

## Diploma Thesis Supervisor's Review

Author	<b>Bc. Esther Bimpongmaa Oppong</b>		
Title	<b>Dark Patterns awareness and its influence on consumer purchasing intentions in the Czech Republic</b>		
Field/Form of Study	<b>Marketing Communications/Full-Time</b>	Year	<b>2022/2023</b>
Review's Author	<b>doc. PhDr. Dagmar Weberová, Ph.D. MBA</b>		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	<b>A</b>
2 The setting of the goals and research methods	40	<b>B</b>
3 The quality of the theoretical part of the work	50	<b>B</b>
4 The quality of the analytical part of the work	50	<b>B</b>
5 The quality of the project part of the work	50	<b>B</b>
6 Fulfillment of the goal of the work	60	<b>B</b>
7 Text structure and logic	40	<b>B</b>
8 The quality of resources and their use	40	<b>B</b>
9 Linguistic and formal standards of the work	30	<b>B</b>
<b>Evaluation based on the weighted average</b>	<b>1,37</b>	<b>B</b>

### Evaluation, comments, remarks and suggestions:

- An interesting topic is appreciated.
- The theoretical part is well-written, the author worked with relevant and up-to-date sources, and it is complemented by rich visual material.
- The author demonstrated a fairly good knowledge of the issue of dark patterns.
- In the methodological part (p. 34), the main goal is too general, but the sub-goals are set correctly. The author stated three research questions and applied adequate research methods, however, part 4.5 on p. 35 should have been presented in the analytical part of the thesis.
- Cross-Tabulation analysis on p. 57 is highly appreciated but a more detailed explanation would have been needed (e. g. p. 62).
- In theory, there is no chapter dealing with consumer awareness.
- Part 5.6 should be called Answering the research questions, not thesis questions and because of its importance, it should be presented in a separate chapter.
- Parts 8.5 and 8.6 carry the same name (Cost Breakdown) in the Contents.
- It is objected that there are two types of quoting system applied in the thesis (e. g. p. 10).
- Formal errors are found such as the name of the figures above the diagrams in the theoretical part, it should be written below the diagrams.
- The size of lettering for main chapters is incorrect (too small).
- The graphs in the analytical part are oversized.
- In the analytical part, research findings are evaluated but many times not interpreted. What exactly can be concluded from the outcomes, has often remained unclear. In addition, the exact survey design is absent, too.
- Based on the research results, the author developed an adequate project that has application potential.
- Writing this thesis, the author made a valuable insight into the issue of dark patterns awareness among the consumers in the Czech Republic.

**Plagiarism control was negative – the system found 1% agreement.**

**In Zlin on** 11 May 2023

**Signature:** doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01