



National University of Study and Research in Law, Ranchi
Chair on Consumer Research and Policy



under the aegis of

Department of Consumer Affairs
Ministry of Consumer Affairs, Food and Public
Distribution, Government of India

Call For Chapters

ON THE THEME

**THE ARCHITECTURE OF DECEPTION:
CONSUMERS, DARK PATTERNS AND THE
LIMITS OF CONSENT**

**Manuscript Submission Deadline:
30th October, 2026**

Inviting Submissions From::

**ACADEMICIANS | RESEARCHERS | PRACTITIONERS | POLICY EXPERTS |
LAW STUDENTS | LEGAL PROFESSIONALS**



ABOUT NUSRL, RANCHI

The National University of Study and Research in Law, Ranchi, is an institution dedicated to the cause of imparting legal education, established by the Jharkhand Government vide National University of Study and Research in Law, Ranchi Act 2010. The Chief Justice of the High Court of Jharkhand, Hon'ble, Mr. Justice Tarlok Singh Chauhan, is the Chancellor. Hon'ble Mr. Justice Ahsanuddin Amanullah, Judge, Supreme Court of India, is the visitor and His Excellency Santosh Gangwar, Hon'ble Governor of Jharkhand, is the rector of NUSRL, Ranchi. Prof. (Dr.) Ashok R. Patil is the Vice-Chancellor of NUSRL. We are a Law University offering B.A.LL.B.(Hons.), LL.M., Ph.D. in law, and postgraduate diploma courses.

Since 2010, NUSRL has been dedicated to the task of providing world-class legal education to students pursuing our courses. Many of our past students are serving as judges and law officers in various government departments, and many of them have settled into practice at the Bar. Students from NUSRL have consistently demonstrated excellence in their respective fields. To impart quality education, we have specialised faculty who have obtained their education from the best universities in India and abroad and have several publications in the form of research papers and books to their credit. We offer several specialisation courses, including courses in criminal law, forensic science, corporate laws, IPR, etc., wherein students study the intricacies and nuances of the subjects.



ABOUT CCRP

VISION

The Chair on Consumer Research and Policy (CCRP) was established at National University of Study and Research in Law (NUSRL), Ranchi in October 2024 by the Ministry of Consumer Affairs, Government of India, New Delhi, to promote research, teaching and training in Consumer Law. The Chair acts as a “Think Tank” for research and policy related issue on consumer affairs as a distinct subject of study both at Under Graduate and Post Graduate levels.

The Chair is one of the few of its kind that envisions at protecting the rights and interests of the consumers through consumer awareness, timely and effective grievance redressal and involvement of various stakeholders.

MISSION

The Chair’s mission lies at empowering consumers through awareness programmes, to enhance consumer protection and safety against unfair trade practices, effective redressal mechanisms, etc.

OBJECTIVES

In view of the emerging markets globally and high expectations of the consumers for better services, standards, variety of choices available, etc., the Chair on Consumer Research & Policy (CCRP), NUSRL, Ranchi aims to promote research, teaching, and training in Consumer Laws and consumer protection in various sectors such as e-commerce, health, financial, transport, insurance, airlines, etc. The Chair is established to undertake the activities in furtherance of the objectives of the Consumer Protection Act, 2019, rules and regulations related to this Act as well as the roles and regulations of consumer dispute redressal commission in the interest of protection of the rights of consumers, etc.



ABOUT THIS BOOK

Every digital interface makes a quiet argument about what the user should want. A button is made brighter, a countdown timer appears from nowhere, an "X" to close a pop-up is hidden in a corner too small to find and somewhere in that design, a choice stops being entirely the consumer's own. Dark patterns do not announce themselves as coercion; they arrive dressed as convenience, urgency, or care.

This volume takes as its premise that dark patterns are not a marginal design quirk but a structural challenge to consumer law's oldest assumption: that a transaction reflects a free and informed choice. As commerce, learning, healthcare, and even civic life move behind a screen, the architecture of that screen has become as consequential as the terms and conditions beneath it — and considerably less scrutinised.

This edited volume invites academicians, practitioners, policy experts, and law students to examine dark patterns not merely as a UX problem for designers to fix, but as a question for regulators, courts, and legislators: how does consumer law recognise harm that leaves no bruise, extract remedies for consent that was never quite free, and hold accountable a wrong that is coded rather than spoken? It welcomes original and unpublished contributions that interrogate these questions critically and propose what an honest digital marketplace might require.



THEMES AND SUB- THEMES

Theme of the book

The Architecture of Deception: Consumers, Dark Patterns and the Limits of Consent

PROSPECTIVE SUB - THEMES

1. Defining and Detecting Dark Patterns

- **The CCPA (Prevention of Dark Patterns) Guidelines, 2023: scope, gaps, and enforcement record so far**
- **Taxonomies of dark patterns: drip pricing, confirmshaming, forced action, false urgency, nagging, and basket sneaking**
- **Comparative regulatory definitions: India, EU (Digital Services Act), US (FTC) and the difficulty of a universal standard**

2. Consent as a Legal Fiction

- **Manufactured consent through interface design: pre-ticked boxes, disguised ads, and asymmetric choice architecture**
- **Cookie banners, subscription traps, and the illusion of "free" choice**
- **Contract law's silence on manipulated assent: does consideration survive a dark pattern?**

3. Platforms, Algorithms and Behavioural Exploitation

- **Personalisation engines and the line between targeted marketing and manipulation**
- **Dynamic and drip pricing as algorithmically enabled dark patterns**
- **Recommender systems, infinite scroll, and engagement-maximising design as consumer harm**



THEMES AND SUB- THEMES

4. Vulnerable Users in a Manipulated Marketplace

- Children and gamified purchase design (loot boxes, in-app nagging, cartoon-mascot dark patterns)
- Elderly and first-time digital users navigating fake urgency and subscription traps
- Gig workers and dark patterns in platform onboarding, ratings, and payout design

5. Enforcement, Remedies and Institutional Response

- CCPA's enforcement actions against e-commerce and edtech platforms: case studies and outcomes
- Jurisdictional overlap between the CCPA, CCI, and sectoral regulators (RBI, SEBI, TRAI) in policing dark patterns
- Private remedies: can Section 2(47) of the CPA, 2019 (unfair trade practice) or contract/tort law fill enforcement gaps?

The author(s) have the discretion to choose any other topic, the only requirement is that it should reasonably fall within the ambit of the themes and sub-themes.



SUBMISSION GUIDELINES

Submission Categories & Word Limits

1. **Articles: 5000 – 6000 words**
2. **Short Articles: 2500 – 4000 words**
3. **Legislative Comments: 1500 – 2500 words**
4. **Book Reviews: 1000 – 2500 words**

Note: Word limits are inclusive of footnotes.

Originality Requirement

Submissions must be original and unpublished and should not be under consideration for publication elsewhere.

Formatting Requirements

- **Font:** Times New Roman
- **Font Size:** 16/14 (heading/sub headings), 12 pt (main text), 10 pt (footnotes)
- **Line Spacing:** 1.5 for main text, single spacing for footnotes

Alignment: Justified

Citation Style

All citations must conform to Bluebook: A Uniform System of Citation (21st Edition).

Submission Format

Manuscripts must be submitted in Microsoft Word format (.doc/.docx) by the link given below: <https://forms.gle/7c35XxJizMjCgy8o8>



Author Details

A separate cover page must include:

- **Name of author(s)**
- **Institutional affiliation Designation**
- **Contact email and phone number**

The cover page should be submitted as a separate document and not form part of the main chapter docs.

Plagiarism and Use of AI

All submissions must be original and free from plagiarism. The use of generative AI tools for drafting substantive portions of the manuscript is discouraged, and authors remain fully responsible for the accuracy, originality, and integrity of their work.

Co-authorship

A maximum of two authors per submission is permitted.

Review Process

All submissions will undergo a blind peer review process. Please make sure nothing in your manuscripts symbolizes any representation of your name or institutional affiliation.

Publication Details

- **Selected papers will be published as chapters in an accredited book bearing an ISBN.**
- **Submission and publication are entirely *free of cost***
- **Each author will receive one *complimentary copy* of the published volume**



ELIGIBILITY

The call for papers is open to individuals engaged in academic research, legal practice and public policy. Submissions are invited from:

- Academicians and faculty members
- Legal practitioners and policy professionals
- Research scholars and doctoral candidates
- Postgraduate and undergraduate students from recognised universities and institutions

Interdisciplinary contributions from fields such as law, economics, public policy, business, and technology are also encouraged, provided they engage with issues relating to consumer protection, market regulation, or consumer rights.

The book will be published under the aegis of the Chair on Consumer Research & Policy, established by the Ministry of Consumer Affairs, Government of India



IMPORTANT DATES

Release of Call for Chapters: 27th September 2026

Last Date for Paper Submission: 30th October 2026

First Phase of Acceptance of Chapter: 10th November 2026

Editorial Feedback Communication: 12th November, 2026

Release of Book Name: 14th November 2026

Final Acceptance: 20th November 2026

Publication: November - December 2026

Note: The above-mentioned dates are tentative and may be subject to change at the discretion of the organising body.



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