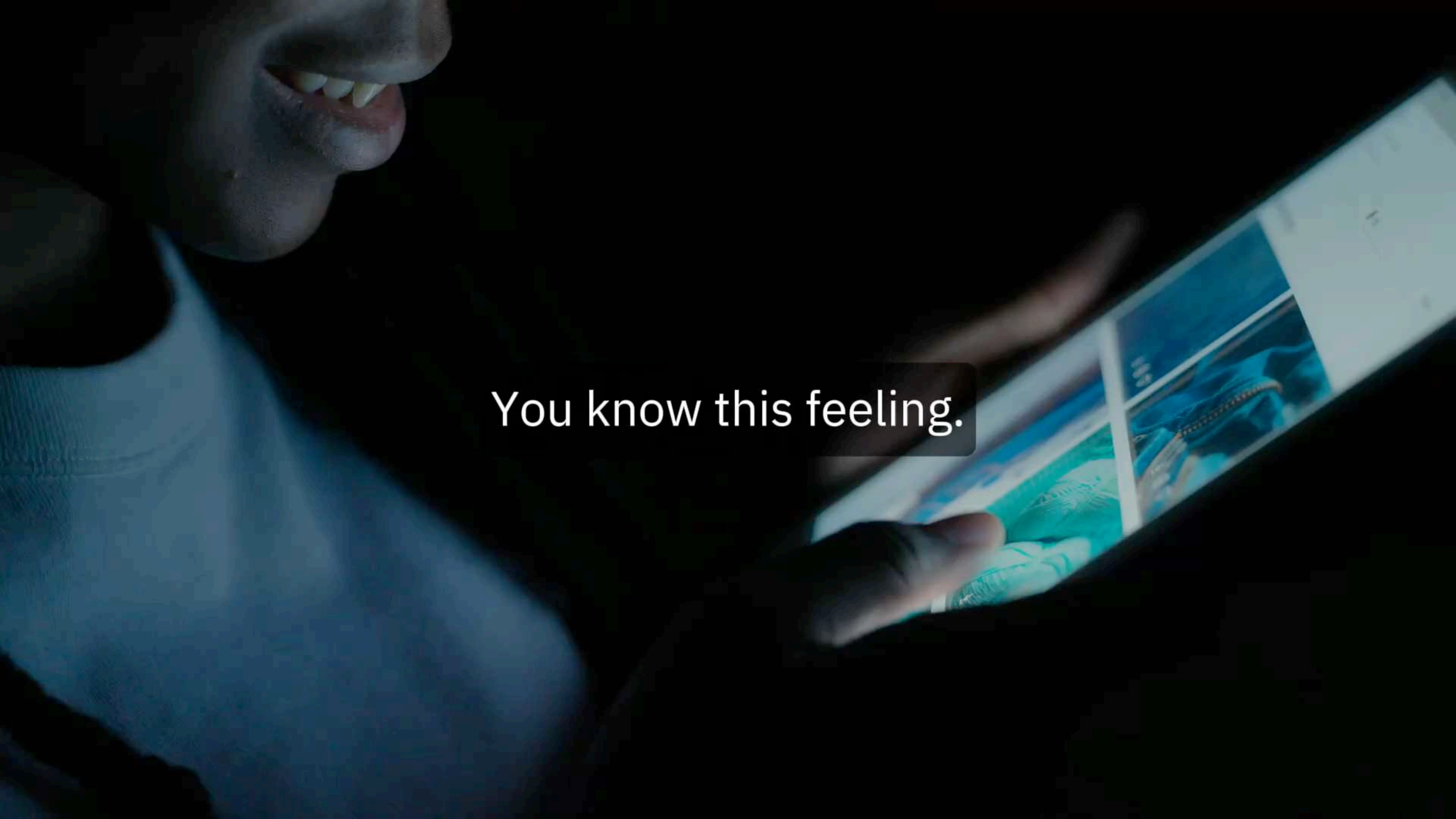
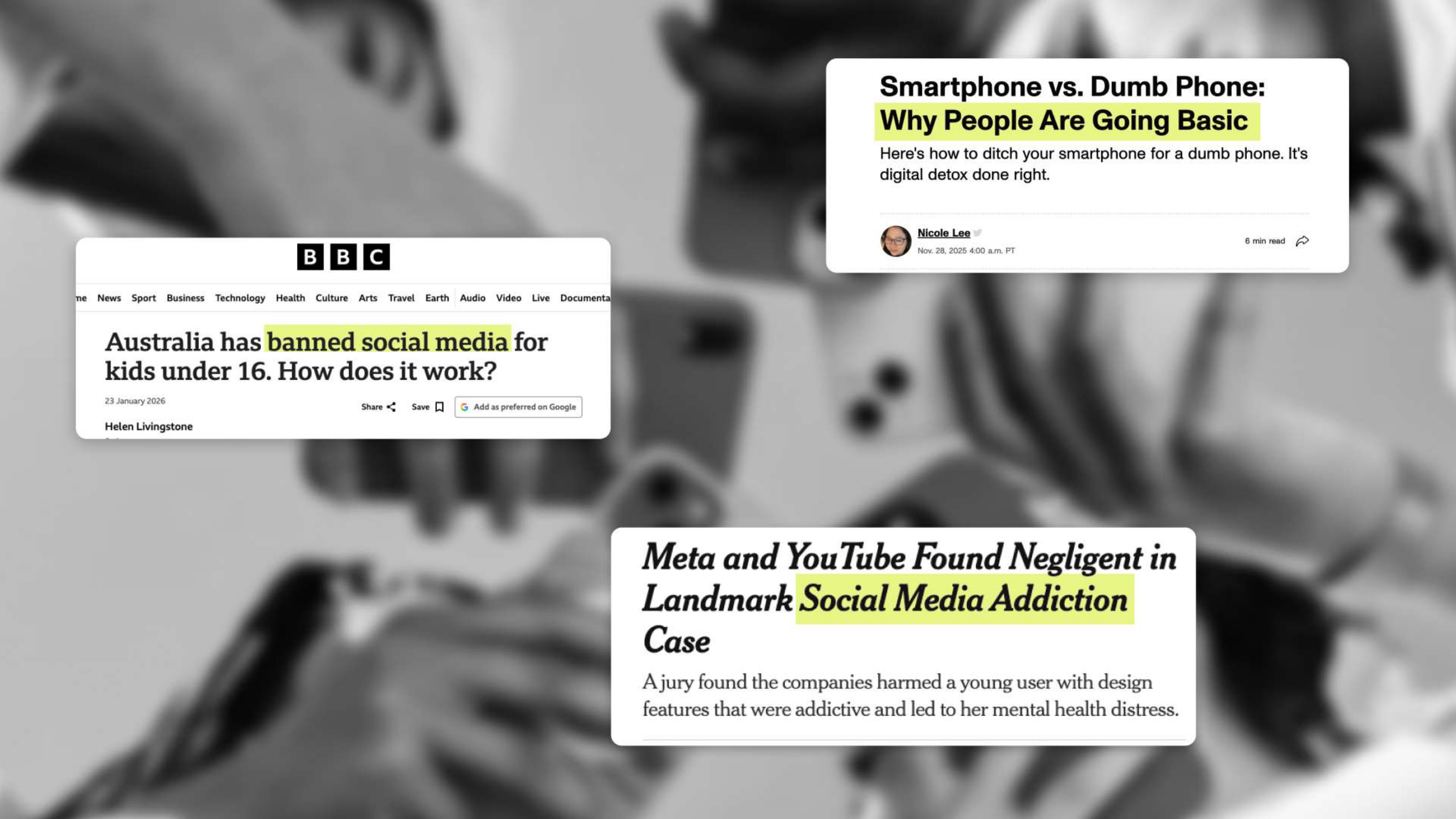
ATTENTION
ATTE ON



SLOWTECH.STUDIO

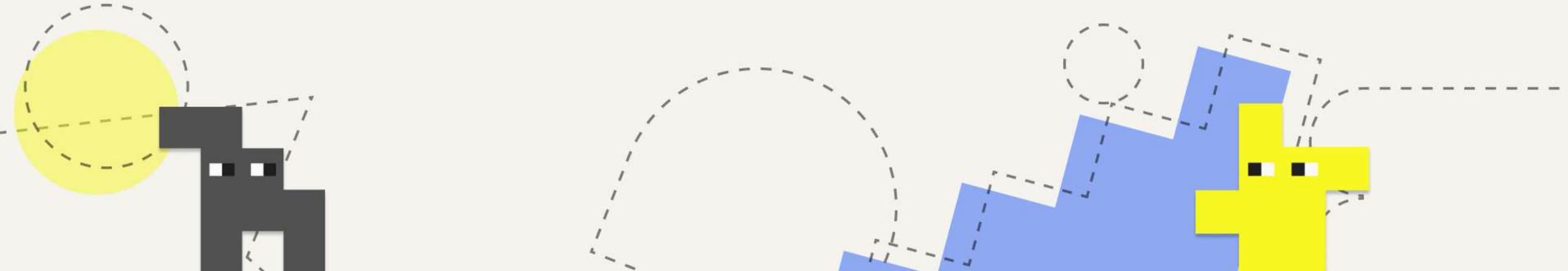
SYDNEY NGUYEN + BRITTANY ROBERTS


You know this feeling.


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Smartphone vs. Dumb Phone:
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Here's how to ditch your smartphone for a dumb phone. It's digital detox done right.
Nicole Lee
Nov. 28, 2025 4:00 a.m. PT
6 min read
Meta and YouTube Found Negligent in Landmark Social Media Addiction Case
A jury found the companies harmed a young user with design features that were addictive and led to her mental health distress.

Focus feels **individual**

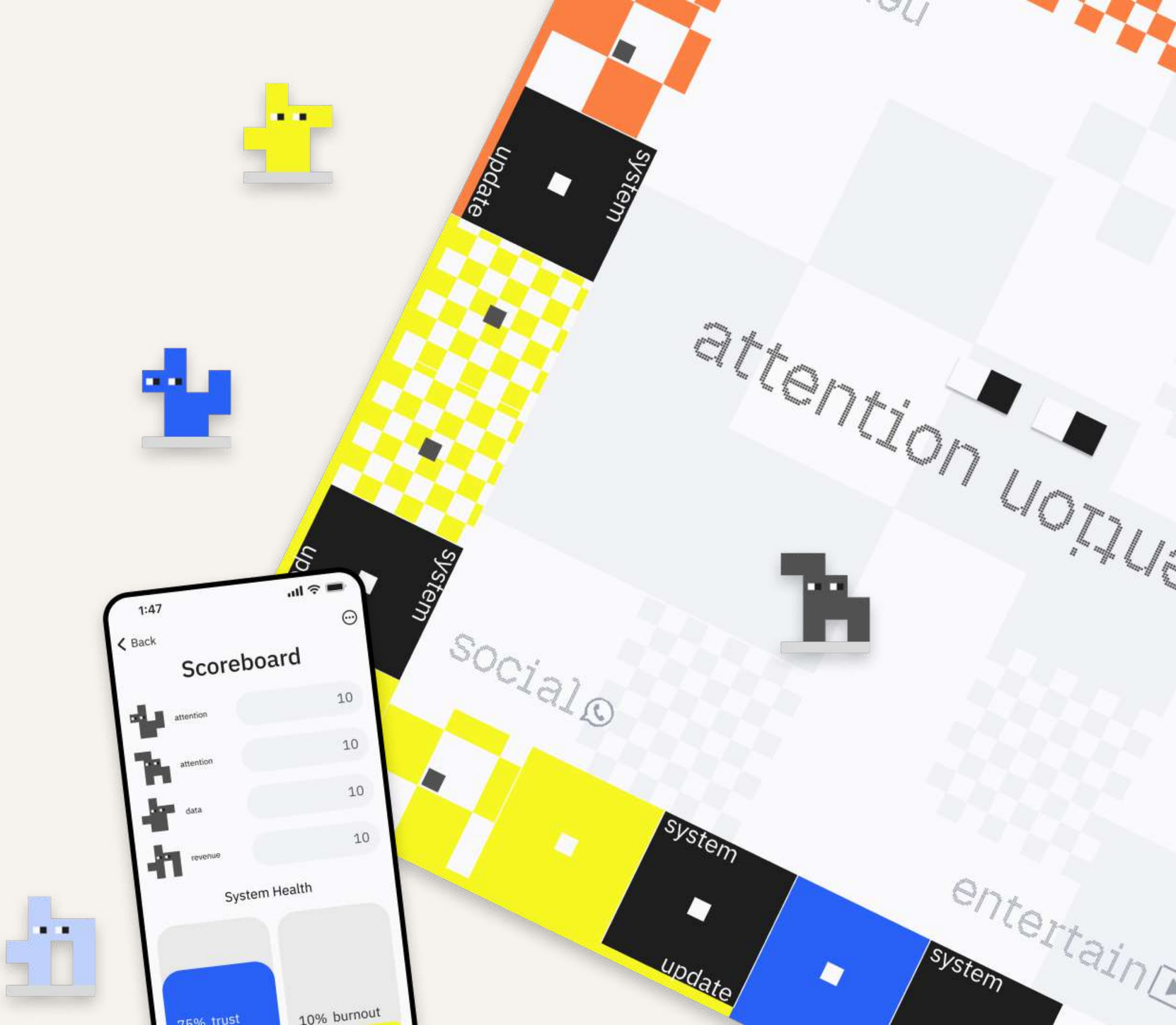
Influence is **systemic**



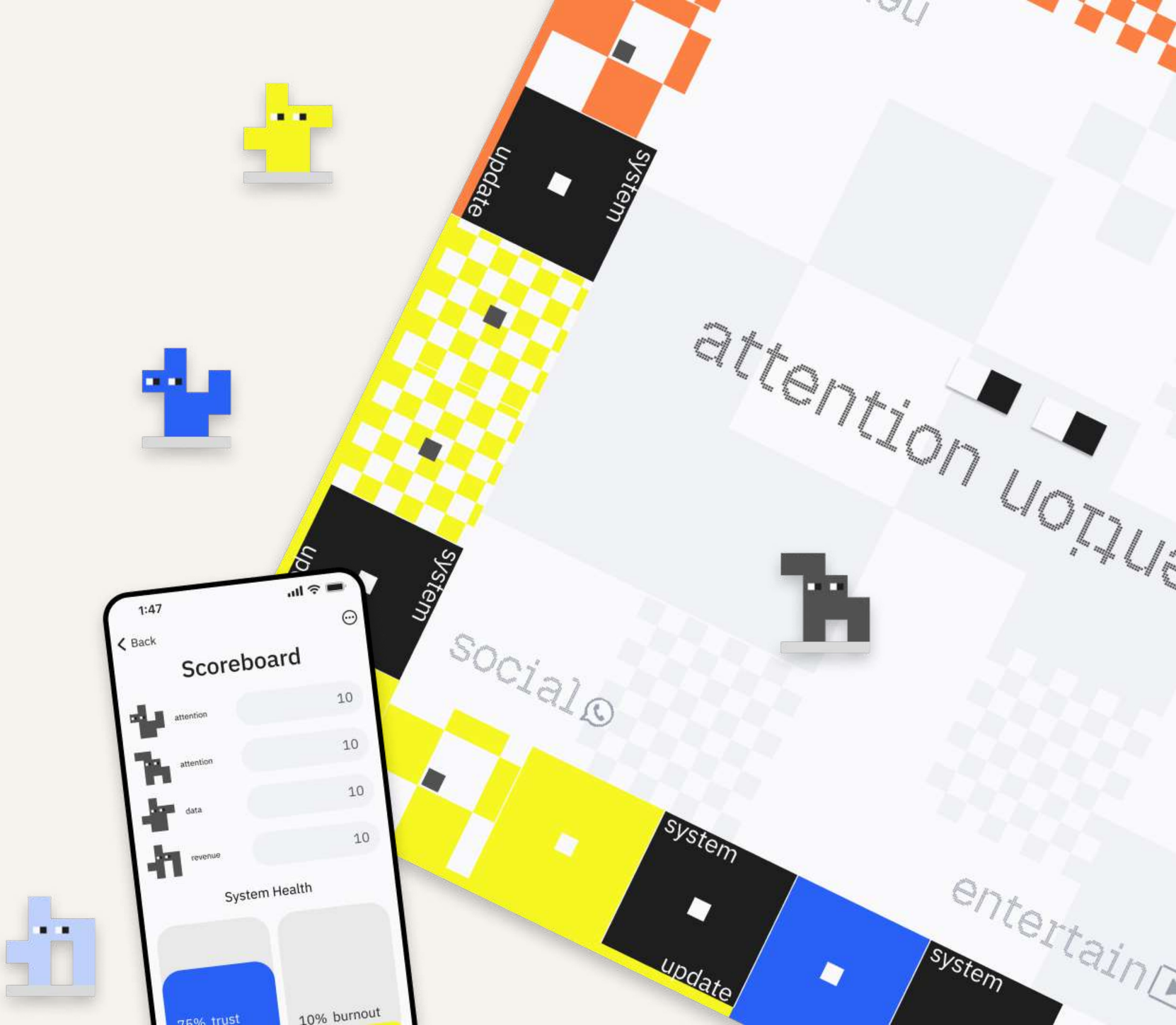
attention

attention

you are what you pay attention to



- Today’s landscape
- Apertures of influence
- Gameplay





Sydney Nguyen





Brittany

Roberts

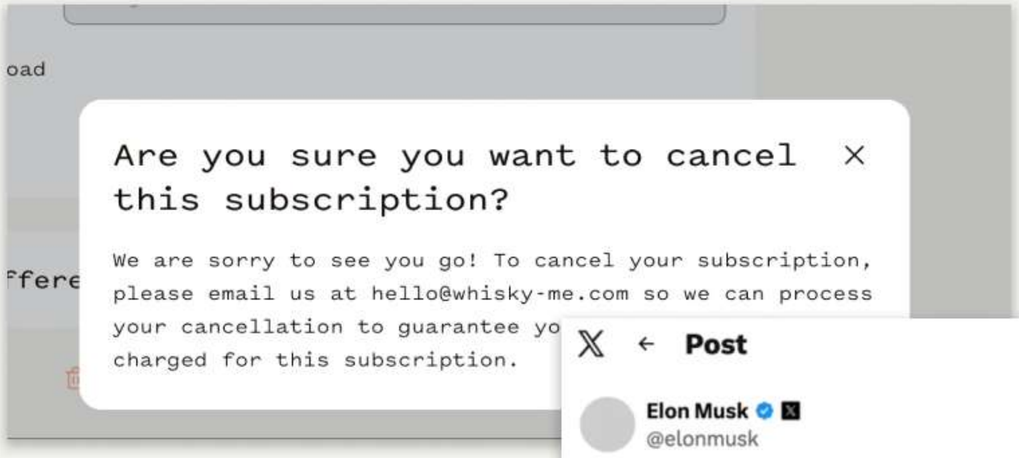


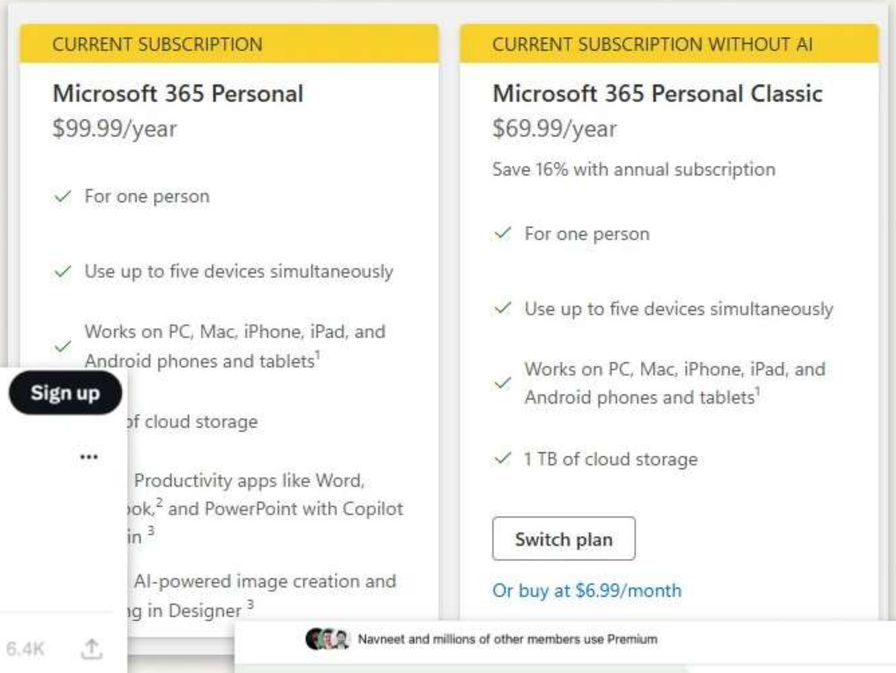
The slow tech movement seeks to alter how humans interact with technologies including mobile devices, social media, email and other relatively recent innovations that tend to be highly addictive, or at least consume a lot of time.



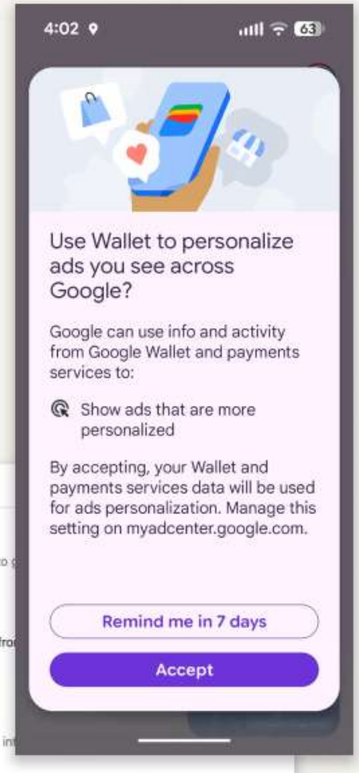
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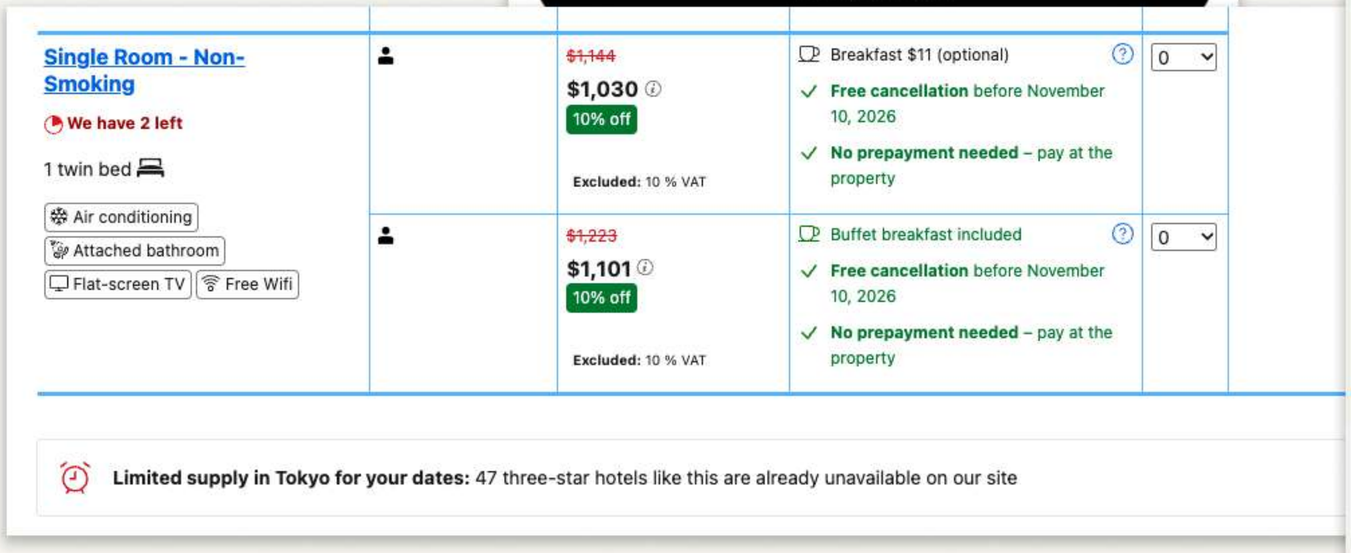

attention is designed
SLOWTECH.STUDIO
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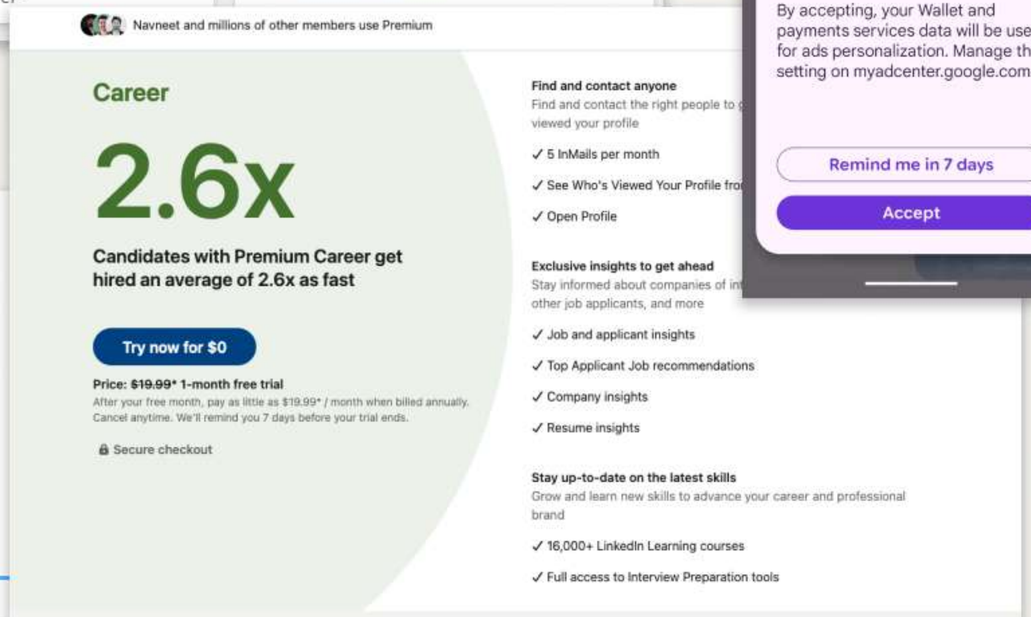

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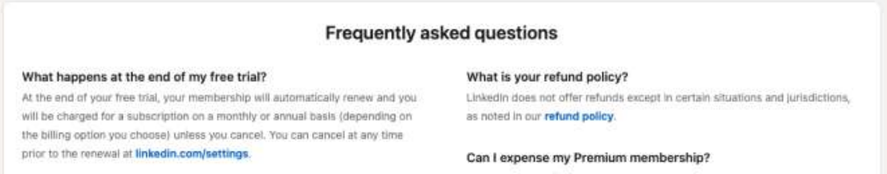

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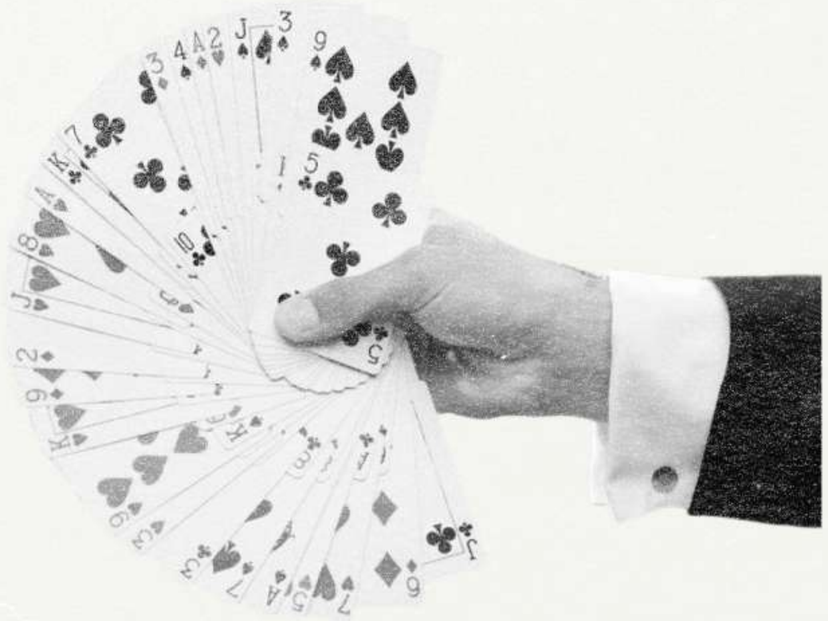

Post
Log in
Sign up
Elon Musk
@elonmusk
My pronouns are Prosecute/Fauci
7:58 PM · Dec 11, 2022
91K
185K
1.1M
6.4K
See all the replies
Continue to X


4:02
Use Wallet to personalize ads you see across Google?
Google can use info and activity from Google Wallet and payments services to:
Show ads that are more personalized
By accepting, your Wallet and payments services data will be used for ads personalization. Manage this setting on myadcenter.google.com.
Remind me in 7 days
Accept


Single Room - Non-Smoking
We have 2 left
1 twin bed
Air conditioning
Attached bathroom
Flat-screen TV
Free Wifi
$1,144
$1,030
10% off
Excluded: 10 % VAT
Breakfast $11 (optional)
Free cancellation before November 10, 2026
No prepayment needed – pay at the property
$1,223
$1,101
10% off
Excluded: 10 % VAT
Buffet breakfast included
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Information



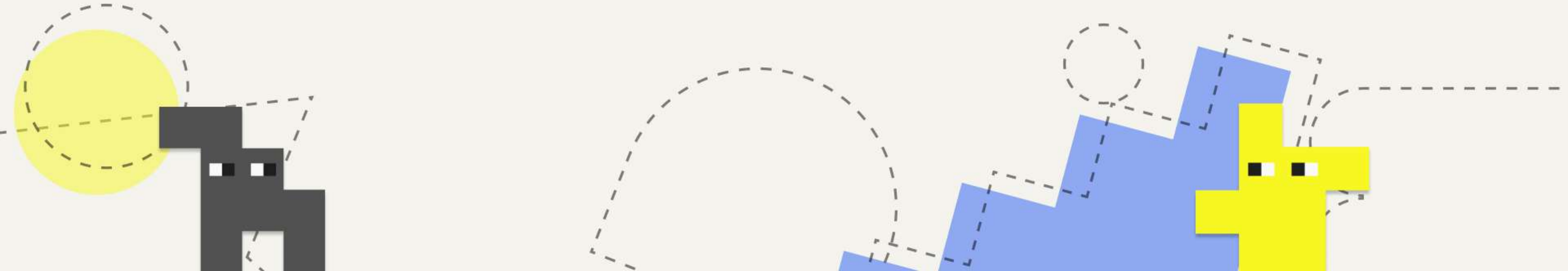
Information



Recognition

You can’t **“unsee”** it

It stops **working** as well



"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

ADDICTION BY DESIGN

Machine Gambling in Las Vegas



NATASHA DOW SCHÜLL

THE AGE OF SURVEILLANCE CAPITALISM

THE FIGHT FOR A HUMAN FUTURE AT THE NEW FRONTIER OF POWER

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DECEPTIVE PATTERNS

EXPOSING THE TRICKS TECH COMPANIES USE TO CONTROL YOU



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As if to prove his point, Adam Alter has written a truly addictive book about the rise of addiction. *Irresistible* is a fascinating and much needed exploration of one of the most troubling phenomena of modern times."
—MALCOLM GLADWELL

IRRESISTIBLE

THE RISE OF ADDICTIVE TECHNOLOGY AND THE BUSINESS OF KEEPING US HOOKED



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Digital Minimalism

Choosing a Focused Life in a Noisy World



Cal Newport

"Newport is the Marie Kondo of technology"
Ezra Klein



Your Brain on ChatGPT: Accumulation of Cognitive Debt when Using an AI Assistant for Essay Writing Task△

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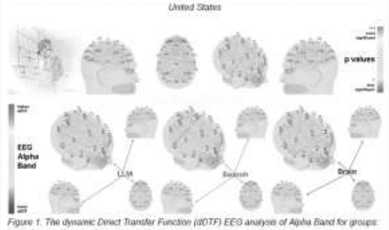


Figure 1: The dynamic Direct Transfer Function (dDTF) EEG analysis of Alpha Band for groups: LLM, Search Engine, Brain-only, including p-values to show significance from moderately significant (*) to highly significant (***).

Nataliya Kosmyna is the corresponding author, please contact her at nkosmyna@mit.edu

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NEW YORK TIMES BESTSELLER

dopamine nation

Finding Balance in the Age of Indulgence

ANNA LEMBKE, MD

Fix Your Craving Mindset & Rewire Your Habits to Thrive with Enough

SCARCITY BRAIN

MICHAEL EASTER

Author of THE COMFORT CRISIS

RICHARD SHOTTON
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HACKING THE HUMAN MIND

THE BEHAVIORAL SCIENCE SECRETS BEHIND 17 OF THE WORLD'S BEST BRANDS

"IT'S A BOOK I COULDN'T PUT DOWN."
—ROBERT CIALDINI, AUTHOR, *INFLUENCE*

Consent or Coercion? Dark Patterns and the Illusion of User Autonomy under India's Digital Personal Data Protection Framework

GORANTLA UDAI DEEPAK[1] AND GANGAPURI MURALI[2]

ABSTRACT

Consent is the principal legitimating device of contemporary data-protection law, yet digital interfaces increasingly shape rather than merely record individual choice. This article examines whether consent obtained through dark patterns can satisfy the Digital Personal Data Protection Act, 2023 (DPDP Act) and the constitutional requirement of informational autonomy. It adopts a doctrinal and interdisciplinary methodology, analysing the DPDP Act, the Digital Personal Data Protection Rules, 2025, Indian constitutional privacy jurisprudence, consumer-protection regulation, the European Union's General Data Protection Regulation (GDPR), and behavioural scholarship on interface manipulation. The article finds that section 6 of the DPDP Act imposes a demanding cumulative standard requiring voluntariness, purpose specificity, adequate information, freedom from impermissible conditions and unmistakable affirmative conduct but the framework does not expressly identify manipulative design, specify interface-neutrality duties, or create a direct evidentiary presumption against consent collected through prohibited dark patterns. Fragmented enforcement between data-protection and consumer-protection institutions may therefore permit formal compliance while substantive autonomy is impaired. Comparative experience also shows that disclosure and consent alone cannot correct structural power, cognitive overload and dependency on dominant platforms. The article argues that dark patterns materially affecting a data decision should create a rebuttable presumption that consent is invalid. It proposes coordinated enforcement, symmetrical choice architecture, purpose-specific consent, auditable consent records, design-risk assessment and fiduciary-style duties for high-risk data fiduciaries. The conclusion is that Indian data-protection law should retain consent, but reposition it within an accountability framework in which data fiduciaries bear responsibility for proving not merely that a click occurred, but that the digital environment enabled a genuine choice.

Keywords: *Dark patterns, Digital consent, Informational autonomy, Digital Personal Data Protection Act 2023, Data fiduciaries, Privacy, Behavioural manipulation*

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[2] Author is a Final-year Law Student at Aurora Deemed to be University, Bhongir, Telangana, India. ORCID: https://orcid.org/0009-0005-0768-6128

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[ISSN 2581-5369]

High Influence



consumers



policymakers



parents



product teams



tech executives

Low Interest

High Interest



k12 educators



k12 students

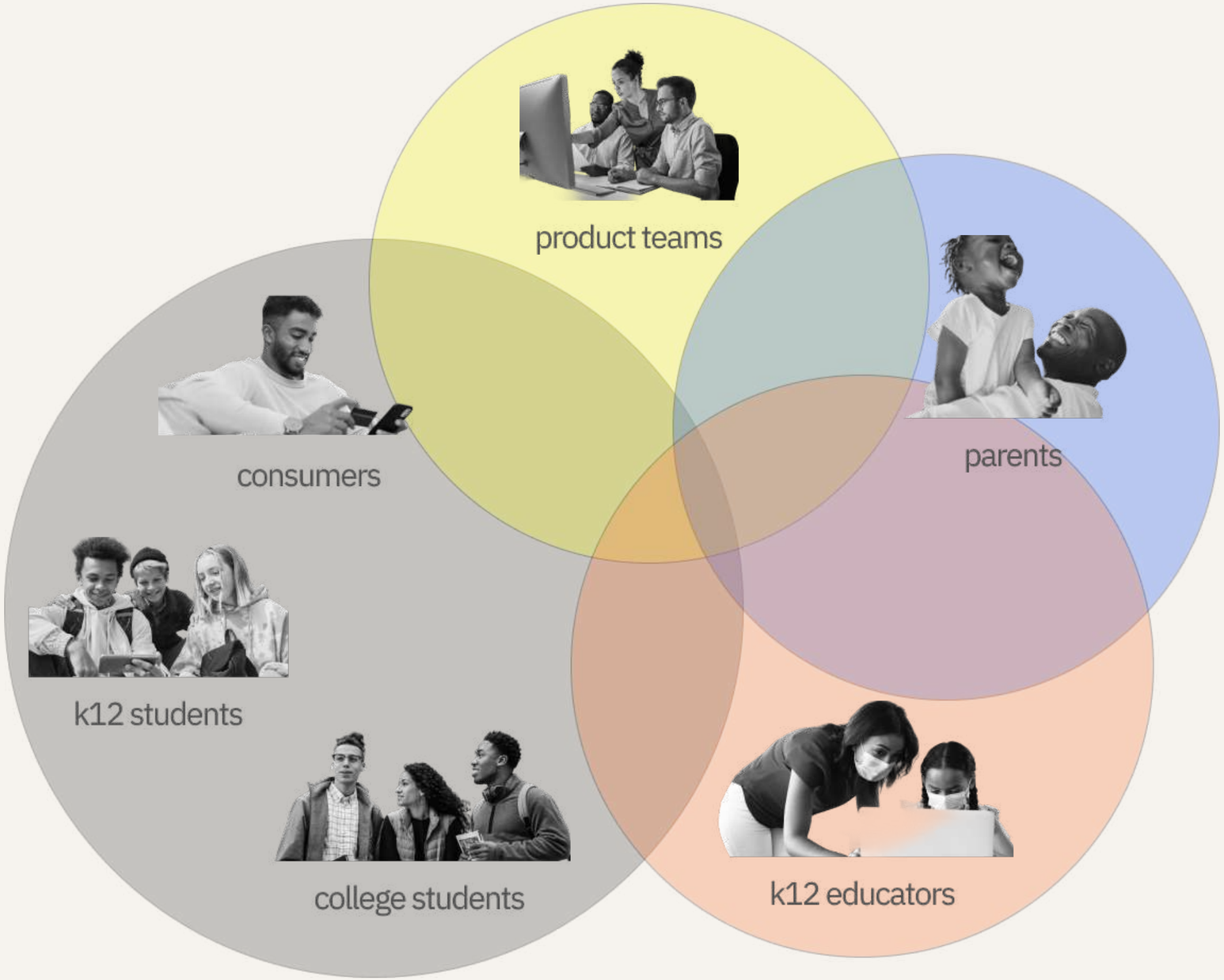


college students



educators

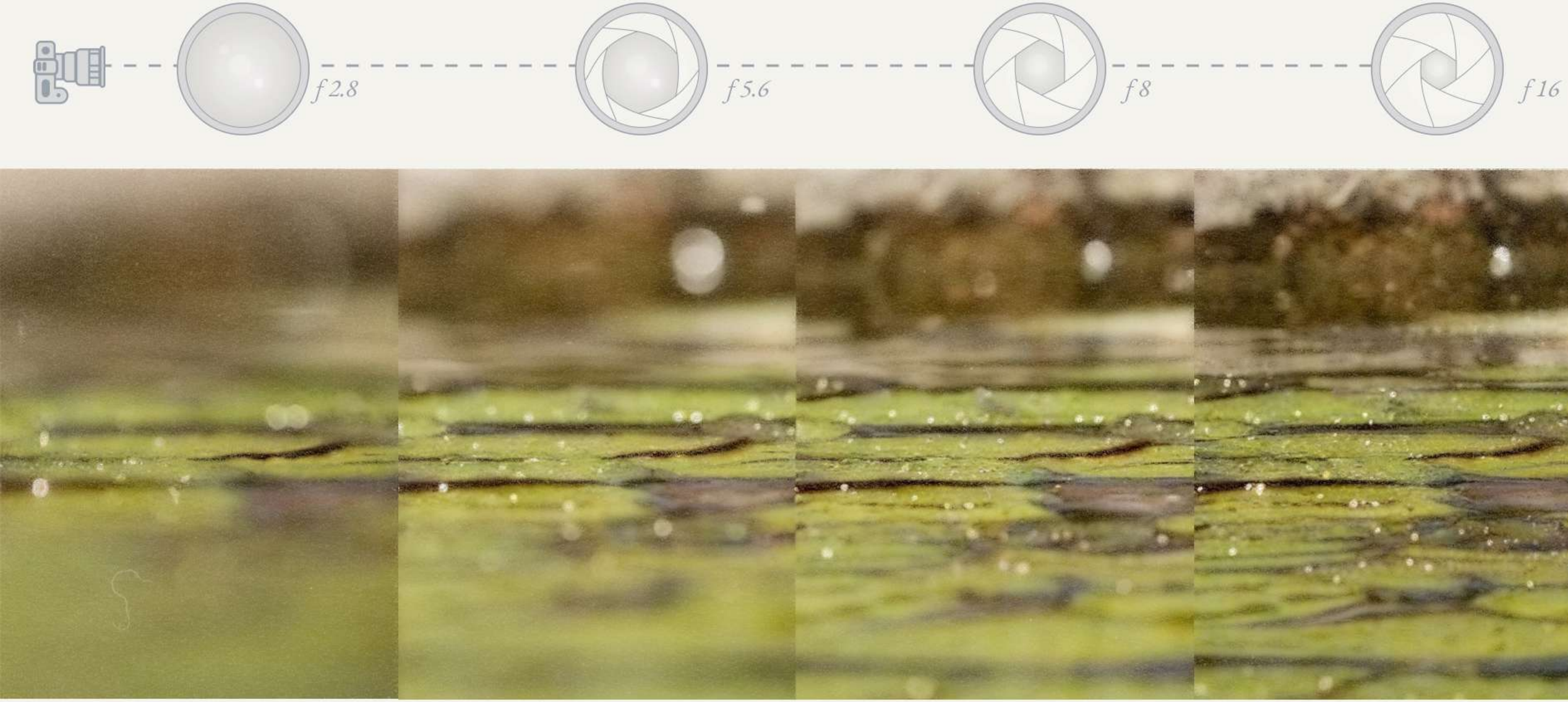
Low Influence


product teams
consumers
parents
k12 students
college students
k12 educators

design is **relational**



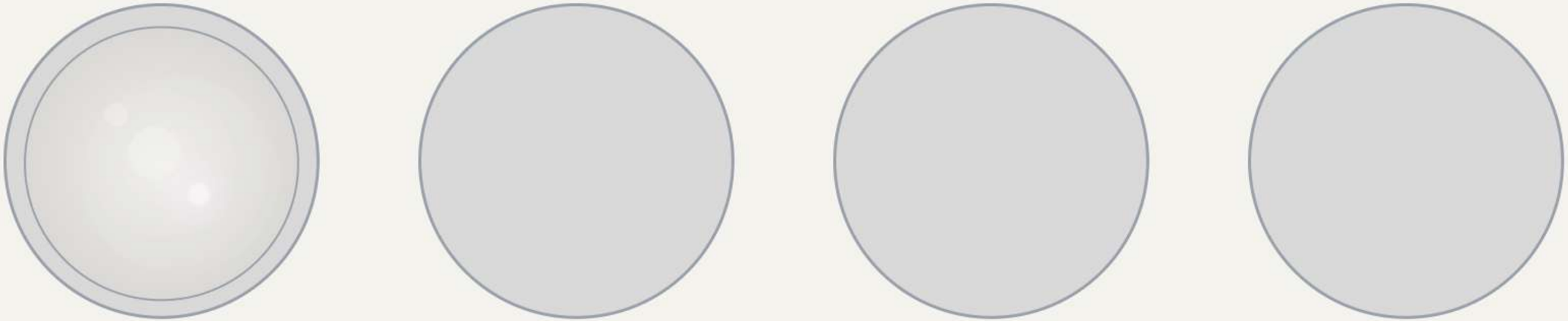
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The 4 apertures

of influence

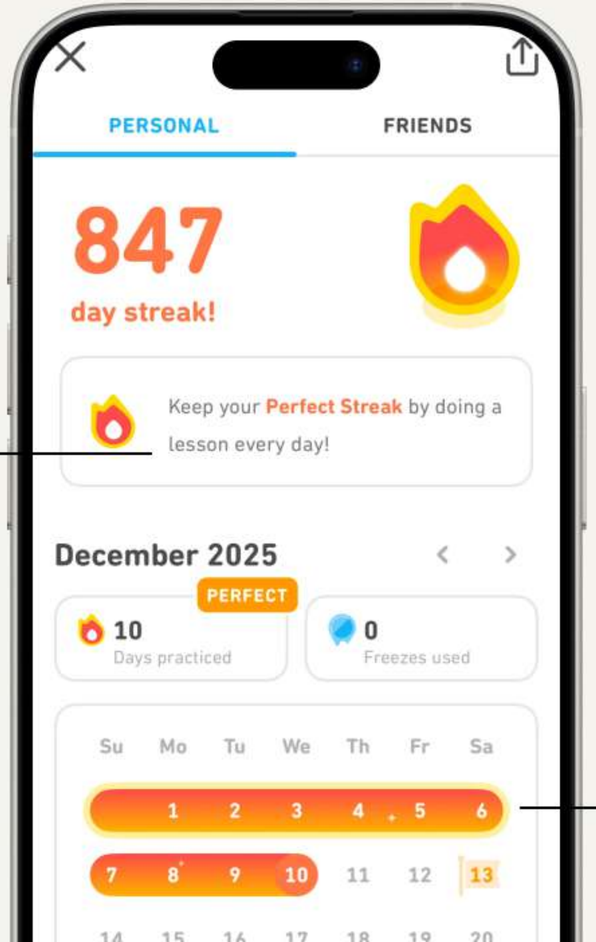


Intent

intent

Wht are you trying to influence?

Help users learn a new language

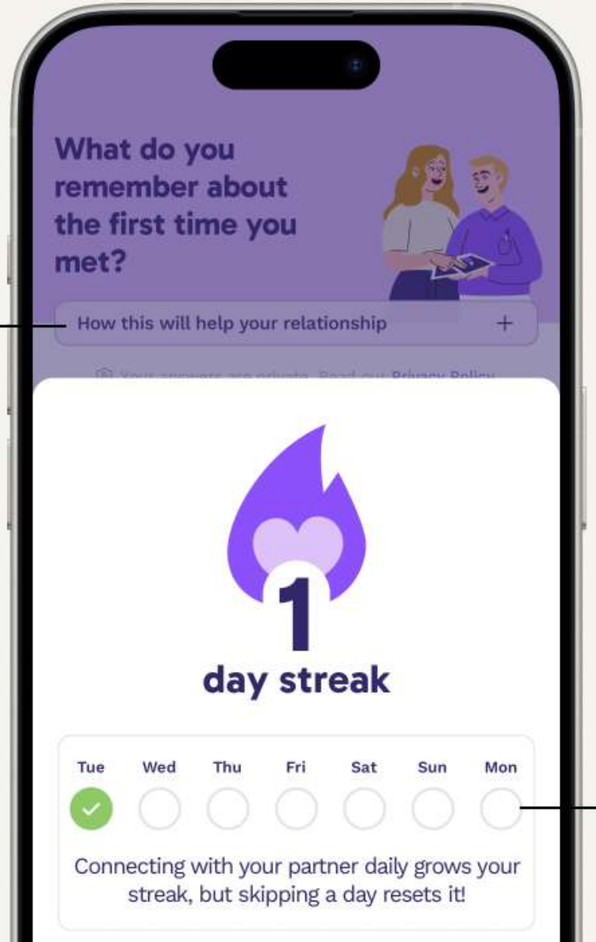


Streaks and intermittent reinforcement

intent

Wht are you trying to influence?

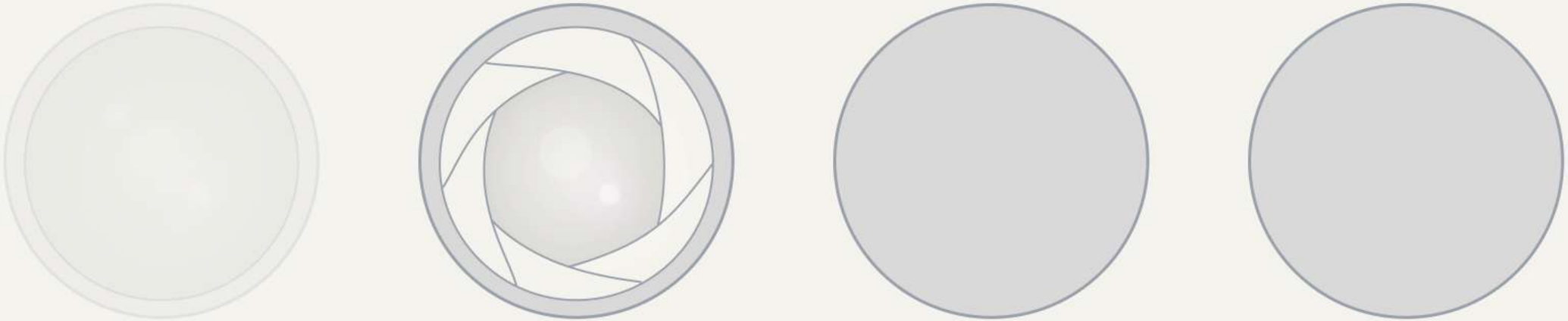
Help couples feel closer



Streaks and intermittent reinforcement

The 4 apertures

of influence

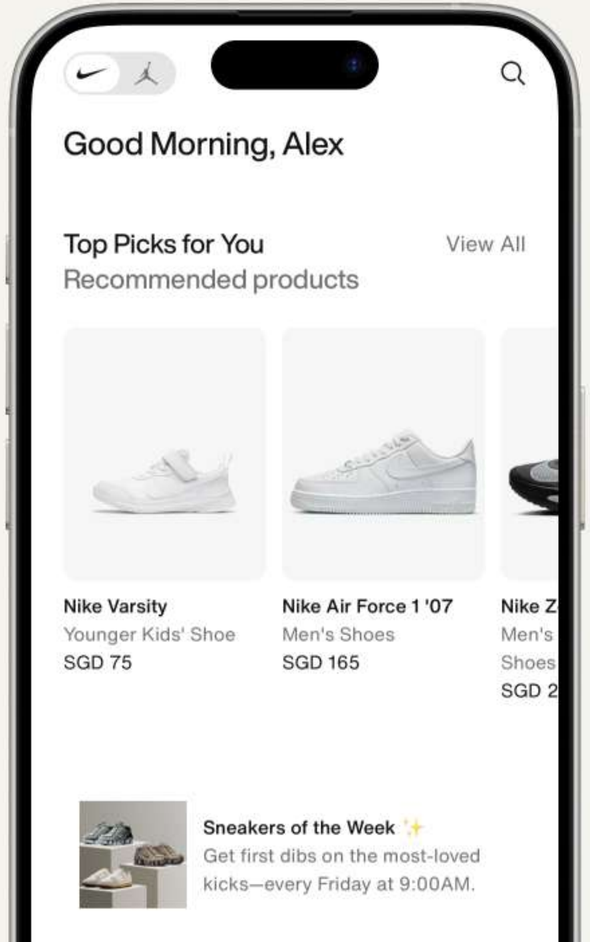


Intent

Context

context

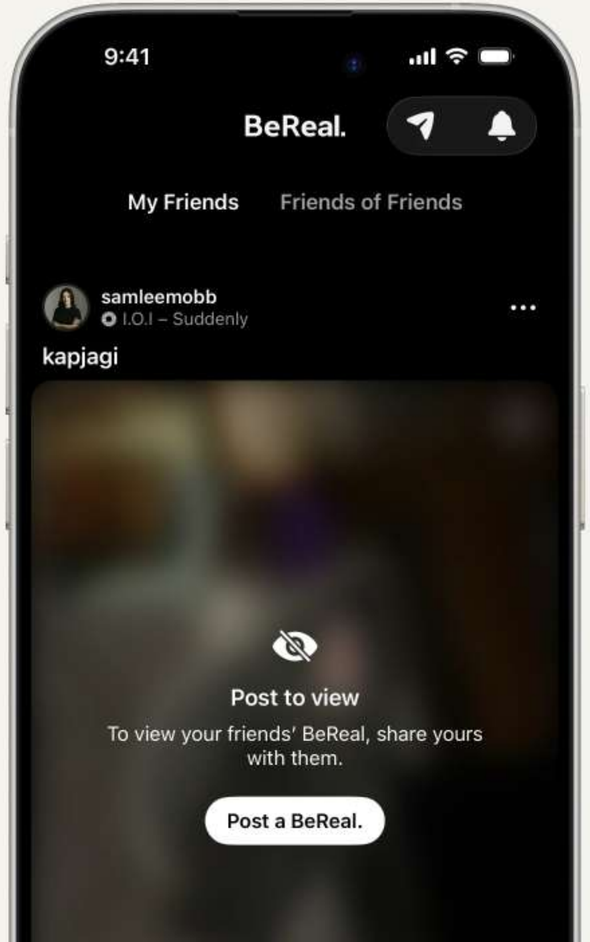
information density

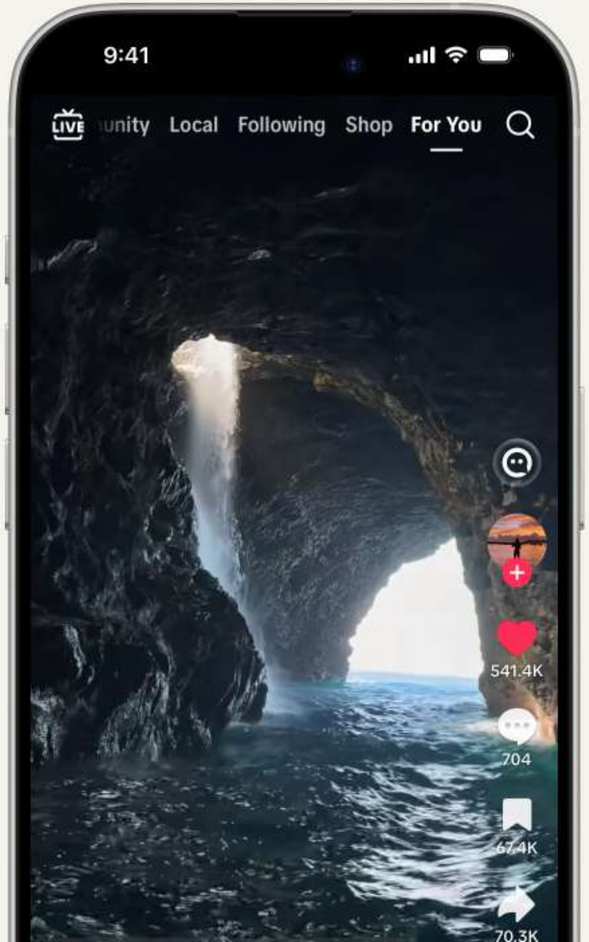




context

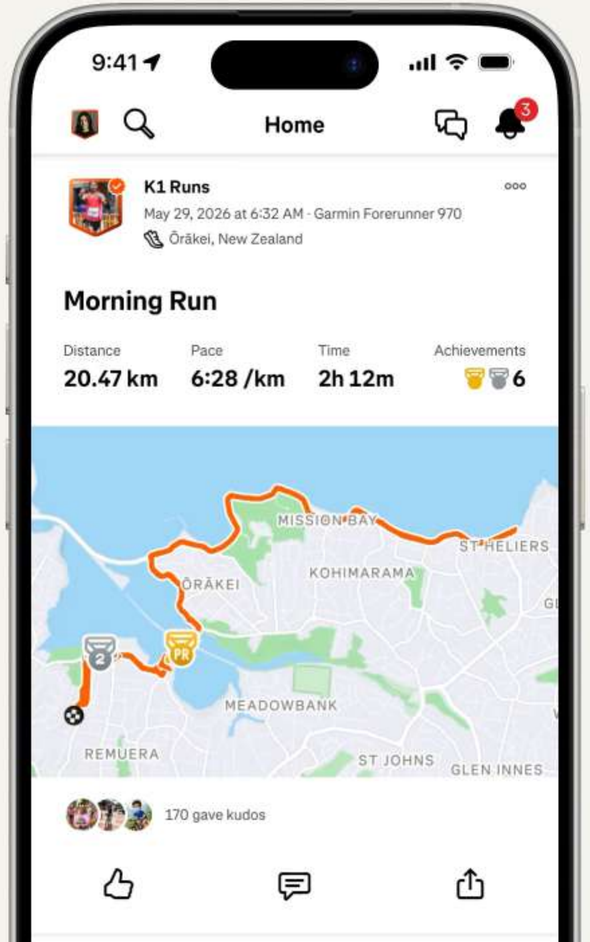
friction

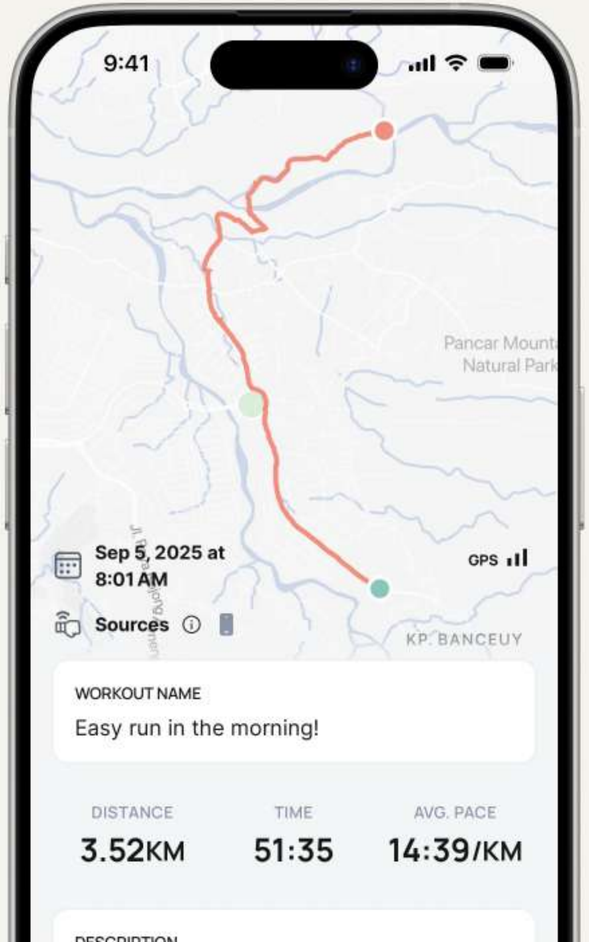




context

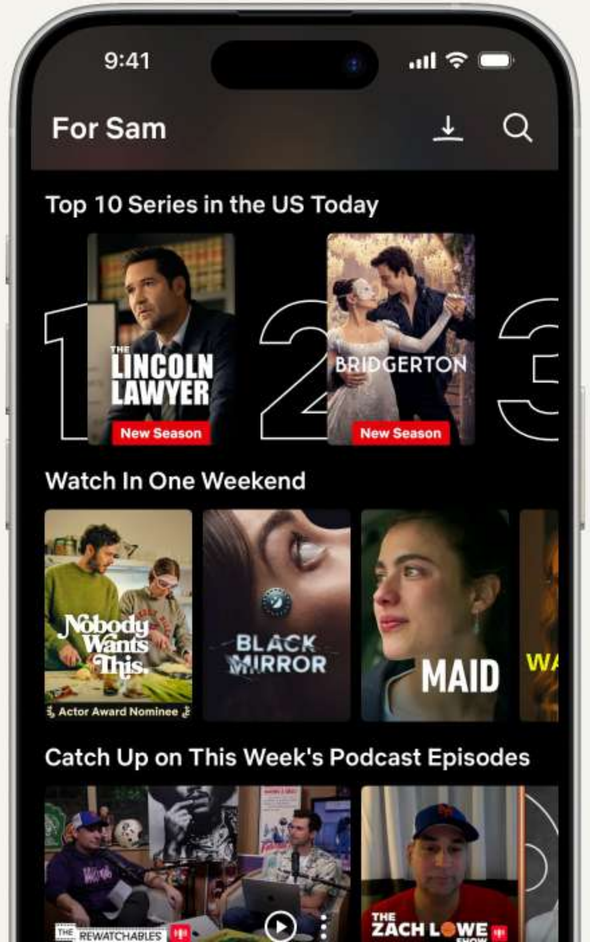
social proof





context

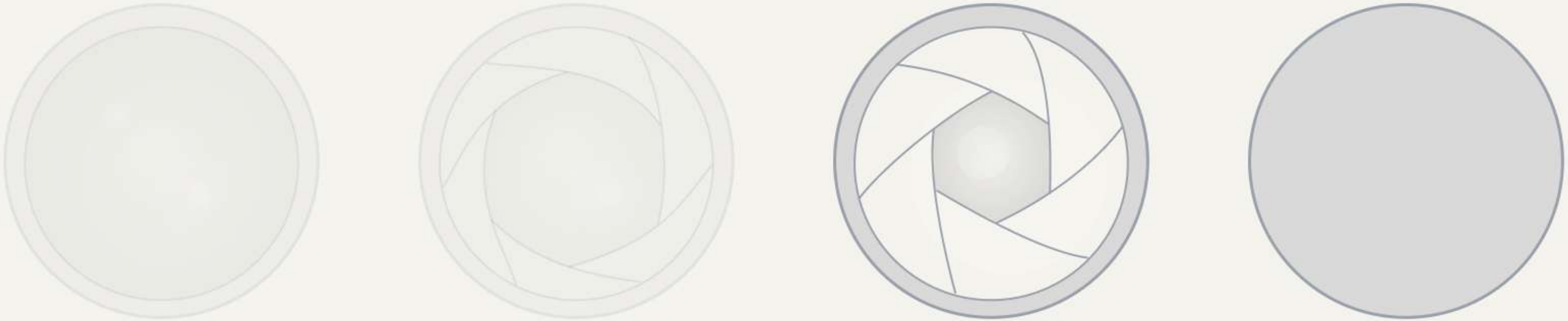
guidance





The 4 apertures

of influence



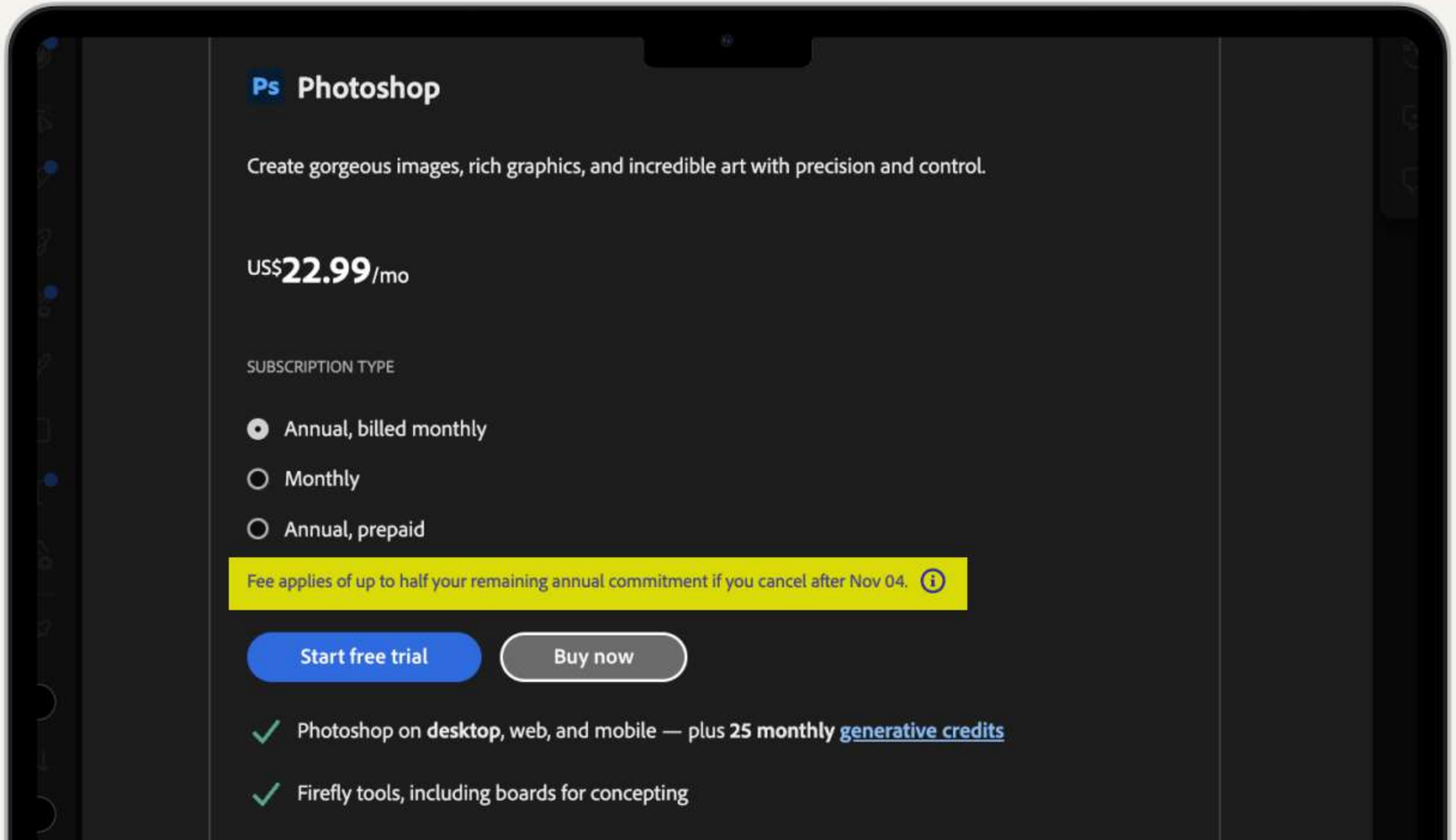
Intent

Context

Power

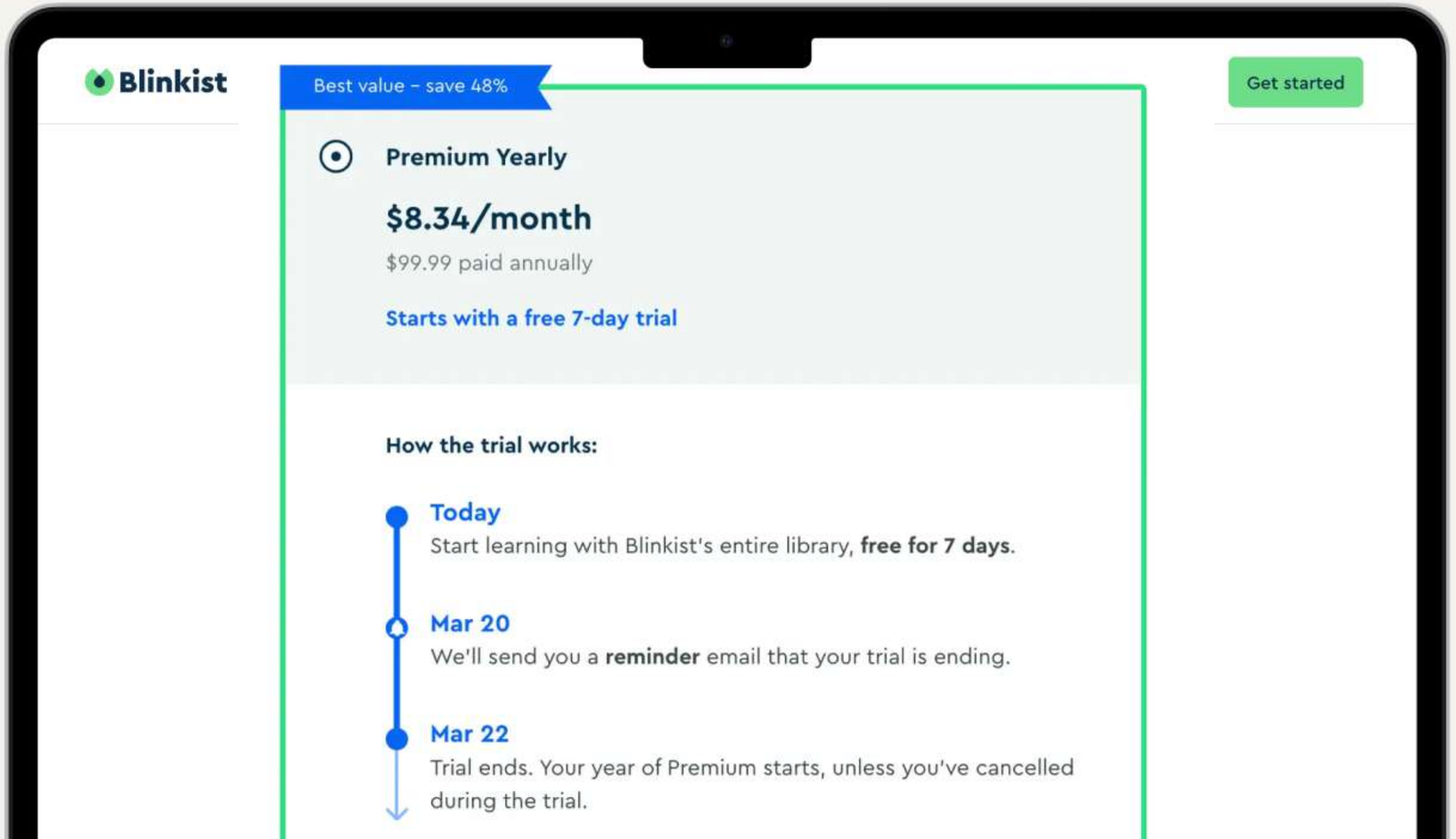
power

What agency are we giving users?



power

What agency are we giving users?



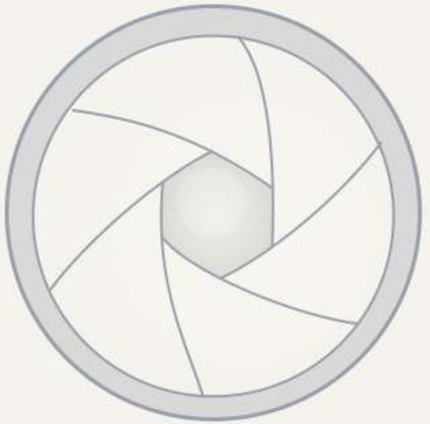
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of influence

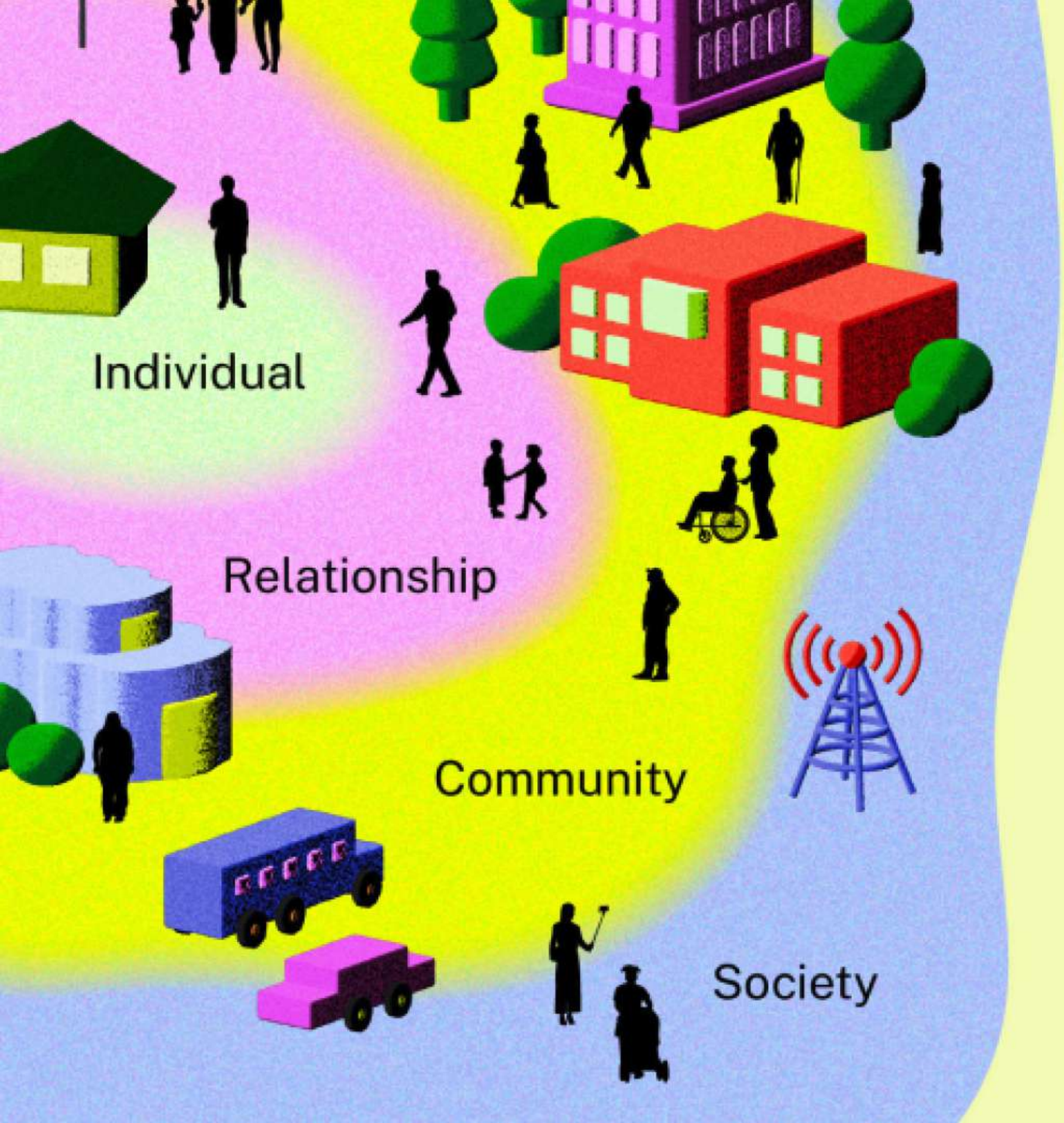
Intent

Context

Power



Outcome



outcome

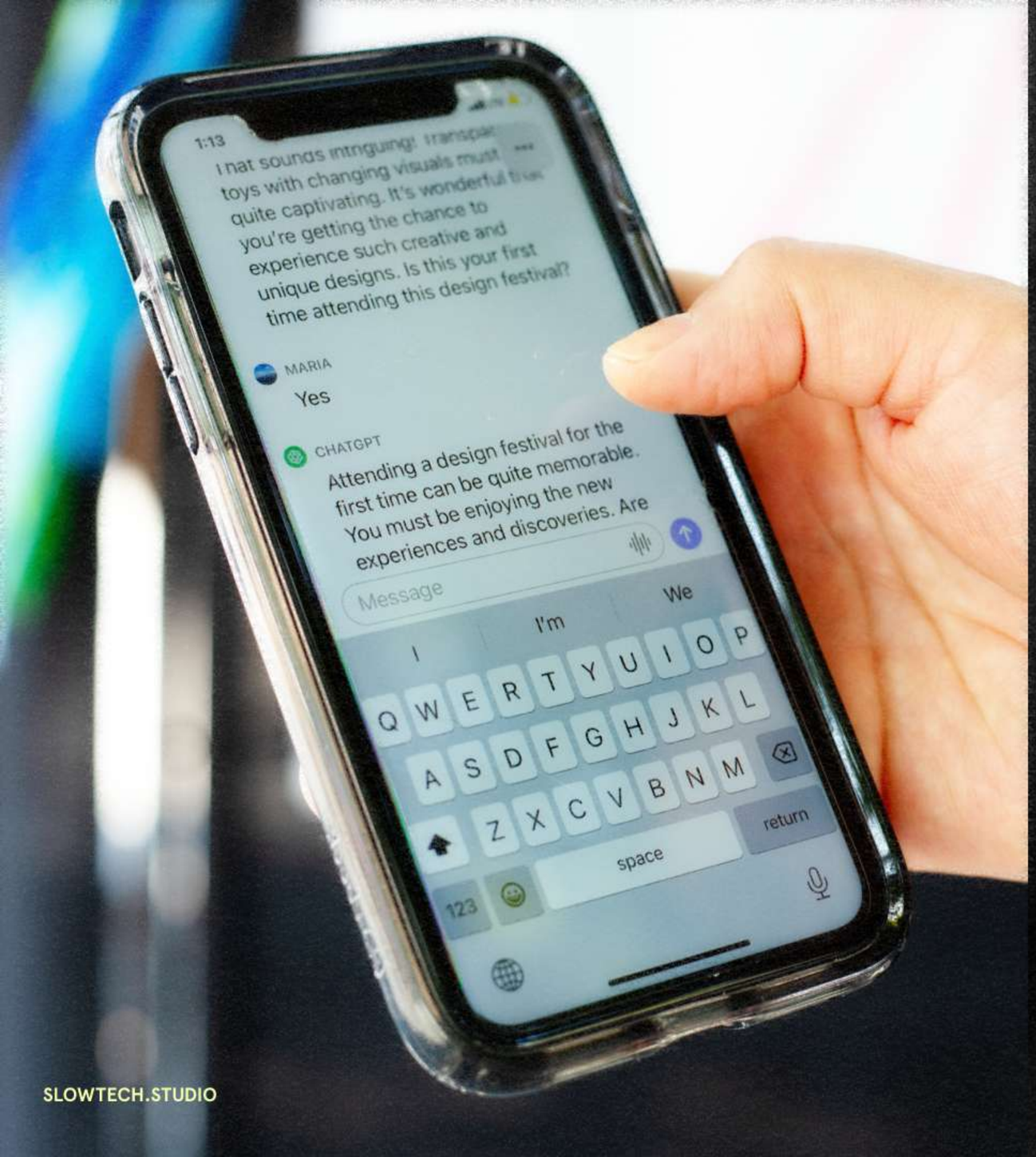
What are we creating over time?

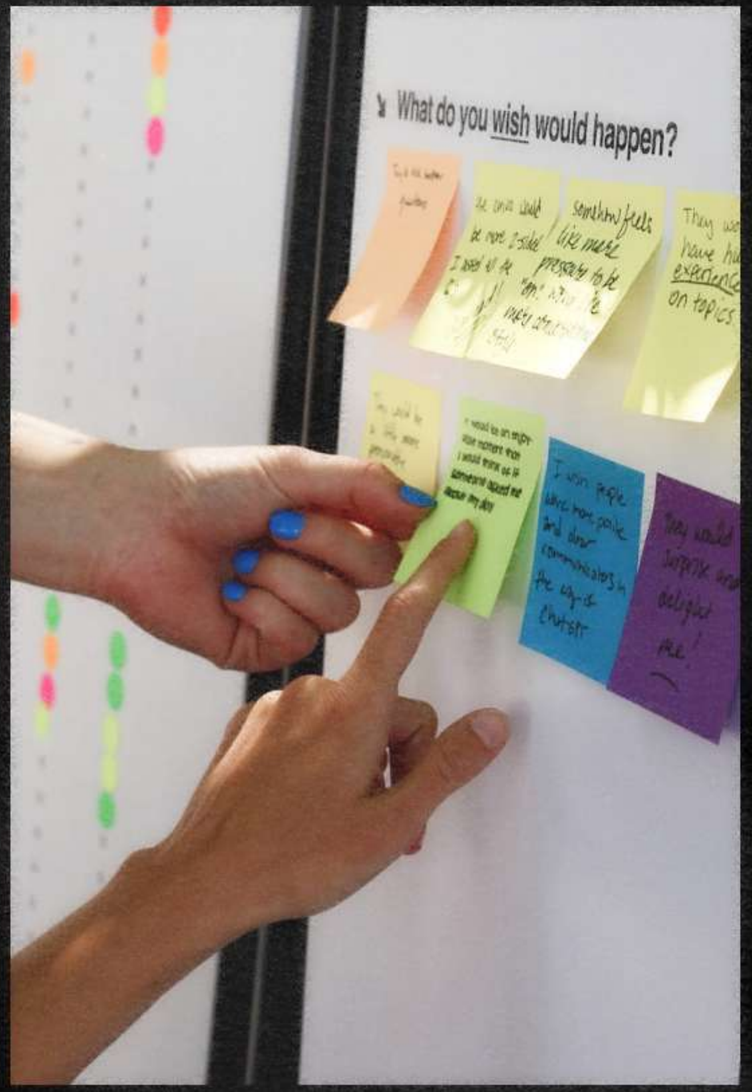
Office *of the* U.S. Surgeon General



SLOW TECH STUDIO

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1:13
toys with changing visuals must
quite captivating. It's wonderful
you're getting the chance to
experience such creative and
unique designs. Is this your first
time attending this design festival?
MARIA
Yes
CHATGPT
Attending a design festival for the
first time can be quite memorable.
You must be enjoying the new
experiences and discoveries. Are
Message
I'm
We
space
return

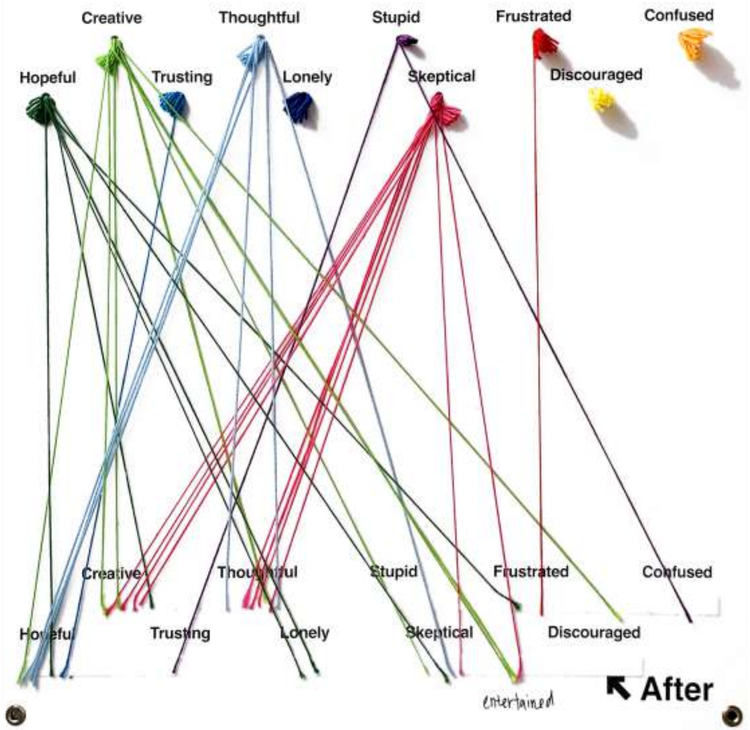

What do you wish would happen?

Change of Feelings

1

How did you feel before talking to your digital neighbor? How do you feel now?
Connect a string between those two feelings.

Before ↘



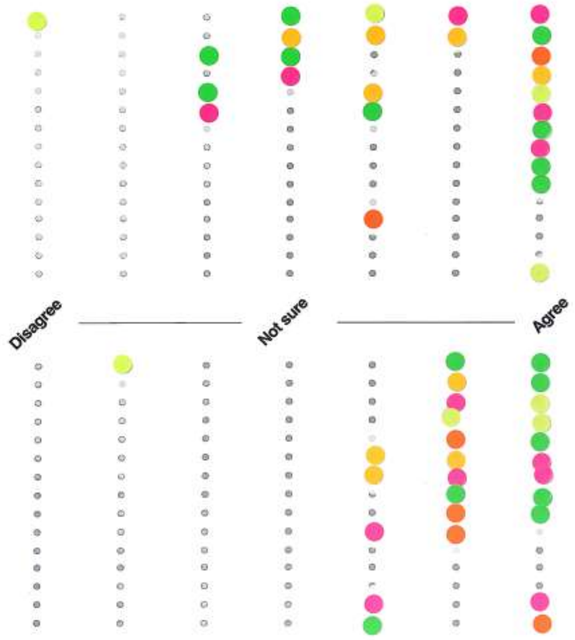
↖ After

Social Curiosity

2

Read each statement below.
Place a sticker on the dotted line according to how you feel.

↓ Statement A: "I do well chatting with unfamiliar people."



↑ Statement B: "When talking to other people, I try to discover interesting details about them."

Wishes & Worries

3

Reflect on your conversation with your digital neighbor.
Place a sticky note in each section below describing your wishes and worries.

Imagine you had the same conversation with a human neighbor...

↘ What do you wish would happen?



↘ What do you worry would happen?



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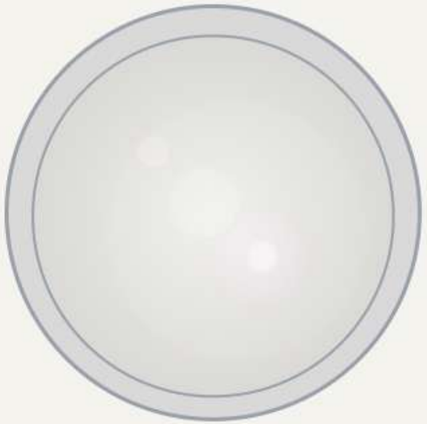


SLOWTECH.STUDIO

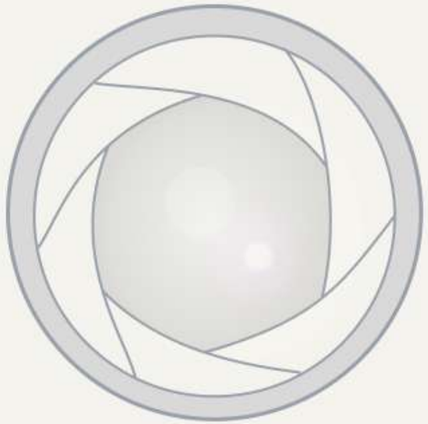
SYDNEY NGUYEN + BRITTANY ROBERTS

The 4 apertures

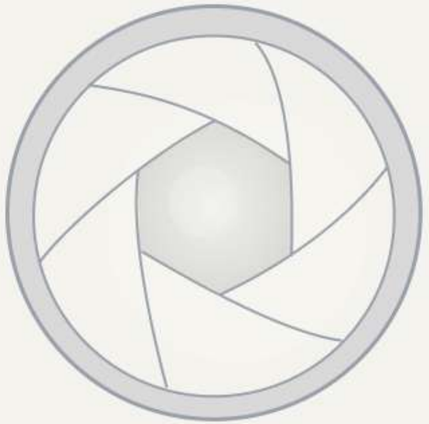
of influence



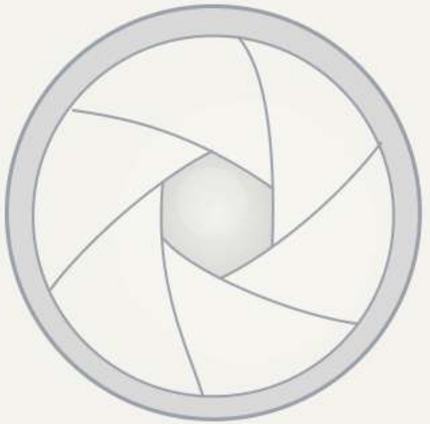
Intent



Context



Power



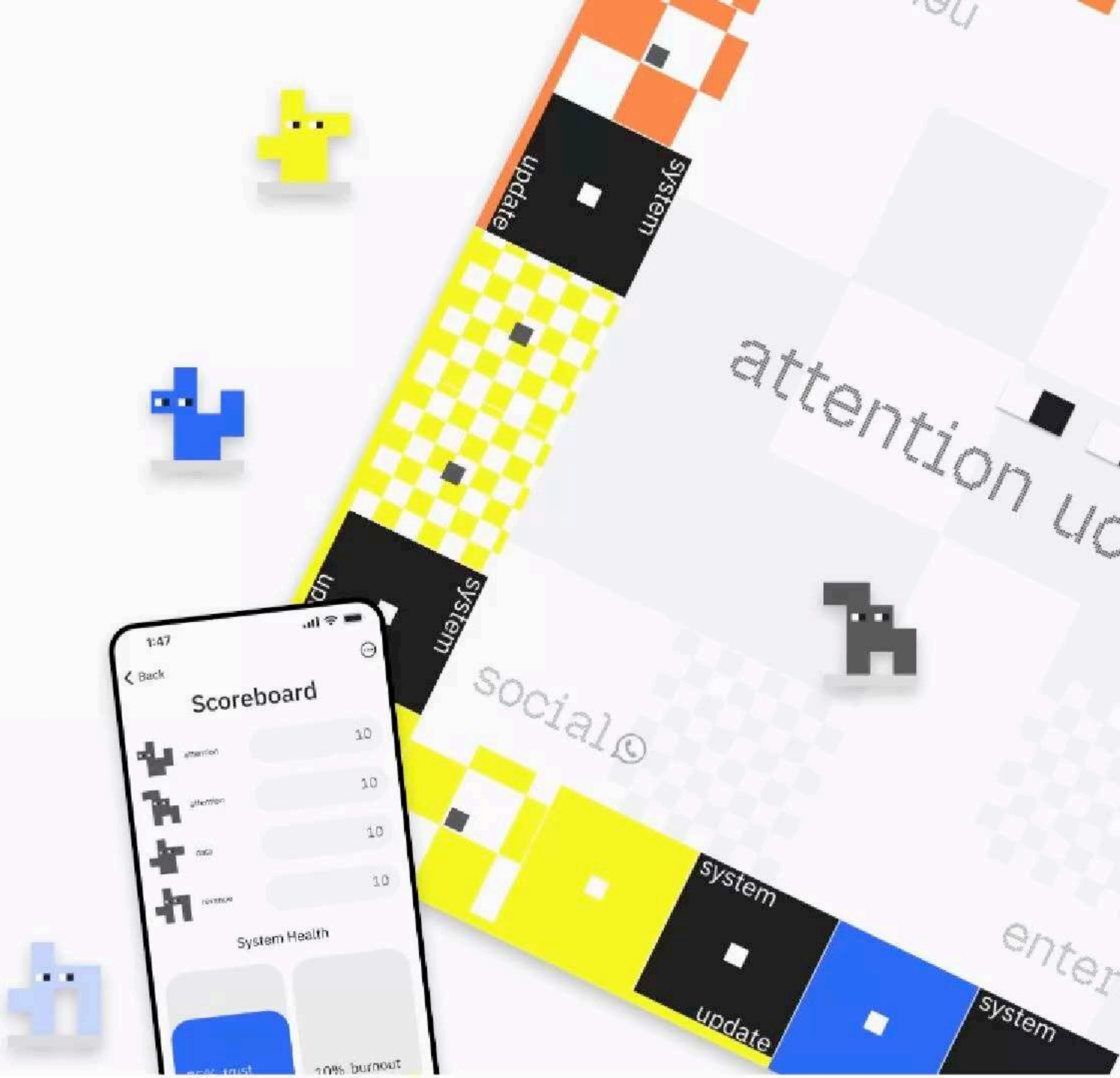
Outcome


systems must be felt
SLOWTECH.STUDIO
SYDNEY NGUYEN + BRITTANY ROBERTS

attention

attention

you are what you pay attention to



Who its for



Parent



Teen



Tech Workers



Educators

Who its for

Parent

Teen

Tech Workers

Educators

What it does

Name the mechanism	Variable rewards, native ads, confirm shaming
See from the other side	Describe the system from a role they hadn’t held
Talk to someone unlike them	Use shared vocabulary across positions

Who its for

Parent

Teen

Tech Workers

Educators

What it does

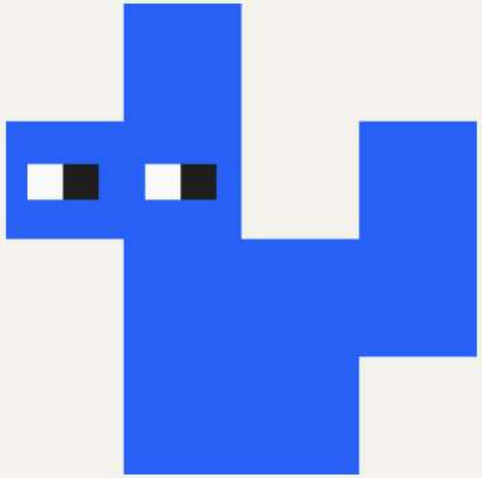
Name the mechanism	Variable rewards, native ads, confirm shaming
See from the other side	Describe the system from a role they hadn't held
Talk to someone unlike them	Use shared vocabulary across positions

Unlike Others

~~a tool~~	~~an app~~	~~a course~~	~~a meditation~~	~~a dumbphone~~	~~a pact~~
choices	patterns	health	discussion	social connection	awareness



intent



User



Builder



Advertiser

power

Resistance Acts

U-003



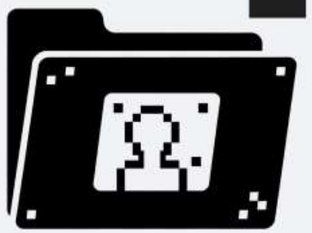
Incognito mode

A private browser window. It doesn't save what you look at. Useful, but not fully private from the internet.

attention	↓ 1
data	↓ 1
revenue	0

Deception Patterns

B-020



Shadow profiles

The app builds a file on you even if you never signed up. Your friends gave them your email.

attention	0
data	↑ 3
revenue	0

Messaging Tactics

A-014



Data broker buy

A brand buys files about millions of people from a company you've never heard of. Your name, address is there.

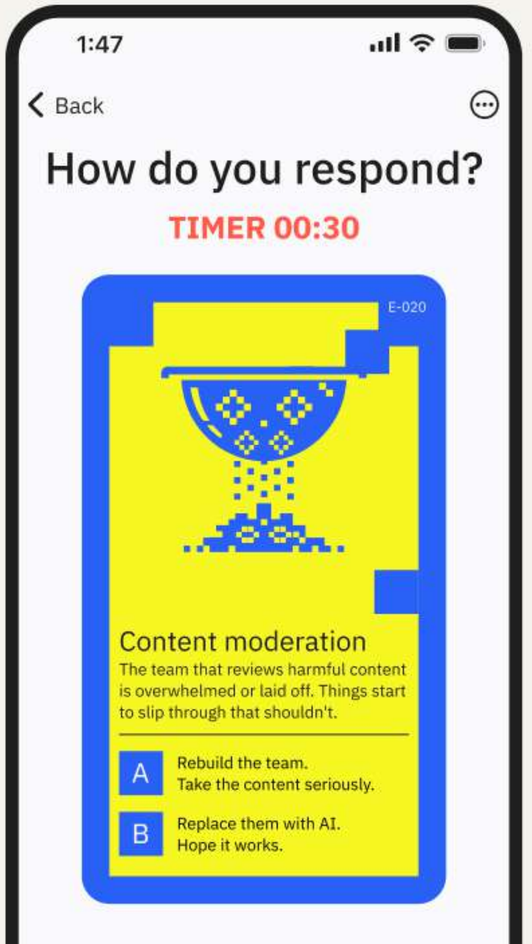
attention	↓ 2
data	↑ 3
revenue	↑ 3

context

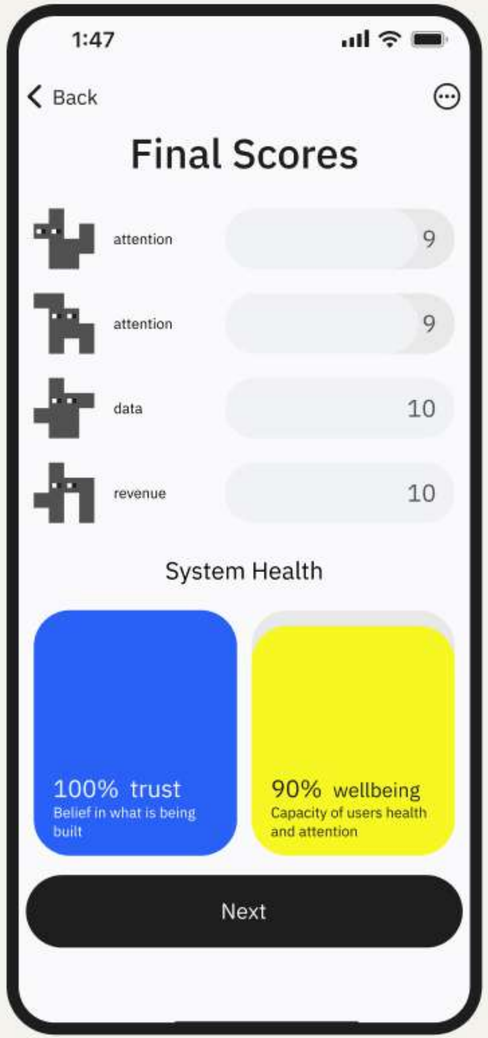
Physical Scan

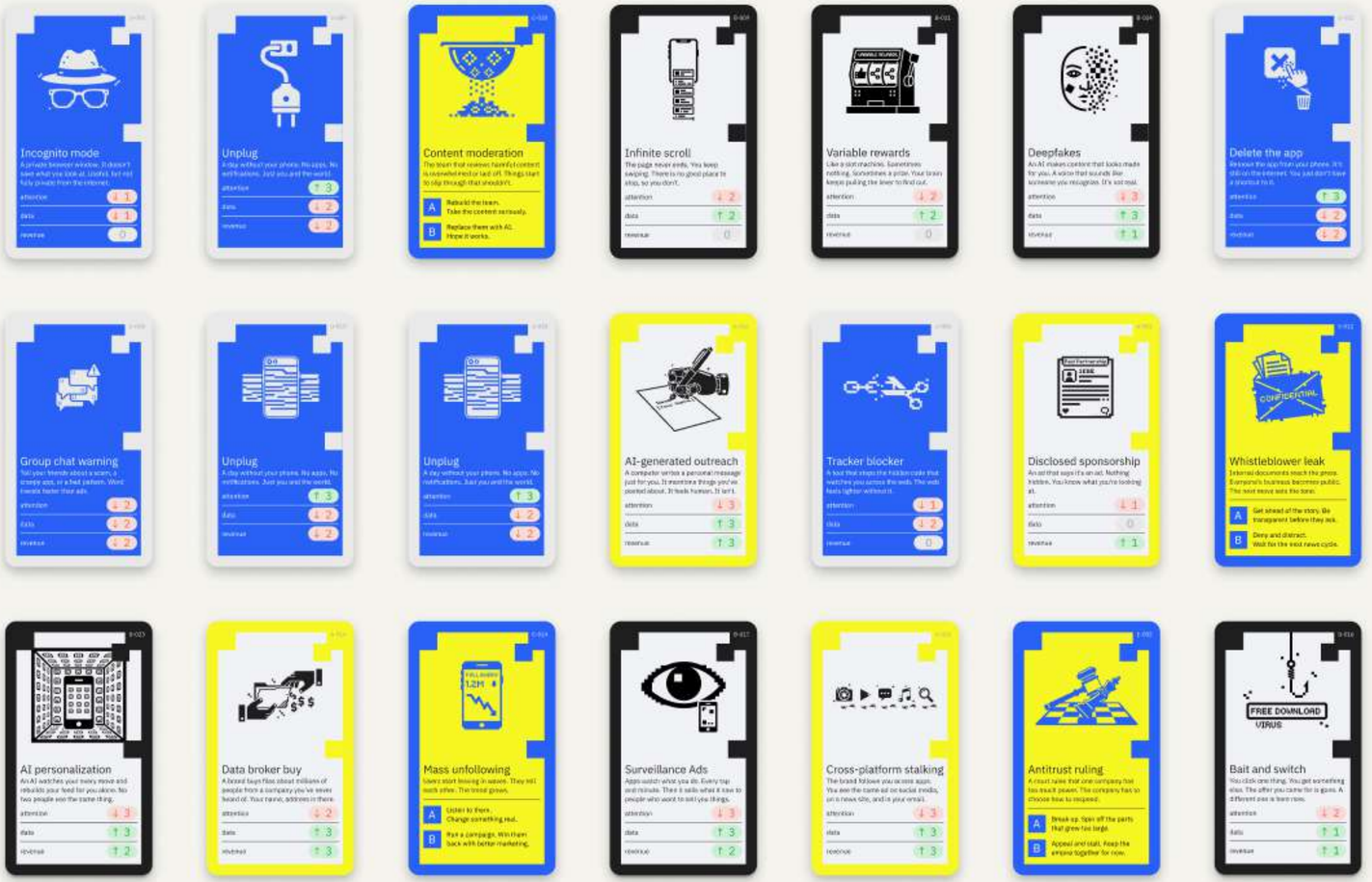


A/B Event Card



outcome


1:47
Back
Final Scores
attention 9
attention 9
data 10
revenue 10
System Health
100% trust
Belief in what is being built
90% wellbeing
Capacity of users health and attention
Next

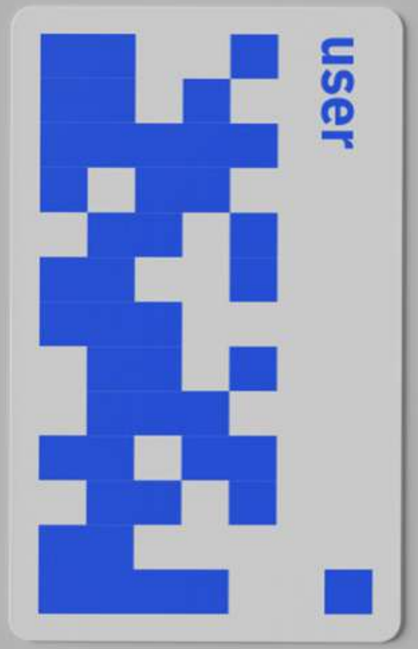

Incognito mode
Unplug
Content moderation
Infinite scroll
Variable rewards
Deepfakes
Delete the app
Group chat warning
Unplug
Unplug
AI-generated outreach
Tracker blocker
Disclosed sponsorship
Whistleblower leak
AI personalization
Data broker buy
Mass unfollowing
Surveillance Ads
Cross-platform stalking
Antitrust ruling
Bait and switch
FREE DOWNLOAD
VIRUS

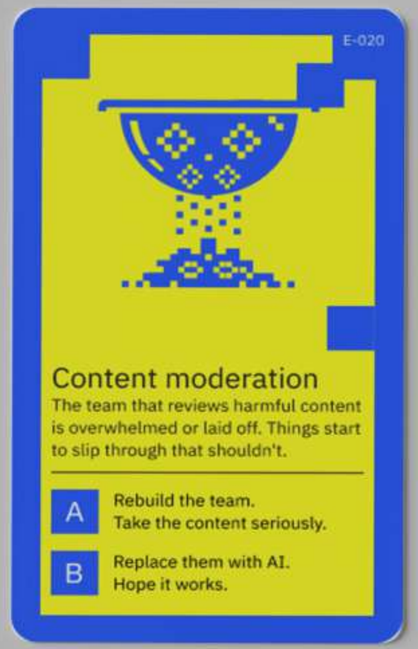

ZÜND
ICC

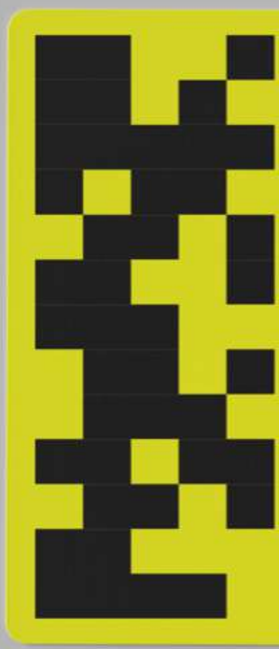
If people are empowered, systems can change.







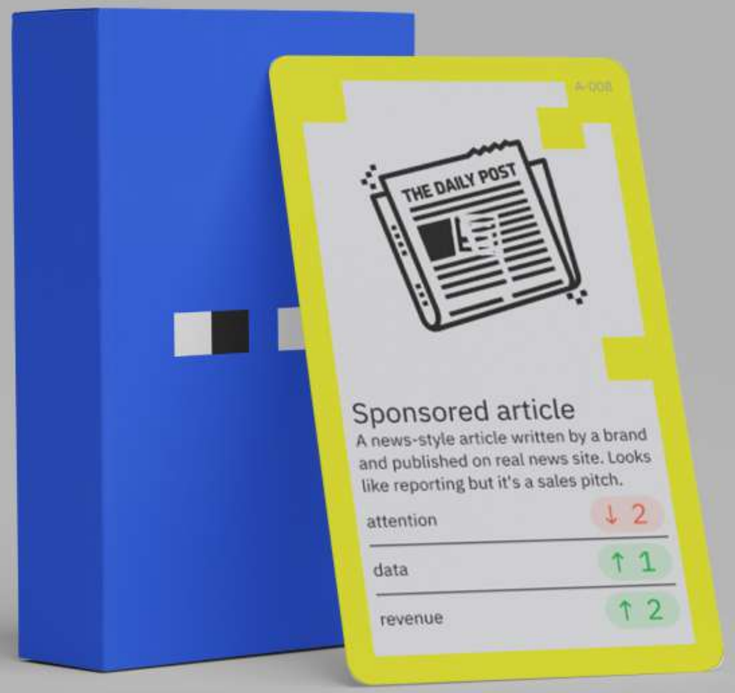




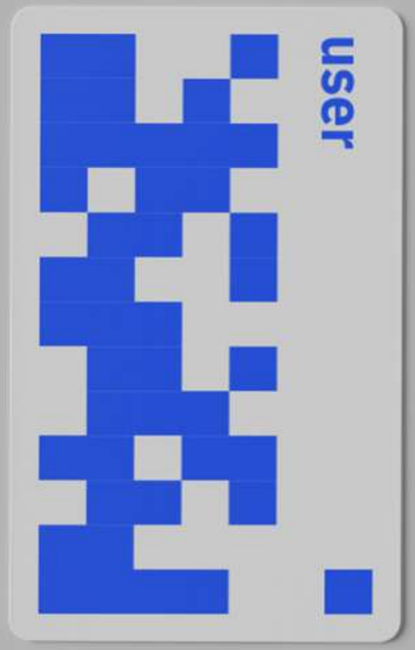
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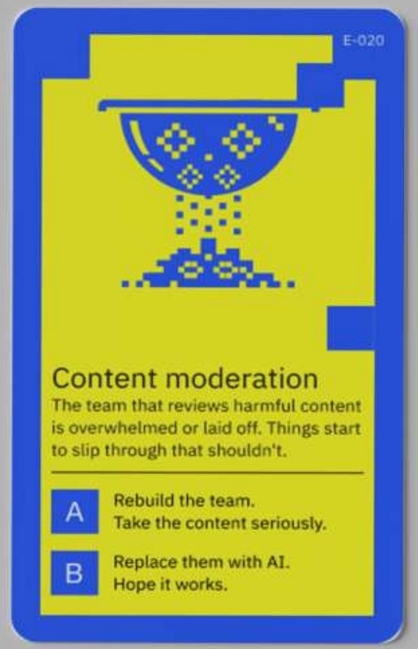
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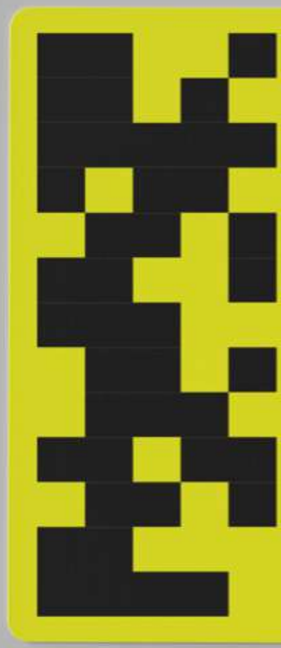
The missing piece is doing it alone.



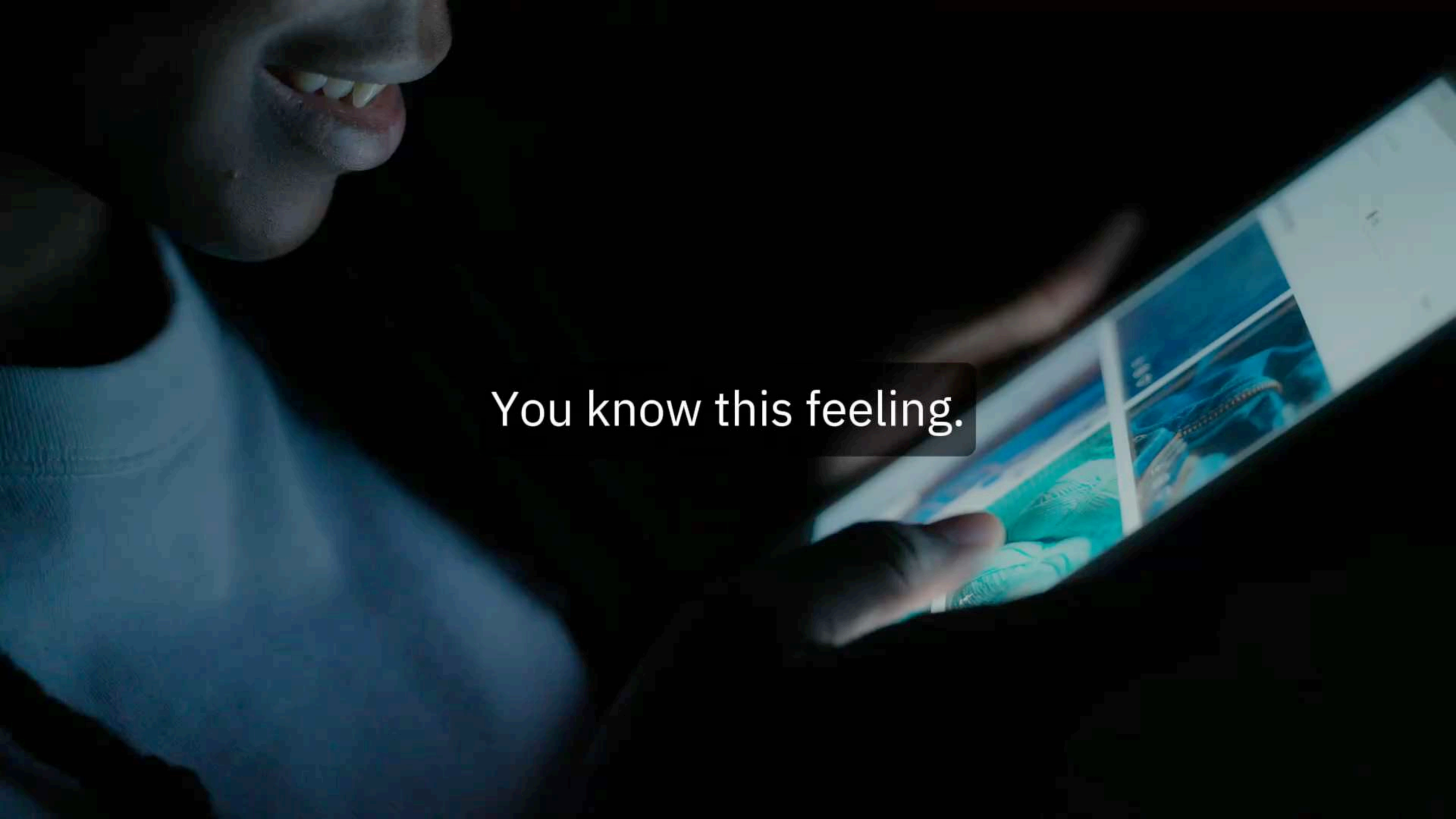






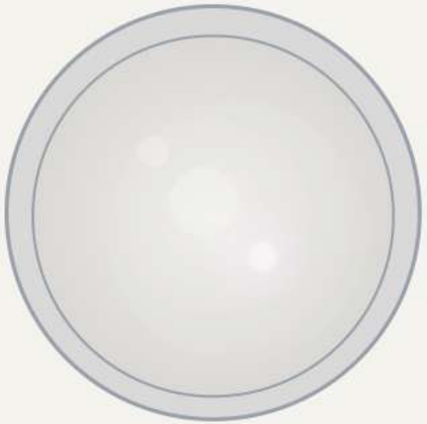


SYDNEY NGUYEN + BRITTANY ROBERTS

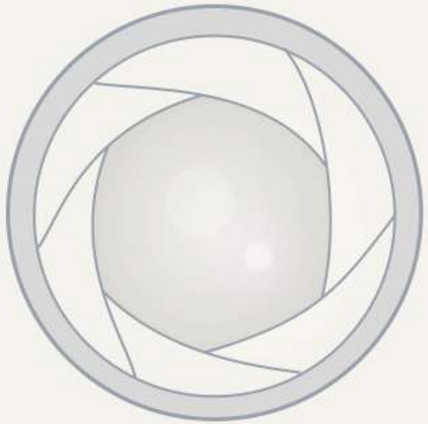

You know this feeling.

The 4 apertures

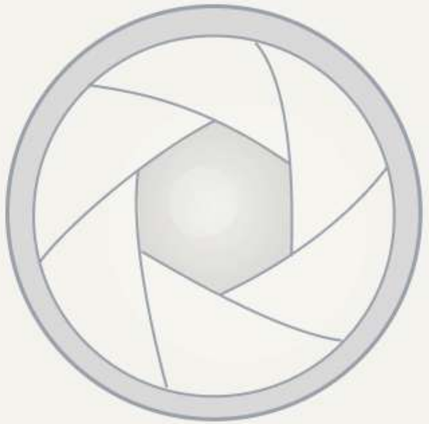
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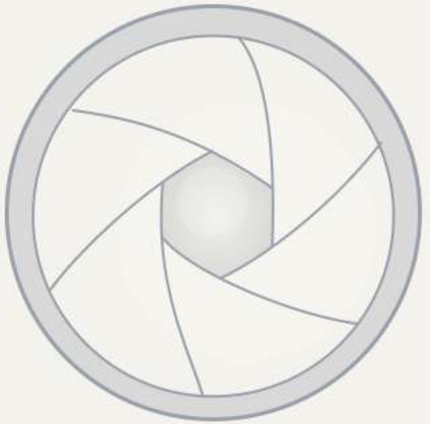
Intent



Context



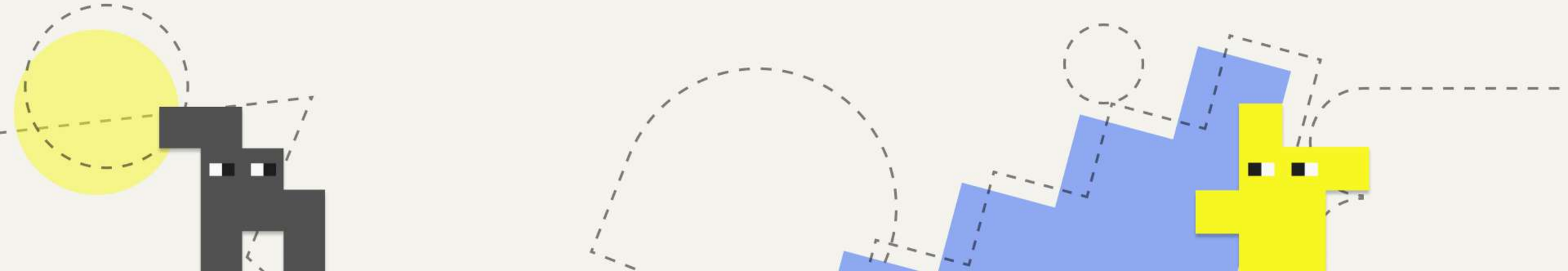
Power



Outcome

We shape what people **notice**

Design what we should **value**



Thank you for *your*

attention

