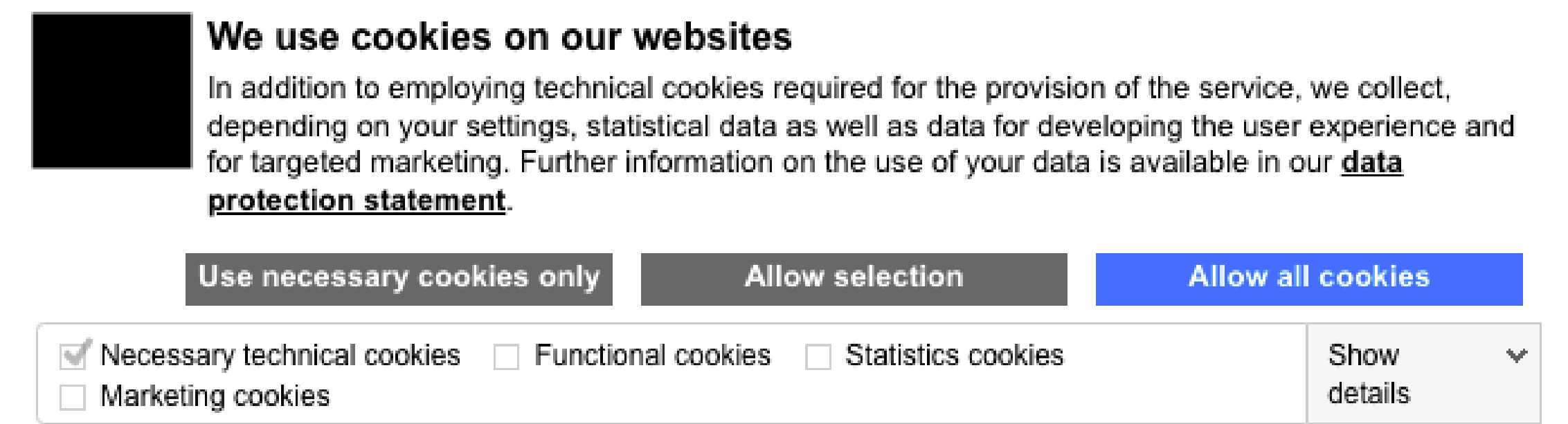


How cookie form design affects user behaviour?



- Affects of user interface component saliency and wordings to choosing between options
- Two eye-tracking studies of cookie consent form appearance and wordings
- People go for wording, task or habit, not guided by layout

Introduction

- Cookie consent dialogues usually have one more salient and one less salient option
- With **nudge dark pattern**, users are often persuaded to direction that benefits the service providers

Our studies

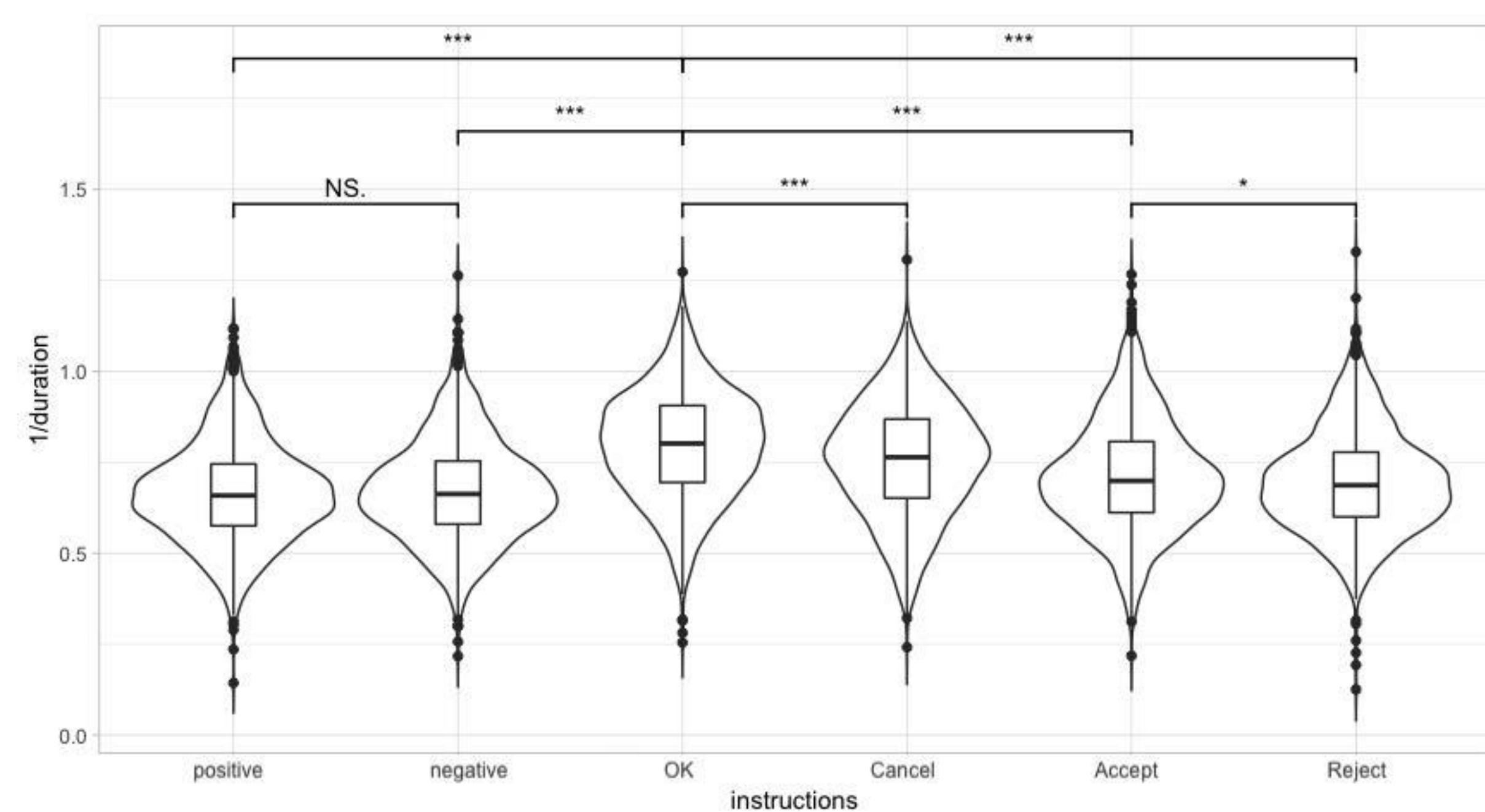
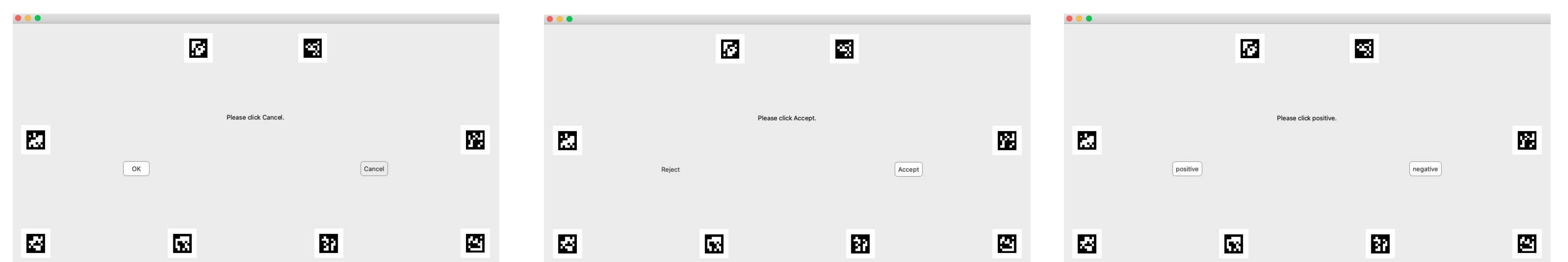
- We have used **eye tracking** (PupilLabs + Tobii) to find out whether it is faster to notice a more salient option (button type) or does the wording matter (text in the buttons)

Conclusion

- Task-driven search guide attention more than the most salient button type
- Stroop effect with wordings? **red, green, blue**
- Approach to investigate UI differ among users

Does the text of buttons matter?

- Yes for OK and Accept



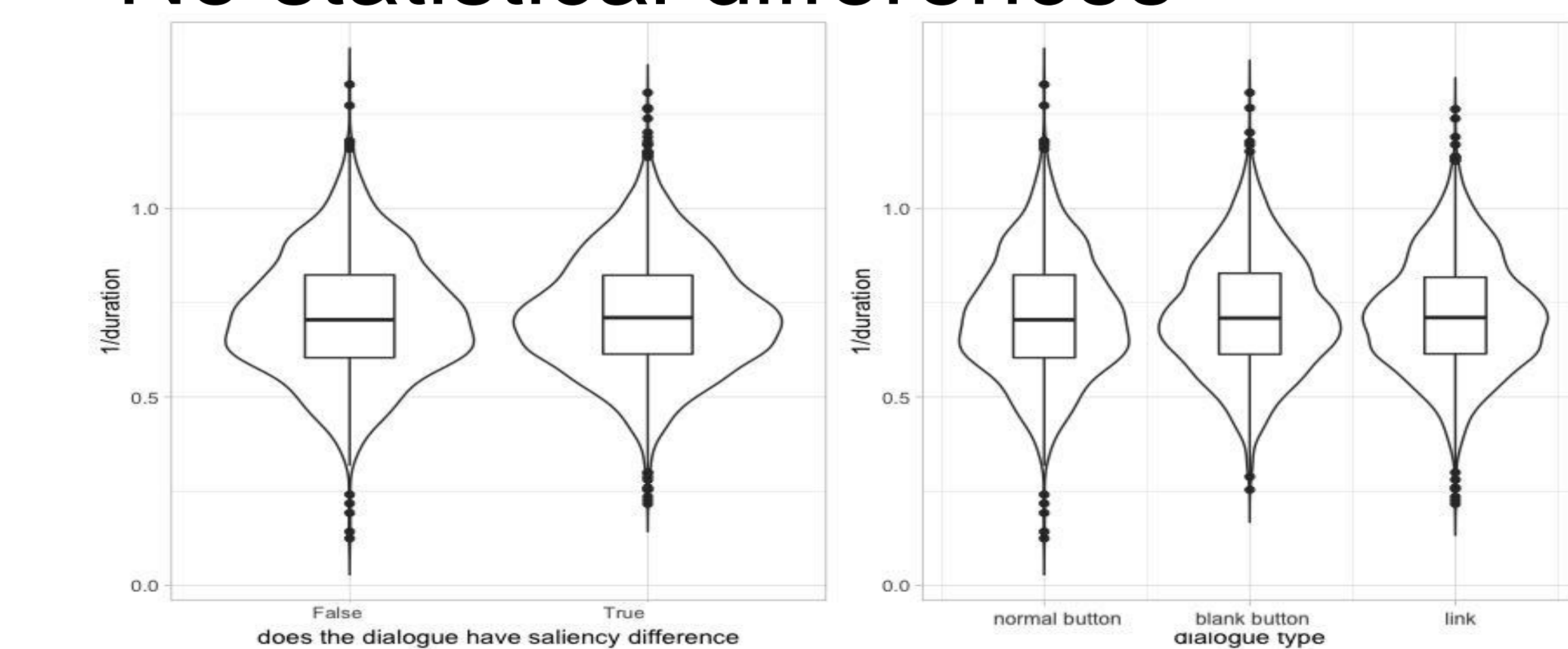
Approaches of users

- Always checking both options
- Relying on the first option if it seems good



Does the appearance of buttons matter?

- No statistical differences



- Patterns of looking the dialogues

