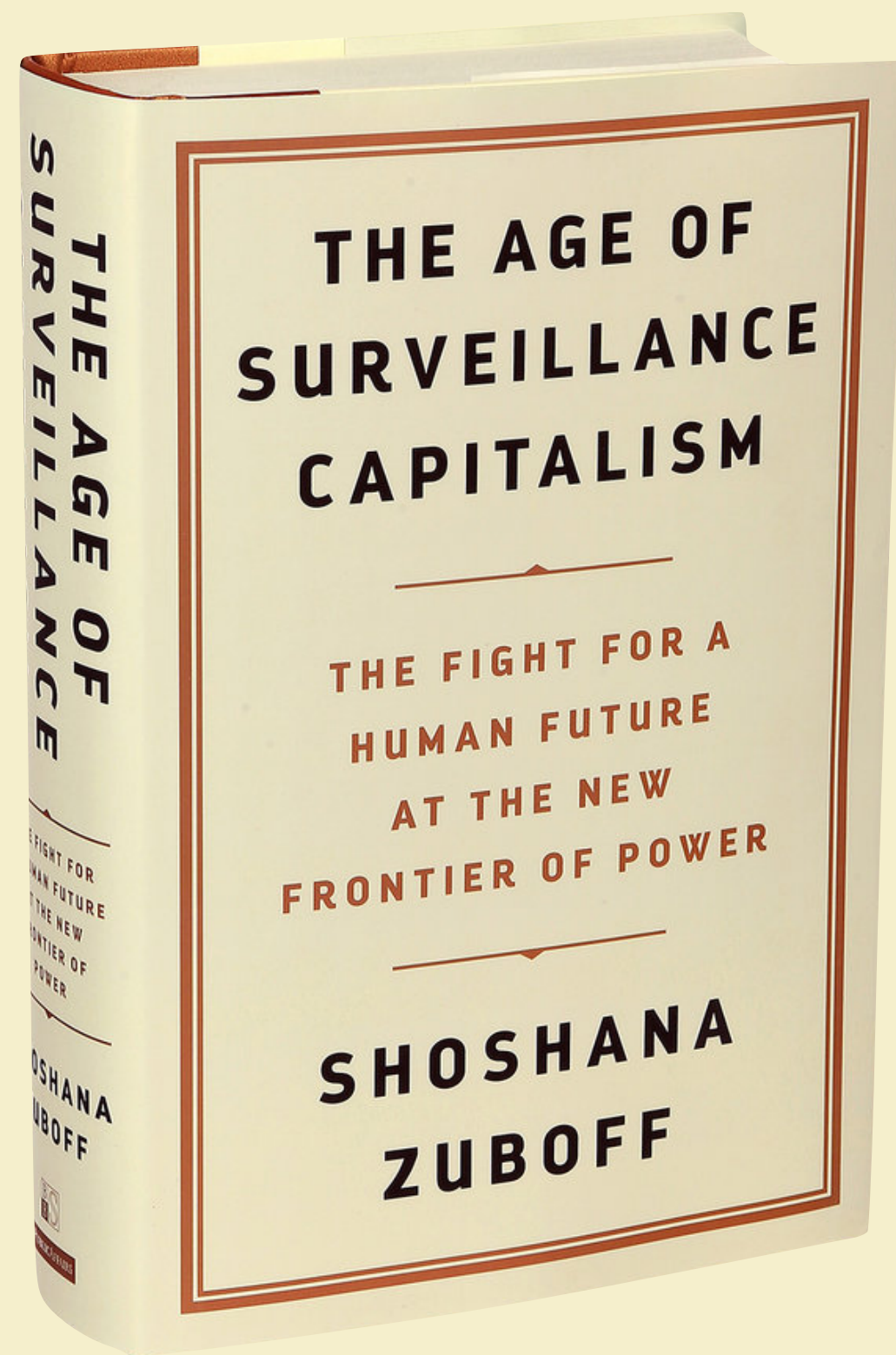
LAURA HUDSON



MORE STORIES

We need new models.

Success criteria



“The threats we face are fundamental as surveillance capitalists take command of the essential questions that define knowledge, authority, and power in our time: Who knows? Who decides? Who decides who decides?”

–Shoshana Zuboff, The Age of Surveillance Capitalism

**Better isn't always
good enough.**



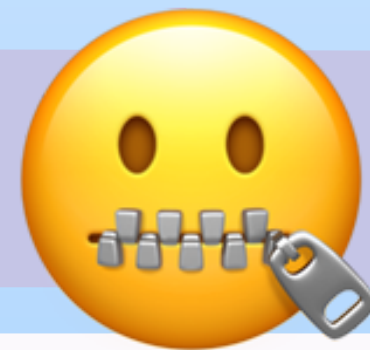
“I believe that making interfaces easier to use is vital work. But when designers use clean aesthetics to cover over a complex reality—to take something human, nuanced, and rife with potential for bias, and flatten it behind a seamless interface—they’re not really making it easier for you. They’re just hiding the flaws in their model, and hoping you won’t ask too many difficult questions.”

–Sara Wachter-Boettcher, *Technically Wrong*

Profiling

The process of construction and application of user profiles generated by computerised data analysis.

Overall rating



Popularity 99% of sites

Inclusivity poor

Accessibility poor

Ethics questionable

Fixability near-impossible

Everybody's doing it.

**You can make change
but change is not easy.**

1

Be different.

2

Be the advisor.

3

Be the advocate.

4

Be the questioner.

5

Be the gatekeeper.



Be difficult.

7

Be unprofessional.

8

Be the supporter.

Nothing is inevitable.

Disrupt the disrupters.



Thank you.

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