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

Does the text of buttons matter?
- Yes for OK and Accept

Does the appearance of buttons matter?
- No statistical differences

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

Approaches of users
- Always checking both options
- Relying on the first option if it seems good
- Patterns of looking the dialogues

Sanna’s master’s thesis (UH, 2022): http://hdl.handle.net/10138/344919
Antti’s master’s thesis (Aalto, 2024) under work 😊
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