



“THE COMPUTER SAID IT WAS OK!”

Workshop on the human
rights implications of
persuasive design and
manipulation via digital
products

NOVEMBER 19, 2021 - FROM 10.00 TO 17.00
INITIUM BUILDING - VU AMSTERDAM

Dark patterns, in-game purchases, social networks' addictive scrolling, strategic displaying on e-shops, the voice and jokes of vocal assistants, prompts and inputs from fitness apps: these are only some examples of user interfaces and products designed to be persuasive.

The possible effects of persuasive design on users are now catching the attention of the EU Commission and of the Council of Europe, but the exact features of the phenomenon are not clear yet, especially from the legal perspective.

This workshop explores persuasive design with a multidisciplinary approach, putting together in one room lawyers, designers, social scientists, computer scientists, and ethicists.

PARTICIPATION IS FREE.

Registration is mandatory. The registration form will be circulated in the second half of October.



HIGHLY INTERACTIVE WORKSHOP

**SAVE
THE
DATE**

The workshop is composed of two sessions (morning & afternoon).

Each session is enriched by a multidisciplinary panel (scientists, lawyers, philosophers), followed by a roundtable discussion with questions designed to stimulate the interaction, open to all participants!

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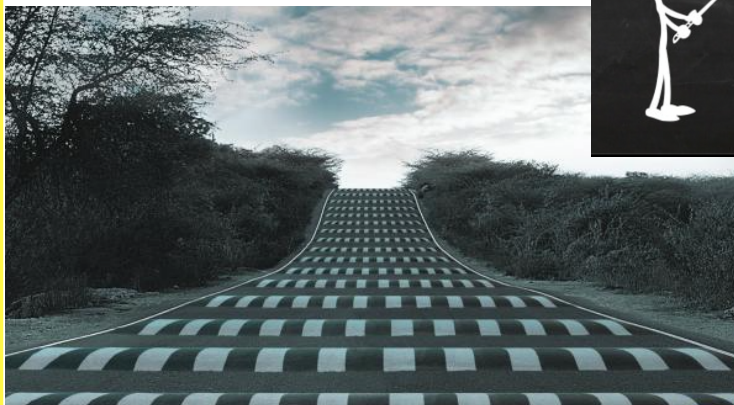
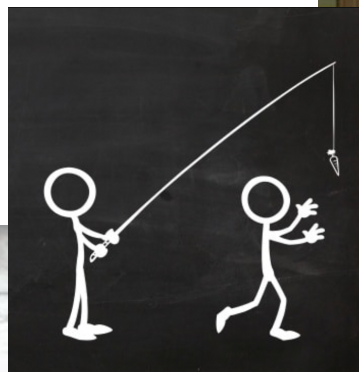
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For questions or inquiries, email Dr. Silvia De Conca at:
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