

1. As a group, discuss any assumptions you have about your users or usage contexts. Consider aspects such as language, age, dis/ability, indoors/outdoors, alone vs. small group vs. family vs. large social gathering, etc. Write a summary of your discussion and a clear statement of your assumptions going into user research.

Our core assumption when we proposed this project was that users care about their data privacy enough to want to use our system. We realize that although all group members care about data privacy, this sentiment may not be shared by a majority of people who use social media platforms. We also assume that most users currently do not read the terms and conditions (T&C) or privacy policies (PP) when presented to them. Again, since all group members either briefly skim or do not read privacy policy we generalized that others also do not, but this assumption should be tested. We also assume that these statements hold true across age, gender, languages, cultures, and so on. Although we know there are likely some discrepancies between groups regarding how they interact with privacy policy/social media, we assume that they are mainly similar in both a desire to learn more but also a lack of current knowledge.

2. As a group, share any hunches you want to test or unknown/open-ended questions you want to answer through user research. Summarize your discussion, listing out 2-3 things you want to learn through user research.

A main hunch we had was that even if some users do not currently care about their data privacy, upon learning about the scope of data being collected would likely change their stance. Some primary goals of user research are also 1) Find out if people DO actually care about their data privacy. 2) Determine how we could best facilitate engagement with our platform, and 3) Determine what aspects of data privacy are most important to people. We are curious to see if priorities for data privacy change across groups such as age, gender, etc.

3. Based on your discussion above, pick a method/s. Write 1-3 sentences justifying your methodological choice. You can employ multiple methods or just one. Make sure your response answers: How are these methods going to help you understand the problem you are trying to address? How will each method allow you (or prevent you) from reaching users of interest?

Based on our goals for user research, we have chosen to focus on interviews as our primary method. In order to understand how to structure our project's UI and content, we would like to understand people's current perceptions and depth of knowledge surrounding T&C/PP and interviews are a good way to do this. Interviews also ensure that user answers are an honest reflection of their depth of knowledge, since with a survey users could look up terms they may not know during survey completion. We also have chosen to conduct several think-aloud studies so that we can understand what challenges people have in understanding T&C/PP. The think aloud will involve a user reading through T&C/PP and explaining out loud how they understand

or don't understand the content, along with what stands out to them and what questions they have.

4. Write your user research protocol. Consider the following:

- a. Recruitment strategy (e.g., whom to contact, how to contact, how many)
- b. Time and place for each user research session (e.g., "in the afternoons, in person, in a meeting room")
- c. Each member's role and responsibilities (e.g., For interviews: interviewer, note-taker, discussant, etc.)

Our recruitment process will aim to create a diverse user study group. A diverse group is defined as including people of various age groups and demographics, along with being diverse in terms of social media usage. We aim to include a range of people from those who use social media a lot to those who rarely use it. Therefore, each group member will contact 5 people of diverse background. Interviews will be conducted independently over zoom. Each group member is responsible for asking consent to record the zoom session and will write up notes during and after the session using this recording. Think-aloud sessions will also be conducted via zoom, where the group member conducting the session will first be asked to create a new account and then read through the Privacy Policy for the site. The user will share their screen during this. During the first step, we identify if the user chooses to read the privacy policy or not with no prompting. If they do not read it, the interviewer will then stop them and ask them to go back and read through it. The group member is again responsible for asking for consent to record the meeting and will write up notes during and after the meeting.

Privacy policies used:

Meta Privacy Policy: <https://www.facebook.com/privacy/policy>

Tik Tok Privacy Policy: <https://www.facebook.com/privacy/policy>