



Post Your Review

Candy Crush Saga

Available on iOS
 Available on Android

Please answer these questions to indicate which dark patterns this game contains. You may optionally describe how they are implemented.

Temporal Dark Patterns

A temporal dark pattern is designed to get you to spend more time playing the game than you would have otherwise.

Do you feel like the game wastes your time in any way?

| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Playing by Appointment - Are you forced to play at certain times of the day that aren't necessarily convenient for you?

| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Daily Rewards - Do you have to visit the game every day to collect rewards?

| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Grinding - Does the game make you perform repetitive and tedious tasks?

| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Advertisements - Does this game contain intrusive advertisements for things outside of the game?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Infinite Treadmill - Is the game never-ending, or does it expand faster than you can complete it?

| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Can't Pause or Save - Are you prevented from pausing or saving the game whenever you want?

| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Wait To Play  - Does the game make you wait for arbitrary in-game timers?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Monetary Dark Patterns


A monetary dark pattern is one which tricks you into spending more money than you want to spend on a game.

Does this game have in-app purchases that allow you to spend unlimited amounts of money on the game?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Pay to Skip  - Can you spend money to replenish energy or skip waiting for a timer?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Premium Currency  - Does the game allow you to exchange real money for in-game currency?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Pay to Win  - Can you spend real money to purchase something that gives you an advantage against other players in the game?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Artificial Scarcity  - Does the game have limited time offers or events and them seem urgent?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Accidental Purchases  - Does this game make it easy to accidentally spend money?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Recurring Fee  - Does the game have a monthly fee, either optional or mandatory?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Gambling / Loot Boxes  - Can you spend money to get a random chance at winning a reward?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Power Creep  - Do items you purchase in the game become less valuable over time?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Pay Wall  - Does the game surprise or trick you with a required payment to keep playing?

| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Waste Aversion  - Does the game have an capped inventory system that requires payment to increase?

| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Anchoring Tricks  - Does the game place cheap items next to expensive items or offer bundles to make them look more affordable?


| | | |
|----|----------------------------------|-----|
| NO | <input checked="" type="radio"/> | YES |
|----|----------------------------------|-----|

Social Dark Patterns


Social dark patterns use your relationships with friends and family to benefit the game.

Does this game have a multi-player or social component with real people?


| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Social Pyramid Scheme  - Do you get a benefit in the game for inviting your friends to play?


| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Social Obligation / Guilds  - Do you feel an obligation to play the game, to avoid disappointing your friends?


| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Friend Spam / Impersonation  - Does the game send emails to your contact list, post to your social media, or impersonate your friends?


| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Reciprocity  - Does the game allow you to share or trade resources with other players?


| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Encourages Anti-Social Behavior  - Does the game encourage you to lie, cheat, kill or backstab other players?

| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Fear of Missing Out  - Do you feel like you'll miss out on something if you take a break from the game?


| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Competition  - Does the game allow you to compete against other players?


| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Psychological Dark Patterns


These dark patterns are psychological tricks that are used to get you to make bad decisions.

Invested / Endowed Value  - Do you feel like your game is more valuable than someone else's copy because of the work that you have invested into it?


| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Badges / Endowed Progress  - Does the game give you badges or achievements for arbitrary accomplishments?

| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Complete the Collection  - Does the game urge you to collect every version of something or have a 100% completion award?

| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Illusion of Control  - Does the game cheat or make you feel like you are better than you actually are?

| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Variable Rewards ↗ - Does the game give you random rewards for accomplishing something?

| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Aesthetic Manipulations ↗ - Does the game use emotional text, images or sounds to influence you?

| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Optimism and Frequency Biases ↗ - Does the game emphasize wins and hide losses? Does it show when your friends win or lose?

| | | |
|----|---|-----|
| NO | ? | YES |
|----|---|-----|

Submit Review

You can update your review in the future, if you want to add or change something.

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