<u>COMP 3008 Assignment #3</u>

Name: Steven Rhodes
ID: 100819007
Website URL: https://www.timeanddate.com/ (for part #2)

PART #1: Interview

Interview Topic and Description:
My chosen topic is "Privacy Policy on Social Media Websites". My interview will query users of social media sites about their usage, knowledge, and concerns with regards to the privacy policy of the main social media websites. Privacy policy at websites such as Facebook has been a contentious issue since the origins of social media. In general, users are known for skipping the privacy policy and going to the main part of the app. Issues about what information is given up to the company and what is done with that data is a concern of many users.

Interview Questions:
1. Have you ever read the privacy policy on Facebook, Twitter, or other similar social media websites? Why or why not?
2. As best as you can, can you describe how these privacy policies work?
3. Do you have any concerns with the privacy policies at these companies?
4. Do you have any privacy concerns?
5. Do you know of any situations others where they had issues with the privacy policies of these companies?

Interview Summaries:

P1:
Participant 1 never reads the privacy policy. One main reason is due to the technical "lawyer" language that privacy agreements are known for. The participant's perception is that even if they read the agreement, they wouldn't understand it. The user still accepts the agreement because of the need to use the service. The participant's perception of what the privacy policy is for is to gain as much information from the user as possible. The participants concerns were related to how much the data could affect them "physically" in the real would. For example, if somehow the data could be used in a way that would result in physical body harm or affect something like insurance. The participant was less concerned with data being used for advertisement. The participant was somewhat concerned about how the data collected and agreed to could potentially be used in the future in a way that may affect them that isn't clear in the present moment, based off the current technology.

P2:
Participant 2 stated that they did not read privacy policies. The main reason being that they had never encountered any known issues with regards to privacy. The participants perception of privacy policy centered around the legal elements. They made the claim that the privacy policy could be used to hedge the company against legal recourse in case of privacy leaks. The participant saw it as a way to protect both the company and the user. The participant said they didn't put any information on their social media that they thought could somehow affect them in the future. Particular information they wouldn't include would be home address, phone number, personal information, etc. The participant seemed to

consider that if they encountered a case of someone personal that had experienced an issue with regards to their privacy on social media, that they would be more likely to read the privacy agreement.

Common Themes/Patterns:
Both participants made it clear that they were not interested in reading the privacy policy agreement for any of the social media websites they use. One of the main reasons being the technical lawyer-like talk being an issue. The first participant was perhaps a little more cynical in their view of the policies as a way to give up as much information as possible, whereas the 2nd participant viewed it more as a mutually beneficial agreement between the user and company. Both users didn't seem overly concerned yet didn't put personal data on social media sites for fear of how that information could potentially be used. General sense I got was a lack of trust in the privacy policy agreement due to complex language that would be useless to read, but the perceived need to use the website had the users limit specific types of information that they would share.

Reflecting on Interview and Analysis Process:
For the most part the interview went as expected. Honestly, it probably went better than I had expected. I was a bit nervous going in, but it felt natural as it proceeded. One thing that was a little surprising was P1 wishing to continue even after the interview was finished by adding more details. The participant seemed to recall more details that pertained to earlier questions after they were asked. Parsing through all the new information was a little tricky. Other than that, both participants were very helpful, answered the questions effectively, and I had no issues in getting the information required. Based on the success I had, I'd probably approach the interviews similarly again.

PART #2: Requirements Representation
Chosen Website is from Assignment #2: https://www.timeanddate.com/

Product: A smart watch
Name of product/project: **Watch-Me-Go!**
Description: this product will be a water-proof smart watch containing up-to-date weather, with a stopwatch, the time, calendar, fitness data, and more. This product relates to the website as the content is similar in nature i.e., time-based data, with up-to-date weather, calendars, etc. The purpose for this project is to help people have a convenient, easy to use device that keeps you up to date. A benefit of this product is that it's small, easy to carry, won't get damaged easily, and can be used in unique situations. For example, a swimmer measuring heart rate and time in the pool.

Persona #1: Hiker

Background:
Name: **Jaqueline**
27, Female
Work: Software Engineer
Hiker
Adventurous
Young Professional
Independent
Fashionable
Comfortable with technology
From: Ottawa, Ontario

Motivations
Travel
Fitness
Caring for Animals
Athletics

Frustrations:
Mosquitos
Bad weather
Jet lag

Bio:

Jaqueline loves going on long hiking trips when she has time off from work. Month long vacations are the perfect time to take advantage of the sites the world has to offer, and nothing quite meets the beauty of nature. She is shy but finds a special connection to the outdoors. She has travelled to every continent; starting from an early age, as her parents are avid travellers as well. Jacqueline enjoys mixing different elements of her life together, with the two most time-consuming areas of her life being technology and travel. Jacqueline also keeps a log of various unique animals she has seen through her adventures. Jacqueline also enjoys being able to keep in shape and can often take long runs. While not a professional athlete, she likes to test herself by improving on new records such improving run times.

Persona #2: Professional Swimmer

Background:
Name: **Omar**
23, Male
Work: Swimmer/Lessons
Egyptian World Champion
Yoga
Conscientious
Superstitious
From: Alexandria, Egypt

Motivations
Self-actualization
Family
Making Olympic Games
Music
To own a business someday
Healthy, active lifestyle

Frustrations:
Others bad manners
Bad weather
Time management

Bio:

Omar has enjoyed swimming since he was a young child. Born with a natural talent and a hard-working temperament, Omar has become a successful swimming athlete. He makes his family proud on the world stage by representing his country and while maintaining a strong family presence at home helping with his 3 sisters and mother. He believes in routine and dedicating himself to any task at hand. Omar plans to make the next summer Olympics after having successfully won the World Championships for his country. Omar also enjoys helping teach the youth how to swim and being a good role model. He also plays piano and does yoga on his spare time. Omar would love to have enough money saved for when he finishes his swimming career to open a business in the future, similar to what his late father had.

c)**Scenario**
Omar has been training consistently the past 4 years to earn a spot to represent his country at the next summer Olympics. Each morning he wakes exactly up at 7 a.m. – a time he believes to bring him good fortune – and helps his mother by helping his sisters get ready for school. By 8 a.m. Omar is out the door and at the pool by 8:30 the latest. Omar is never late. Omar is very consistent with his time and can keep on top of time by looking at his watch. While at the pool, Omar enjoys up to date information to see if he is making progress. Omar uses his watch to analyze performance metrics such as his swim times and heart rate. He's found that looking at his watch is a quicker way of performing similar analytics as compared to the old method of finding out later from his coach. Omar can take in his results quicker and spend more time focused on the task at hand. By noon, Omar is ready for lunch and yoga at 1. Omar doesn't like to be late, so he's able to keep an eye on the time by using his watch. After the day is finished, Omar sometimes enjoys a swim on the near by beach, depending on the weather of course. Finally, Omar makes it back home and is ready for rest. He sets his alarm again for 7 a.m. the next morning, ready to begin another day.
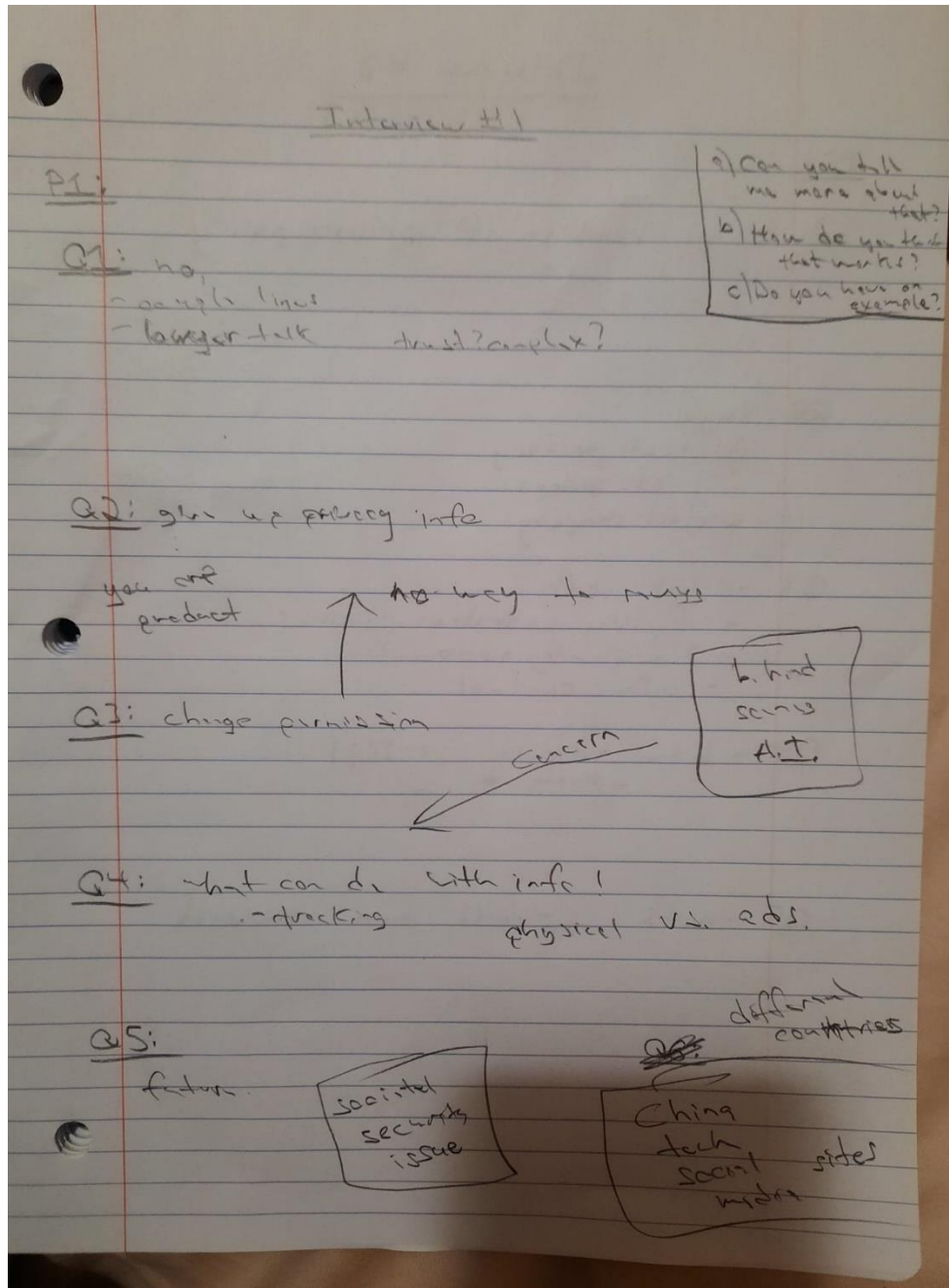

d)**Reflection**
Scenarios may lack concreteness and flexibility. An ambiguous scenario may make it harder to develop useful requirements. A lack flexibility in the scenario may make it hard to adapt to changing requirements as required by the project. Gaining a useful perspective of your personas to develop useful scenarios that are flexible and concrete, may pose a challenge, as putting yourself in other's shoes can be difficult especially with a product that is marketed to a wide array of different individuals, cultures, countries, etc. Developing situations that are realistic and represent real life user's experiences may be hard to accomplish for developers who don't have similar experiences. Personas also suffer from a lack of perspective and can lead to a lack of credibility in content.

Personas risk the issue of overuse. An example of this would be over relying on the use of personas as a substitute for collecting more data, of which would be more helpful in the process of discovering and identifying user requirements. Personas should be used as tool to augment the design process and not replace it.

A practical issue is that of persona reusage. Designers may become slightly attached to certain personas after using them and try to reuse them for different products. Since different teams and different products have different requirements, reusage of personas may result in less desirable requirements, as different products require different needs, persona attributes and target audiences.

Participant #1:

Participant #2:

Interview #2

P2:

Q1 skips reading of privacy policy

Q2 legal
   protect privacy
      of users
   protect company

Q3 - lost info
   - future potential issues
   - 3rd party researcher
   - info control

Q4 - home address   - SIN
       - phone #   -

Q5 - news   - would have concerns?

Participant #1:

All research data, including the audio-recording and electronic notes will be password-protected. When the analysis is completed, any paper copies of data (including any handwritten notes) will be kept as securely as possible by the researcher. Data will only be accessible by the researcher and the research supervisor.

Since this is part of a class project, data will be kept until the end of the course. All data will be securely destroyed by **June 2021**. Electronic data will be deleted, and paper copies will be shredded.

This project was reviewed and cleared by the Carleton University Research Ethics Board-B (CUREB-B Clearance #114528). If you have any ethical concerns with the study, please contact Carleton University Research Ethics Board (by phone at 613-520-2600 [ext. 4085] or by email at ethics@carleton.ca).

Researchers' contact information:	Supervisor contact information:
[TO BE COMPLETED BY STUDENTS]	
Steven Rhodes	Prof. Sonia Chiasson
School of Computer Science	School of Computer Science
Carleton University	Carleton University
Email: steverhodes@cmail.carleton.ca	Email: Chiasson@scs.carleton.ca

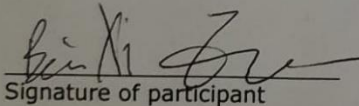I agree to participate in this user study: _____✓ Yes _____ No

I agree to be video-recorded: _____✓ Yes _____ No
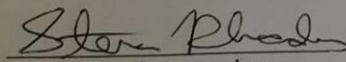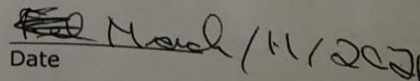(If you only want to be audio-recorded while video-conferencing, please turn off your camera)

_____
Signature of participant

Feb 11 /2021
Date

Research team member who interacted with the participant
I have explained the study to the participant and answered any and all of their questions. The participant appeared to understand and agree. I provided a copy of the consent form to the participant for their reference.

_____
Signature of researcher

March /11/2021
Date

Participant #2:

All research data, including the audio-recording and electronic notes will be password-protected. When the analysis is completed, any paper copies of data (including any handwritten notes) will be kept as securely as possible by the researcher. Data will only be accessible by the researcher and the research supervisor.

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School of Computer Science	School of Computer Science
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Email: steverhodes@cmail.carleton.ca	Email: Chiasson@scs.carleton.ca

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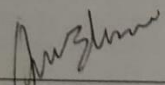
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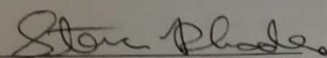
_____   March 10, 21
Signature of participant   Date

Research team member who interacted with the participant
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_____   March 10, 2021
Signature of researcher   Date

2

Canada's Capital University

Consent Form: Sample

NOTE: ITEMS IN RED WILL BE EDITED BY THE STUDENTS

Title: COMP3008 Assignment **3** Project – *Current User Experience of Social Media Privacy Policies*

Date of ethics clearance: *October 2, 2020*

Ethics Clearance for the Collection of Data Expires: *September 30, 2021*

Project clearance number: CUREB-B Clearance # 114528

This project is being completed as part of COMP3008, an undergraduate course in Computer Science at Carleton University. This study aims to *understand your opinion of a certain technology.*

This project is about gaging user's usage, understanding, and concerns with privacy policies on social media websites.

This study involves one session lasting approximately 20 minutes. During the session, you will be asked to *take part in an interview where you will be asked to answer some questions, provide your opinion of the topic, and offer feedback.*

If you provide explicit consent at the end of this form, the researcher will audio-record this session to help with note-taking, so that they can more fully converse with you. The audio recording will only be used for this purpose, and it will only be heard by the researcher. If using video-conferencing, you may turn off your camera. The interviewer will inform you before starting to record. If you do not wish to be audio-recorded, the researcher will take written notes of your comments instead.

Your data will be kept confidential and none of your personal accounts or data will be accessed. In reporting, it will be associated with an anonymous username (e.g., P1, P2).

Participation is completely voluntary. There is no obligation to participate. There is no compensation if you do choose to participate.

You have the right to end your participation in the study at any time, for any reason, up until the end of the session. To withdraw, simply tell the researcher; no reason or explanation is necessary. If you withdraw from the study, all information you have provided will be immediately destroyed. Withdrawal after the study session is not possible.

Most sessions will be completed remotely by video-conference. If you chose to video-conference, you and the researcher will agree on a mutually convenient platform. These platforms may have servers in countries outside of Canada and any data transmitted through them are subject to the laws of their respective countries. For example, Skype and Zoom have servers in the US and would be subject to US law.

If it is safe for you to do so (e.g., you live with the person conducting the session), you may complete the user study session in-person.

All research data, including the audio-recording and electronic notes will be password-protected. When the analysis is completed, any paper copies of data (including any handwritten notes) will be kept as securely as possible by the researcher. Data will only be accessible by the researcher and the research supervisor.

Since this is part of a class project, data will be kept until the end of the course. All data will be securely destroyed by **June 2021**. Electronic data will be deleted, and paper copies will be shredded.

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_____   _____

Signature of participant   Date

Research team member who interacted with the participant

I have explained the study to the participant and answered any and all of their questions. The participant appeared to understand and agree. I provided a copy of the consent form to the participant for their reference.

_____   _____

Signature of researcher   Date

Hello,

I am looking for volunteers for a user study. This study is part of COMP3008: Human Computer Interaction, an undergraduate Computer Science course at Carleton University taught by Prof. Sonia Chiasson.

My project is about gaging user's usage, understanding, and concerns with privacy policies on social media websites.

The session will last approximately 20 minutes, and it can be done remotely. During the session, you will be asked to complete a brief interview, giving your opinion of the topic, and offer feedback.

Participation is completely voluntary. You will not be compensated if you do choose to participate. There is no obligation to participate.

If interested in participating, please contact **steverhodes@cmail.carleton.ca**

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