



# Seeing through the Haze: Preventing Perceptual Manipulations in Mixed Reality

## Open Bachelor/Master Thesis

### Background

Dark patterns in mixed reality (MR) refer to the use of manipulative design techniques in virtual environments to influence users' behavior and decision-making. These can include things like misleading or confusing user interfaces, hidden or unclear opt-out options, and other tactics that exploit users' trust and cognitive biases. The impact of dark patterns in MR can be significant, as they can lead to users making decisions that are not in their best interests, or that compromise their privacy and security. Additionally, the immersive nature of MR can make it even more difficult for users to detect and resist these manipulative techniques.

### Research Goal

The aim of this thesis is to develop strategies that mitigate the effect of dark patterns in MR. This includes reviewing/categorizing relevant literature, implementing, and evaluating the developed concepts. Based on bachelor/master level the scope is adapted.

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