


Shortening Terms of Service for Improved Readability

I Agree

I Have No Idea
What This Says



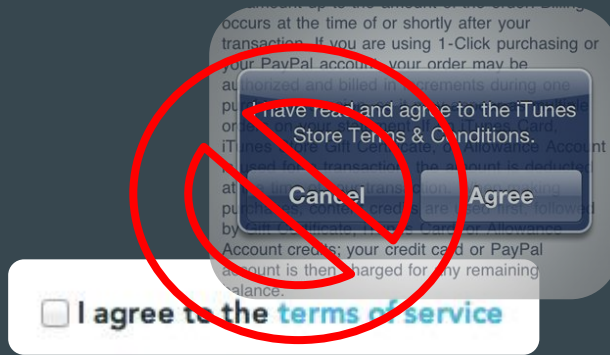
Team 8:

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What's the problem?

Terms of Service Agreements (ToS) are
lengthy &
difficult to understand

Also,



not all web services require a
user to actively agree to their ToS

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If there is a conflict between these terms and the additional terms, the additional terms will control for that conflict.

These terms control the relationship between Google and you. They do not create any third party beneficiary rights.

If you do not comply with these terms, and we don't take action right away, that doesn't mean that we are giving up any rights that we may have (such as taking action in the future).

If it turns out that a particular term is not enforceable, this will not affect any other terms.

The laws of California, U.S.A., excluding California's conflict of laws rules, will apply to any dispute arising out of or relating to these terms or the Services. All claims arising out of or relating to these terms or the Services will be brought and exclusively litigated in state courts of Santa Clara County, California, USA, and you and Google consent to personal jurisdiction in those courts.

For information about how to contact Google, please visit our contact page.

What has been done to address this?






 **Terms of Service**
Didn't Read

Manual
Review by
Experts

Understanding Copyright Law in Online Creative Communities

Casey Fiesler, Jessica L. Feuston, Amy S. Bruckman
GVU Center
Georgia Institute of Technology

 **Google** Class C

-  Google keeps your searches and other identifiable user information for an undefined period of time
-  Google can use your content for all their existing and future services
-  This service tracks you on other websites
-  Google can share your personal information with other parties
-  Google may stop providing services to you at any time

Reviewed 30 Social
Networking & Creative
Community Sites

ToS were, on average, written at a college sophomore reading level and would take the average adult 8 hours to read

We are a user rights [initiative](#) to rate and label website terms & privacy policies, from very good Class A to very bad Class E.

Data & Preprocessing

Scrape ToS with
BeautifulSoup

Yahoo
Google
GitHub
Wikipedia
Amazon
SoundCloud
Twitter
Cloudant
Instagram
Netflix
Facebook
Youtube
iCloud



Feature
Engineering

length of paragraph
count of spaces
count of capitalized
letters
location of paragraph
word count
count of quotation
marks
sentence count
count of parentheses
average word count



Manual
Classification

0 - not important
1 - important

calculated Cohen's kappa

$$\kappa = \frac{p_o - p_e}{1 - p_e} = 1 - \frac{1 - p_o}{1 - p_e},$$

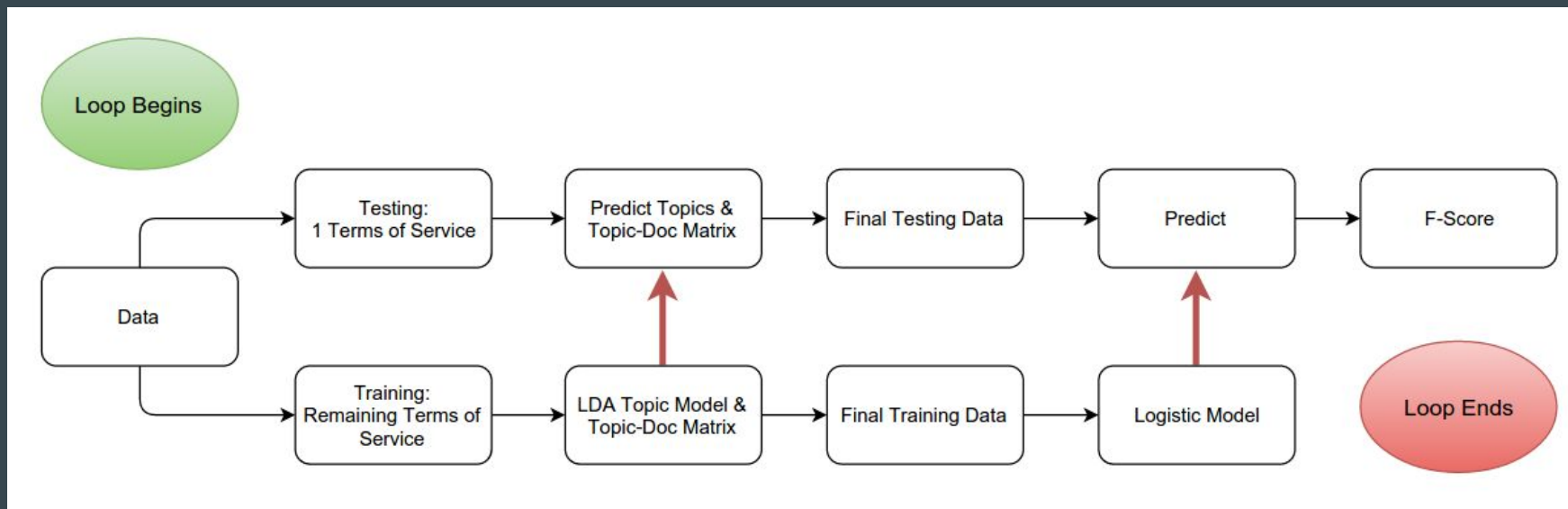


Topic Modeling

50 topics

Rater 1	Rater 2	Cohen's kappa
JL	HM	0.64
JL	MH	0.80
JL	KS	0.71
HM	MH	0.49
HM	KS	0.70
MH	KS	0.48

Modeling

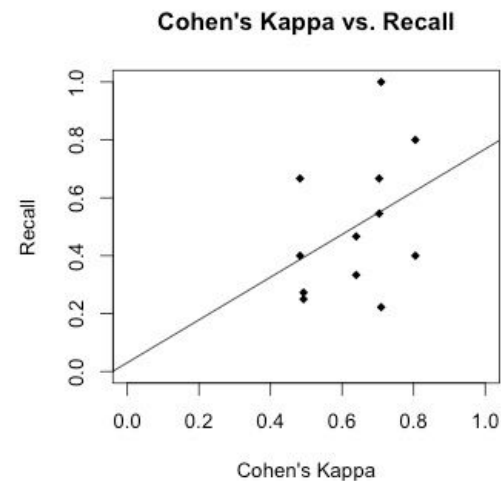
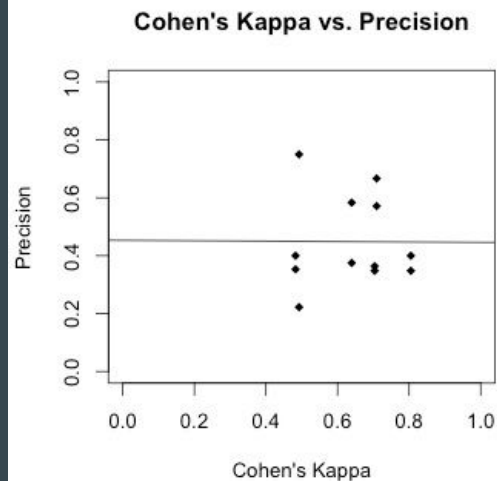
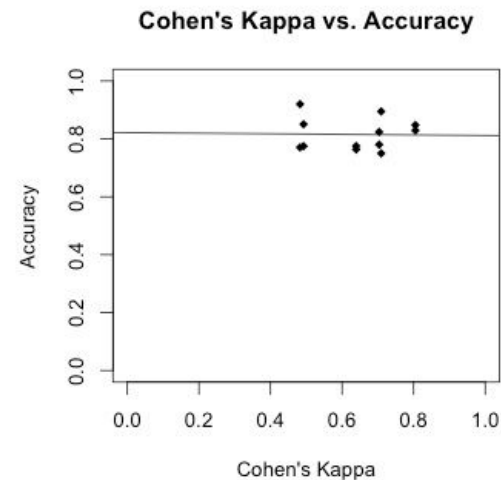
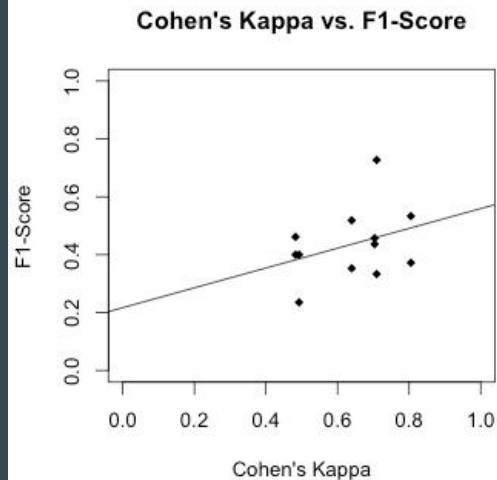


Analysis

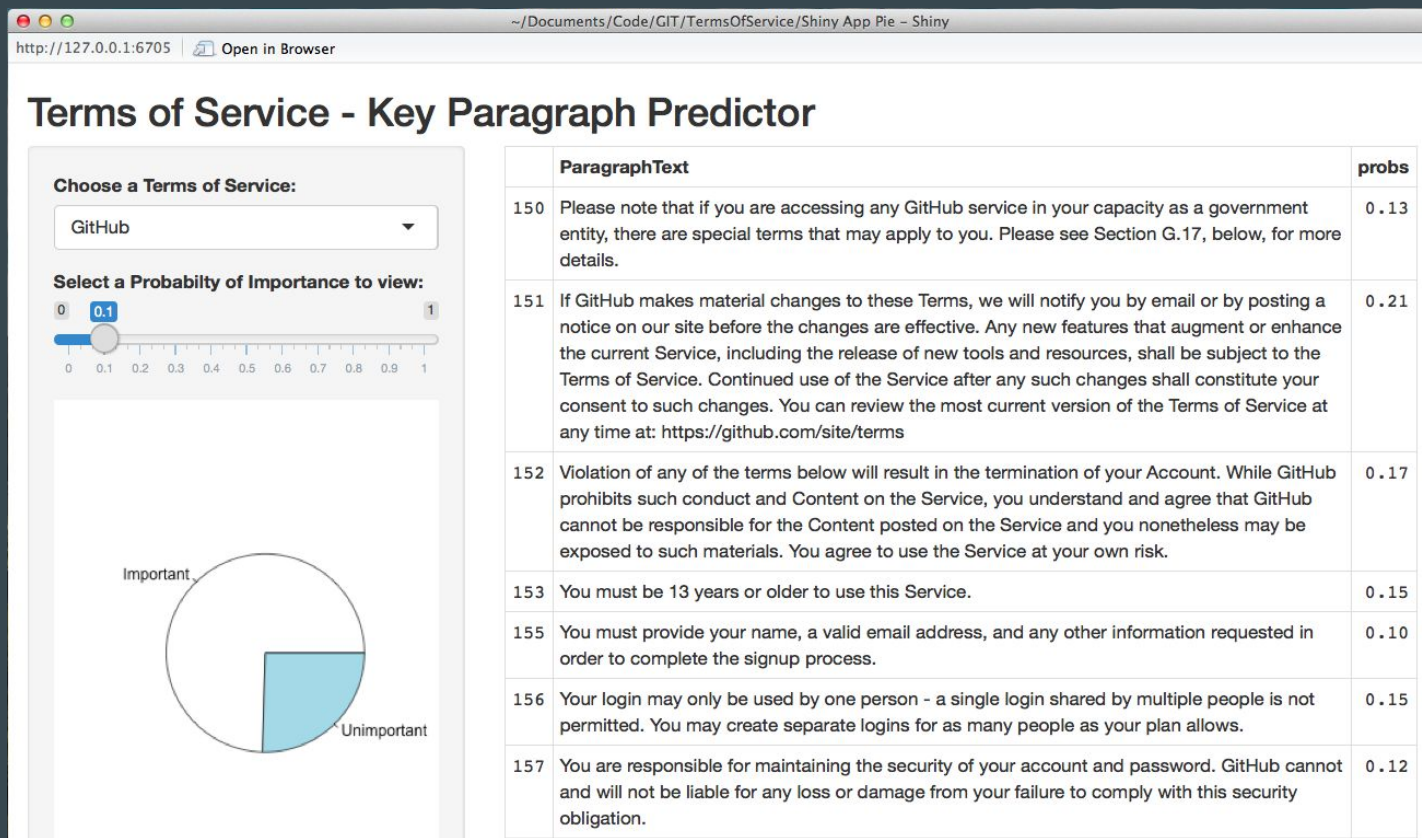
Company	Accuracy	Precision	Recall	F1
Instagram	0.75	0.57	1.00	0.73
Cloudant	0.85	0.40	0.80	0.53
GitHub	0.76	0.58	0.47	0.52
Netflix	0.77	0.35	0.67	0.46
Yahoo	0.82	0.35	0.67	0.46
iCloud	0.78	0.36	0.55	0.44
Youtube	0.92	0.40	0.40	0.40
Google	0.78	0.75	0.27	0.40
SoundCloud	0.83	0.35	0.40	0.37
Twitter	0.78	0.38	0.33	0.35
Amazon	0.89	0.67	0.22	0.33
Facebook	0.85	0.22	0.25	0.24
Average	0.82	0.45	0.50	0.44

Analysis

Rater	Accuracy	Precision	Recall	F1
HM Average	0.70	0.45	0.65	0.51
KS Average	0.71	0.43	0.55	0.48
MH Average	0.79	0.34	0.48	0.46
JL Average	0.67	0.32	0.49	0.36



Prototype



Future Work

Model Improvements

Improve web scraping capabilities to better capture ToS paragraphs

Incorporate experts in labelling/Cohen's Kappa process

Include more ToS

Explore subsetting ToS by company type (social media, content contribution, etc.)

Web Application

Integrate model predictions as a website plug-in or stand-alone service

Build application that allow users to input a ToS and receive recommendations of which paragraphs to scrutinize

Questions?

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Katherine, if you agree to these terms of service, click 'I do.'"

References

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