

본문 1

내용정리

인터넷에서 사용자들을 속이기 위한 '다크 패턴'의 개념과 대표적인 예시를 소개하는 내용이에요.

→ 강제 결제 유도나 취소 방해 같은 교묘한 디자인 기법이 어떻게 소비자를 속이고 손해를 입는지를 설명해요.

Have you ever bought something online after seeing a message such as "Hurry! One item left!" even though you didn't intend to buy it? Or have you ever felt rushed into making a purchase because of a limited time offer? If you have, then you may have **fallen prey to a dark pattern**. **Dark patterns** are manipulative designs on websites and applications that trick users into making **unintended decisions**. These deceptive practices often have consequences that cause financial damages to the users. A widely used dark pattern is the practice of **"forced continuity,"** which requires users to pay a membership fee after a free trial ends. Companies deliberately avoid informing users about the end of the free trial period or **make the cancellation process complicated**. As a result, users have to pay membership fees even if they no longer want to use the service.

요약노트

- ✓ "1개 남았어요!" "시간 한정 세일!" 이런 말에 속아 구매해본 적?
- ✓ 이런 식으로 사용자를 속이는 디자인을 다크 패턴이라 부름
- ✓ 대표 사례: 무료 체험 후 자동 결제 (강제 연속성)
- ✓ 기업이 해지를 어렵게 만들고, 무료 끝나는 시점을 일부러 알리지 않음
- ✓ 사용자는 의도치 않게 돈을 내게 됨

나도 모르게 결제되게 만드는 사이트들,
그건 실수가 아니라 '계획된 속임수'다!

문맥어휘

dark pattern

단순 해석: 다크 패턴 (속임수 디자인)

문맥상 의미 해석:

겉보기엔 멀쩡하지만, 사용자를 교묘하게 속이는 디자인 함정이에요. "아차" 하고 결제하게 만드는 온라인의 숨겨진 뒷 같은 느낌이에요!

fallen prey to a dark pattern

단순 해석: 다크 패턴의 먹잇감이 되었다

문맥상 의미 해석:

속아 넘어가서 원치 않는 결정을 하게 된 상황을 나타내요. "알고 보니 내가 당했네!"라는 순간이죠.

forced continuity

단순 해석: 강제 연속 결제

문맥상 의미 해석:

무료 체험 끝나자마자 자동으로 유료 결제가 이어지는 수법이에요. 해지하려면 미로를 헤매야 하죠!

make the cancellation process complicated

단순 해석: 해지 과정을 복잡하게 만들다

문맥상 의미 해석:

일부러 어렵게 만들어서 포기하게 유도하는 교묘한 방해예요. "에이 귀찮아서 그냥 둔다..." 하게 만들어요.

unintended decisions

단순 해석: 의도하지 않은 결정

문맥상 의미 해석:

원래 하려던 게 아닌데 속아서 하게 된 선택이에요. 마치 무의식 중에 결제 버튼을 누른 것처럼요.

본문 1

내용정리

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요약노트

문맥어휘

dark pattern

fallen prey to a dark pattern

forced continuity

make the cancellation process complicated

unintended decisions

본문 2

내용정리

Another common type of dark pattern is known as "**hidden fees**." This design suddenly adds extra fees at the last step of the ordering process. On the final page, consumers are surprised to discover additional charges, such as shipping or processing fees, which the seller has added to increase the final cost of the order. "**Confirm-shaming**" is another online trick that users should be aware of. This technique manipulates users into feeling ashamed for cancelling their membership or **requesting a refund** for an order. Companies use this to keep their members subscribed, even if it **goes against the members' intentions**. For example, when users want to cancel their subscription, they are offered two options: "I want to keep my benefits" and "I want to give up my benefits." The first option is presented in an **appealing** way, while the second option seems like **a bad choice**.

요약노트

문맥어휘

hidden fees

confirm-shaming

requesting a refund

goes against the members' intentions

appealing vs. bad choice options

본문 3

내용정리

Dark patterns on digital platforms are becoming more complex and more **prevalent**. So, what is driving their growth? Over the years, **online commerce has grown steadily**, especially with the development of smart phones and other digital technologies. As the competition in online markets has intensified, companies have begun to develop **sneakier strategies** to trick people into making purchases. While these companies insist that they are simply using new types of marketing strategies, critics do not agree that dark patterns are **valid marketing strategies**. Rather, they suggest that a real marketing strategy **create value for both companies and customers**, promoting positive and supportive relationships.

요약노트

문맥어휘

prevalent

online commerce has grown steadily

sneakier strategies

valid marketing strategies

create value for both companies and customers

본문 4

내용정리

Dark patterns, in contrast, not only manipulate customers to act against their intentions, but they can also lead to **financial losses and personal data leaks**. To tackle this problem, **extensive research across various websites** and applications is being conducted to document the prevalence of dark patterns and come up with solutions. In addition to research, governments are actively discussing on how to regulate these deceptive design patterns. The EU's **Digital Service Act**, which banned dark patterns on online platforms in 2022, is a good example of such regulation in this area. Such regulations are expected to increase, limiting companies' deceptive marketing practices in the digital market. However, regulations alone may not be sufficient. As individuals, we should **take steps to combat dark patterns** and be responsible for our online shopping behavior. This includes being cautious while making purchases, reading terms and conditions carefully, and recognizing that companies' interests may not be the same as our own. Developing an awareness of dark patterns is also essential to avoid potential harm and economic loss. Ultimately, our attention and efforts will protect us from manipulation and enable us to **make wise decisions in this digital age**.

요약노트

문맥어휘

financial losses and personal data leaks

extensive research across various websites

Digital Service Act

take steps to combat dark patterns

make wise decisions in this digital age

딥러닝

내용정리

Editorial cartoons are a type of visual art that employs **humor and exaggeration** to challenge conventional thinking about social, political, or cultural issues. Despite their humorous appearance, their true purpose is to promote discussion about socially significant issues. To achieve this, cartoonists often emphasize or exaggerate unique physical features of characters, including public or political figures, to create humor. Symbols are also used to **represent important concepts** or ideas. For instance, a dollar sign may signify money, a wall could represent division, and a snake probably relates to deception. Captions, groups of words written on or below pictures, further **clarify the cartoonist's message**. A notable example is Clifford Berryman's skillful use of characters and captions to convey the emotions of the three U.S. presidential candidates in 1912. This highlights the contrast between their external confidence and their actual anxiety. Similarly, in the cartoon criticizing dark patterns, symbols and captions effectively depict consumers falling prey to the manipulative practices of companies, symbolized by a snake. By using visualization strategies, editorial cartoons encourage individuals to **reconsider their perspectives**.

요약노트

문맥어휘

editorial cartoons

humor and exaggeration

symbols represent important concepts

captions clarify the message

reconsider their perspectives

문법 정리

필수 어법 1

1. 관계대명사 계속적용법

관계대명사 계속적용법은 선행사를 부연설명하는 비제한적 관계절로, 콤마로 구분된다. 계속적용법에서는 관계대명사 that을 사용할 수 없다.

"A widely used dark pattern is the practice of 'forced continuity,' which requires users to pay a membership fee after a free trial ends."

which requires = and it requires
(계속적용법으로 앞 문장 전체를 부연설명)

[예문]

My teacher, who is very kind, helped me with my homework.

(우리 선생님은 매우 친절하신데, 숙제를 도와주셨다)

The book, which I bought yesterday, is very interesting.
(그 책은 어제 내가 산 것인데, 매우 흥미롭다)

The new smartphone, _____ was released last month, has already sold over a million units. ¹⁾

① that ② which ③ what

My grandmother, _____ lives in Busan, called me yesterday. ²⁾

① that ② whom ③ who

1) ②

해설: 계속적용법에서는 콤마 뒤에 which를 사용해야 하며, that은 사용할 수 없다.

2) ③

해설: 사람을 선행사로 하는 계속적용법에서는 who를 사용한다.

필수 어법 2

2. 목적어에 동명사가 오는 동사

avoid, enjoy, consider, suggest 등의 동사는 목적어로 동명사(-ing)만을 취한다. 이 동사들 뒤에는 to부정사가 올 수 없으므로 주의해야 한다.

"Companies deliberately avoid informing users about the end of the free trial period."

avoid informing = avoid + 동명사
(사용자들에게 알리는 것을 피하다)

동명사를 목적어로 취하는 주요 동사들:

avoid: ~하는 것을 피하다

enjoy: ~하는 것을 즐기다

consider: ~하는 것을 고려하다

suggest: ~하는 것을 제안하다

[예문]

I enjoy reading books in my free time.
(나는 여가시간에 책 읽는 것을 즐긴다)

She suggested going to the movies tonight.
(그녀는 오늘 밤 영화 보러 가는 것을 제안했다)

Students should avoid _____ their phones during class time. ³⁾

① to use ② use ③ using

Many teenagers enjoy _____ video games with their friends online. ⁴⁾

① to play ② playing ③ play

3) ③

해설: avoid는 목적어로 동명사(ing)만을 취하는 동사이다.

4) ②

해설: enjoy는 목적어로 동명사(playing)만을 취한다.