

The majority of mobile apps are free-to-play and so include a variety of forms of advertising and other mechanisms for monetization. In-app advertising and purchasing have been studied with adults but, to-date, younger users have received comparatively little consideration despite their increased susceptibility to manipulation. This paper addresses the gap in research by creating the ADD (App Dark Design) framework which brings together insights from practitioners, theory from existing related research, and the findings from a user study which gathered qualitative data from 39 girls aged 12–13 years.