Collaborative Content Creation for Teens

In collaboration with **SAMSUNG**

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Table of Contents

Samsung's Design Challenge

The capstone project aims at helping the younger generation in meeting their needs for content consumption. Samsung aims at targeting Gen Z users as they will be their major customer base for their flagship devices.

Who are Gen Z?

Generation Z, or Gen Z for short, is the demographic cohort succeeding Millennials and preceding Generation Alpha. They are the ones who were born between 1997 to 2005.
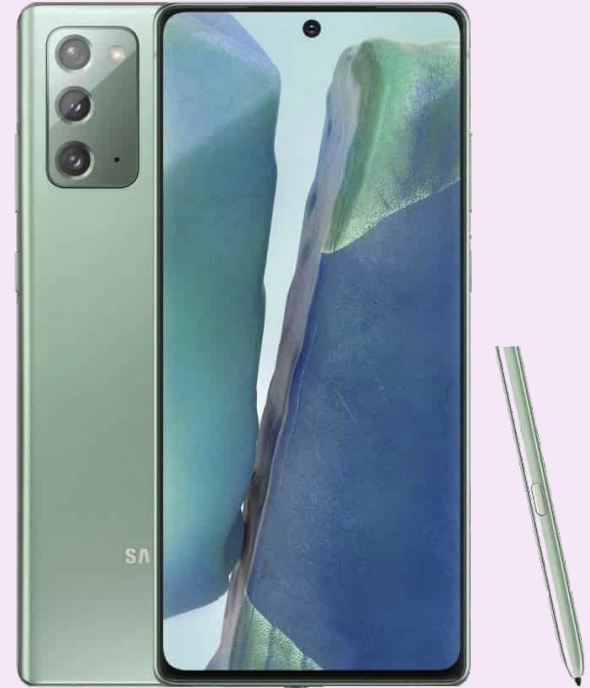
Interpreting the Prompt

Content Consumption is very broad and abstract design space. It can range from anything that we watch or consume on social media to clicking simple photographs on our phone. The initial reaction was to explore the topic and find potential areas. With mind mapping, some research and motivation, I narrowed my focus to content creation.

My focus area

Active or passive content viewing - An abstract domain

An essential component of content consumption

Had a lot of overlap with social media

Content Viewing

Content Creation

Content Sharing

Why did content creation pique my interest?

- It influences our thinking style and is an integral part of content consumption. To consume content it is primal that someone creates content.

- It is one of the most challenging aspects as it requires a lot of motivation and effort to create content. It requires active involvement and initiative by the content creator to create something meaningful to them.

- With Samsung's motive to improve the experience of Galaxy flagship devices, content creation is an arena where Samsung can play a potentially pivotal role.

Design Phase I

(Completed in Fall 2020)

Accomplished Design Components

I completed the following design components, that guided my design process at each step and helped me pave my way ahead.

01	02	03	04	05
Literature Reviews	Exemplar Collection	User Interviews	Participatory Observation	Content Analysis

Literature Reviews

Reading literature proved to be an excellent way of conducting user research during the pandemic. My key takeaways from the research done through literature review were:

- Exposure to different domain spaces in content creation including collaborative content creation problems that teenagers encounter.
- Different strategies to conduct interviews and co-design sessions virtually with teens.

Smartphone learning for Kids edutainment

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Collaborative Content Creation: Impact of Media Type on Author Behavior

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Abstract
Modern education incorporates strong elements of collaborative learning: activities that prompt students to collaborate on completing learning tasks. In this work we investigate the relationship between media type and student collaboration and attribution patterns during collaborative content creation. We run similarity analyses on text and video artifacts submitted by students as part of collaborative exercises in an undergraduate module. Our main finding is that the same cohort of students was significantly more likely to attribute non-original content to its sources when authoring text compared to video content and when this content is not produced by a peer student. Our preliminary results based on only two media suggest that media type has a considerable impact on student collaborative behavior. We conclude that media type must be taken into consideration when designing collaborative learning exercises and addressing issues of academic integrity and copyright infringements.

Author Keywords
Collaborative content creation; collaborative learning; user-generated content; remixing; fair use; copyright.

Introduction
Digital media has led to the emergence of *participatory culture* where people are habitually "shaping, sharing,

Exemplar Collection

1. Flipgrid

Flipgrid is a social education app that utilizes short videos to create collaborative lesson plans, online discussions, q&a formats, video vignettes and peer-to-peer student learning.

2. AR Doodling

AR doodling is the on-the-fly drawing as a form of expression that helps in quickly grabbing attention to a specific view. The doodle is anchored in the augmented space such that the viewer can freely explore it by moving around and covering various views.

3. VivaVideo
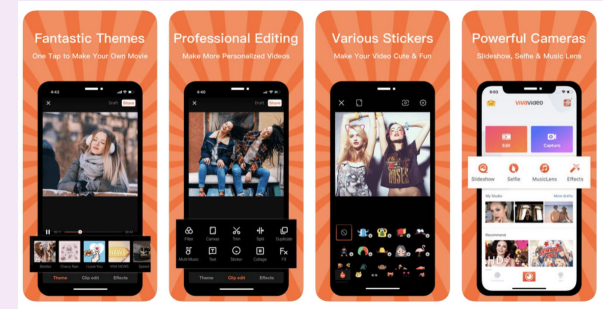
VivaVideo is a fun-packed video editing apps that let users splice videos together with a few phone taps. It is a free app that includes hundreds of special effects, stickers, filters, animated clips and subtitles to transform video clips into shareable content.

Key takeaways from exemplars

The chosen exemplars helped me understand the underlying principles they were thriving on. -

Flipgrid: What stood out the most to me is how the application kept its audience engaged with short asynchronous videos and promotes peer collaboration. It became a favorite for both students and teachers. It removed the hesitation of coming forward and recording your reaction in an educational context.

AR Doodling: Drawing anything in the space motivates creative thinking in real space. It was an altogether different dimension of creative expression that I never thought of.

Vivavideo: I have always used Adobe premiere pro for video editing. I was surprised at how people are using apps like Vivavideo to create content with just a few taps. Their main underlying principle is "Video editing simplified" with minimal technological constraints.

How did it spark ideas?
The exemplars motivated me to think in directions of accessibility, available resources than the younger generation has access to. It helped me not only identify my participant pool but also helped me form questions for my interview participants.

User Interviews

My main goal of conducting interviews was to validate the research I had done so far. Apart from that, a few of my key goals were:

- Understanding what motivated individuals to create content.
- How do they keep the streak of creating something? Is there any social acknowledgment that they need, or is it just to express creativity?
- When was the first time they created something and what was the reason to do so?
- What is their overall journey of creating content? Understanding what resources and limitations they have.

I conducted six semi-structured interviews of people from different age groups, ethnicity and demographics.

*All pictures have been taken and used with participant's permission.

Key Insights

Based on the research conducted so far, few key insights have started to emerge.

01. Self Expression

When prompted what the motivation was behind creating something, participants said that they wanted something to express what was running across their minds.

"If I watch a sci-fi movie, I want to create a similar effect myself being in space."

02. Feeling of Belongingness

A need to feel belongingness is another drive that people have while creating or consuming content.

"I want to be 'the cool guy' in my group who does all this."

Key Insights

Based on the research conducted so far, few key insights have started to emerge.

03.   Collaborative Learning

Teenagers feel more confident in creating something when they have a feedback mechanism.

"Working in groups helps me get that affirmation from friends"

04.   Mental Support

When going through a stressful period, and it becomes hard to focus, teenagers find group mates as accountable partners.

"When going through a stressful period, and it becomes hard to focus alone"

Identifying Potential User Groups

With my growing interest in designing for young kids, analyzing opportunities through literature review and Samsung's focus on Gen Z users, I decided to narrow down the focus to -
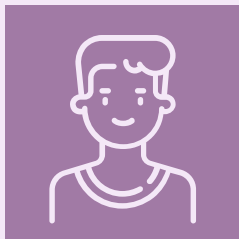
Young teenagers trying to collaborate on school work

Female girls trying to express their creative potential.

Participatory Observation

I work for the IU Center of Excellence for Women & Technology (CEW&T) as a Web Design intern. Through this experience, I got an opportunity to collaborate with the team in conducting workshops with middle school girls to teach them coding and design activities. We also held a Halloween costume showcase over zoom, where we interacted with young girls. Through interacting with young girls, I was able to generate some key insights.

01

The girls felt shy when asked for an introduction or speaking up, as they were hesitant to be alone in the group to say something

02

As soon as their peer groups started speaking, most of them turned on their camera and started speaking up.

03

Breakout room sessions and group activities had a larger participation rate as compared to individual activities

Content Analysis

Another research technique that I did was to analyze content created by people on youtube. The category and motivations for creating content varied from personal life journaling, getting famous for a specific talent to throwing away whacky ideas out in the world. But one common pattern that emerged across all the videos that I watched was -

Creating content was a collaborative effort that was achieved by getting support from people they were close to.


*Screenshots taken from Youtube

Initial Design Ideation

After research synthesis, I did some initial design ideation keeping in mind the key insights.

1. **Bringing Imagination to life:** Imagine pointing your camera towards the sky and being able to capture a meteor shower. The idea is to have effects, created by users and shared as a community to bring simulation of the reel world to life.

2. **Anchoring video inside a video:** Supporting creativity through embedding one video inside another.

3. **Peer-based content creation:** A piece of content collaborated by many individuals in a chunk, like group work.
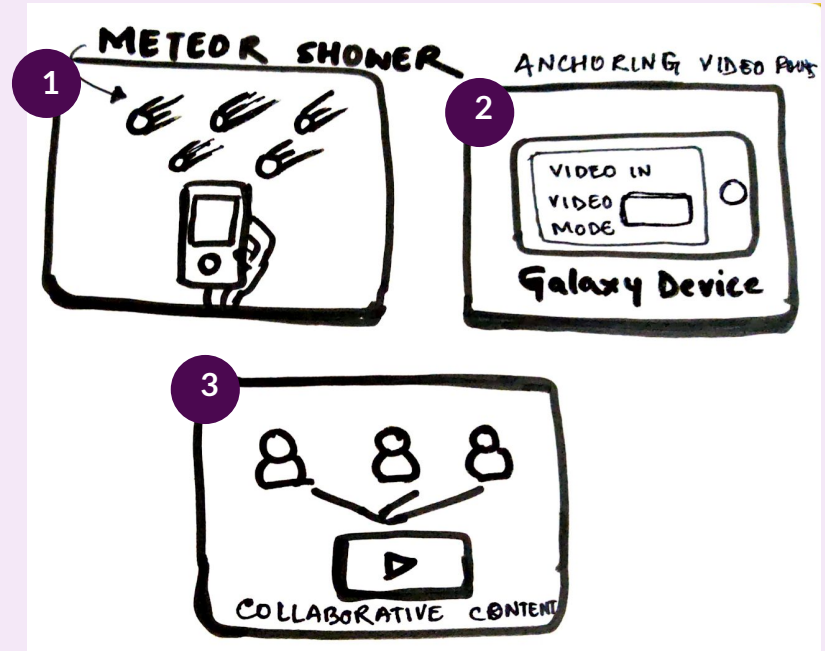
Inclination towards an Idea

At this point, I am getting more inclined towards peer-based content creation because of the following reasons:

- It supports the idea of having mental support from others while at the same time getting the feeling of belongingness amongst peers.
- The pandemic situation is an excellent opportunity to explore how kids who do not have access to resources such as personal mobile devices or cannot meet friends collaborate.

Design Phase II

(Plan for Spring Semester' 2021)

Proposed Design Components

I plan to achieve the conduct more structured research based on my target user and start designing early on to get enough time for iterations.

Research	Virtual Codesign	User Journey Iteration	Expert Interviews
Design	Rapid Prototyping	Usability Testing	Hi-fidelity Prototyping

Virtual Codesign Sessions

Goal:
With my understanding and prior experience of conducting workshops through cewit, I want to conduct co-design sessions with middle school students to understand their creative motivations, desirable goals and pleasures.

Since the collaboration aspect of content creation stood out to me in particular. Seeking the answer to - How people at different art schools do work together online? What is the need to do so? How they transitioned online? Thinking of the analogous of the digital world and is it necessary to have a digital version of the same, are some of the questions that I want to seek answers to.

Expected Outcome:
- Prototype Sketches
- Storyboards
- User Journey Iteration
- Wireframes

User Journey Iteration

Goal:

I want to constantly iterate on my user journey at a granular level, to identify or modify key design intervention areas in the overall journey. One of my main motives is to understand how Samsung can intervene in the scenario and ideate a possible design solution for an actual problem.

Another important goal of this is to empathize with the users I am designing for by stepping into their shoes and be ethically vigilant about my research and its consequences.

Expected Outcome:
- What-If Prompts
- How might we scenarios
- Area of intervention identification

Expert Interviews

Goal:
I want to interview designers who have already conducted research with teens, to better understand their behavior and deciding on any plan of action change or a better method to generate the most out of the situation, especially when everything has gone virtual. I plan on reaching to our alums and finding people through medium to conduct the sessions.

Expected Outcome:
- Refinement in the plan ahead.
- Wizard of Oz Prototype
- Wary of any possible considerations
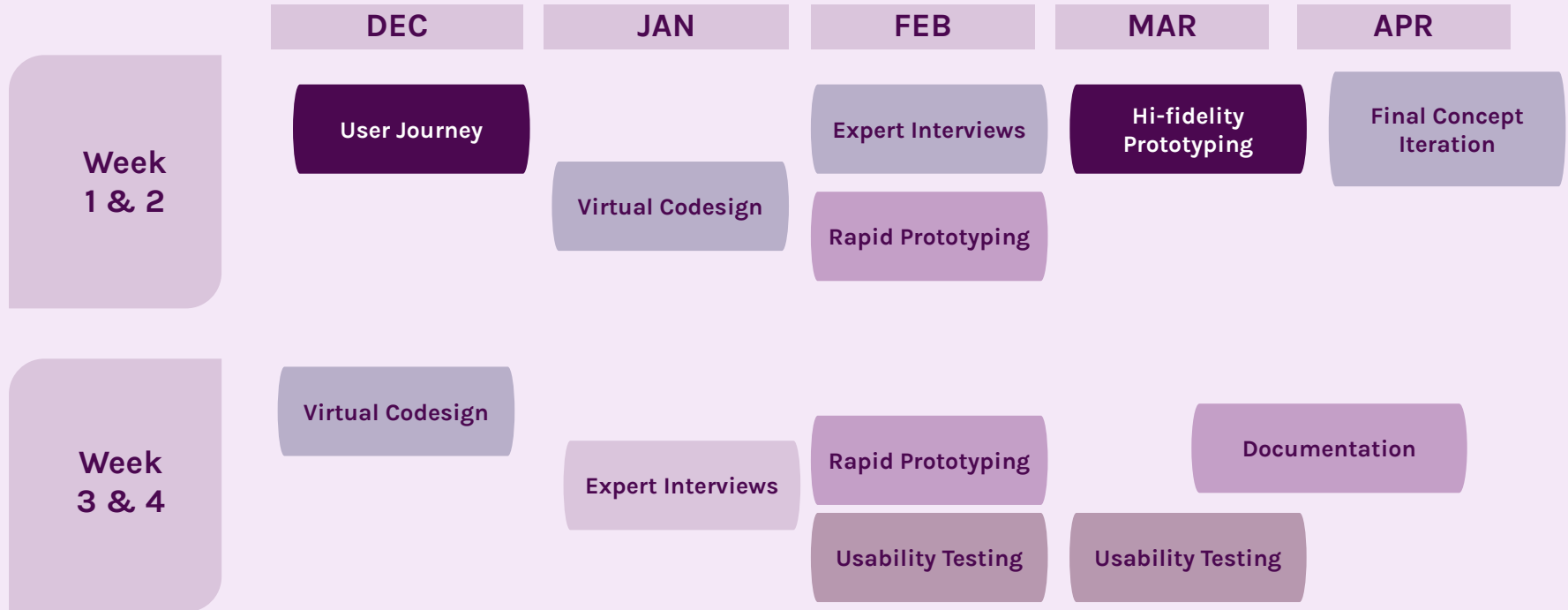
Rapid Prototyping & Testing

Goal:

It is important to ideate along with conducting research to design a solution that caters to the needs of the users. Rapid prototyping will help me in quickly ideating and testing it with users. Based on the testing feedback, I can refine, revamp, or redesign my idea. I also want to showcase the prototypes to Samsung, in order to get stakeholder feedback. It will help me in understanding what is valuable for the company and how I can thrive at the intersection of feasibility, desirability and viability.

Expected Outcome:
- Idea Validation
- Refinement of product
- Feasibility testing
- Hi-fidelity prototype

Project Timeline

	DEC	JAN	FEB	MAR	APR
Week 1 & 2	User Journey	Virtual Codesign	Expert Interviews / Rapid Prototyping	Hi-fidelity Prototyping	Final Concept Iteration
Week 3 & 4	Virtual Codesign	Expert Interviews	Rapid Prototyping / Usability Testing	Usability Testing / Documentation	

Thank You.

Special Thanks to Design Team @ Samsung.