Communicate what you have learned [+2]

- 1. [+2] Draft blog post summarizing user research. Your blog post draft must include:
- A description of methods and key findings
- A clear problem statement describing the crux of the issue you identified through user research.
- Your storyboard
- At least 1 figure that is not from your storyboard

In an effort to understand how users interact with the Privacy Policies of the social media apps they used, our group conducted interviews and think-aloud studies. Our interviews were around 30 minutes, and focused on determining how familiar users are with data privacy regulations, policies, and ownership. The think-aloud studies involved asking users to create a new account to see if they would click on the privacy policy when it appeared on the screen. After this, users were asked to read through and discuss the privacy policy. Our findings showed that many people have little to no knowledge about what data is collected and used or about the extent to which data is collected. A main subset of people only cared about financial or health related data, and said that they are not very concerned about their data on social media apps. A secondary main subset of participants said that they were concerned about their data, but found they were challenged when it came to understanding the implications of the information regarding data privacy.

The crux of the issue is that social media apps present privacy policies and/or terms and conditions in a way that hinders informed consent. When users create an account or log in, they are confronted with a brief message that essentially forces them to agree to the terms without truly understanding them or even viewing them. Even when users make the effort to review the policy, the long, obfuscated, and dense text prevents them from comprehending what data is being collected and how it may be used. This design flaw leads to a scenario where companies can collect user data without genuine, informed consent—undermining user autonomy and privacy.

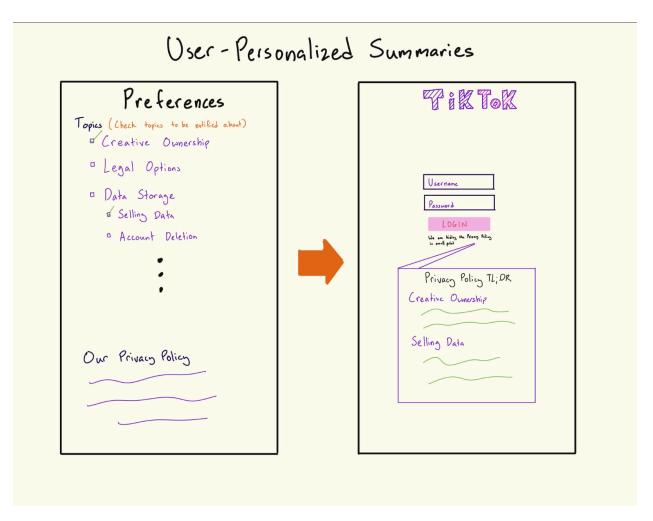


Figure 1: A design sketch of a potential approach to allowing users to customize what information they want to see in their privacy policy/Terms and Conditions summaries.