

## Microsoft tricking people to upgrade to Windows 10

by Chris Taylor

Microsoft says they are committed to ending the free upgrade to Windows 10 (from Windows 7 and 8.1) on July 29, 2016. But they really want to (and this is a direct quote from a Microsoft spokesperson to Mary Jo Foley of "[All About Microsoft](#)") "With the free Windows 10 upgrade offer ending on July 29th, we want to help people upgrade to the best version of Windows."

### How did they go about trying to achieve this objective?

In the "Get Windows 10" dialog box that was popping up for months on those running Windows 7 or 8.1, the dialog box had no obvious way to say "no thanks" to the upgrade.



As a consequence, lots of advice circulated on the web advising people to click the red "X" on the title bar to close the dialog box.

I guess as a result of criticism that there was no option in the dialog box for "No thanks, I don't **WANT** to upgrade to Windows 10", Microsoft quietly released a new version of the "Get Windows 10" dialog box.



And, if you look really, really carefully, you can see the addition of the line saying “Click here to change upgrade schedule or cancel scheduled upgrade”

I am guessing many people had seen the previous dialog box so often that they had grown used to simply clicking the red “X” to get rid of it yet again.

So - **incredibly** - Microsoft changed the behaviour of the red “X” to mean the same as clicking on the “OK” button.

This violates at least three of Microsoft’s own guidelines on dialog boxes detailed at their own [MSDN \(Microsoft Developers Network\) site](#)

- Dialog boxes always have a Close button.
- Don't disable the Close button. Having a Close button helps users stay in control by allowing them to close windows they don't want.
- The Close button on the title bar should have the same effect as the Cancel or Close button within the dialog box. Never give it the same effect as OK.

Regardless of whether you like Windows 10 or not, tricking people into upgrading should never be a tactic used. And the outpouring of outrage on the Internet over this new Get Windows 10 dialog box seems to support my feeling.

## How to avoid the upgrade

If you really don't want to upgrade to Windows 10, you have a few options.

- Install the [GWX Control Panel](#) or [Never10](#). Both utilities will allow you to suppress the Get Windows 10 dialog box – at least for now.
- Look carefully at the Get Windows 10 dialog box for an option to cancel the proposed upgrade. Given the outrage this latest version has generated; I expect Microsoft will come out with a new version. Read carefully.
- Although I am not certain this will work, if Microsoft has not violated even more of their own guidelines on proper application behaviour, pressing Ctrl-F4 (since the days of Windows 286 this has meant what the red “X” **used to** always mean) might work.
- Even if you have been tricked into upgrading, Microsoft insists there are later stages where you have an opportunity to cancel the upgrade. I can think of one place in particular – Microsoft will not let you get away without agreeing to an “End User License Agreement”
- If you happen to get all the way to the point where Windows 10 is installed on your computer, first make sure it is activated (this will allow you to move to Windows 10 in the future on this computer if you want) – Settings | Update & Security | Activation– and then roll back to your previous version of Windows – Settings | Update & Security | Recovery. Keep in mind you only have 30 days to roll back.