

# Data Privacy Group: User Research

🎯 Target: Social Media Users (Basically Everyone)

✓ Goal: How do people interact w/ Terms & Conditions

① WHO CARES about understanding T&C? Data Privacy?

② How can we facilitate engagement with social media data privacy?

③ What data privacy info is most important to people?

## Interviews

- \* What do users think of their data privacy on social media apps?
- \* How much do different people (demographics, social media usage) care about data privacy?
- \* What do users know about the terms they agree to in T&C and Privacy Policy?

## Think-Alouds

- \* How do people REALLY read through T&C?
- \* Do people notice when they are agreeing to T&C?
- \* What are users paying the most attention to in T&C?