The Terms

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The Terms

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Thesis
Master of Fine Arts in Visual Communication Design
Date of Approval: December 10, 2019
Design Department
College of Art and Design
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Abstract

Society as a whole isn’t aware of how their personal data on social media is being used and collected after clicking agree to the Terms and Conditions.

Although many Americans claim they care about protecting their personal and private information, many readily agree to the terms and conditions without realizing the implications of such actions. "A Deloitte survey of 2,000 consumers in the U.S found that 91% of people consent to legal terms and services conditions without reading them. For younger people, ages 18-34 the rate is even higher with 97% agreeing to conditions before reading," (Cakebread, 2017). In readily agreeing to the terms and conditions, individuals don't fully realize what can be done with their information.

Providing users with greater insight into exactly what the terms and conditions say, as well as the implications of agreeing to the terms and conditions, will raise awareness and hopefully alter their future behavior.

We believe creating a strong and compelling experience will help raise awareness of this issue. We aimed to raise awareness and educate our audience by giving them greater insight into the terms and conditions individuals have accepted with the hope of altering their future behavior.

Keywords

Terms and Conditions, Social Media, Privacy, Awareness, Education
Introduction

Problem Statement

Society as a whole isn’t aware of how their personal data on social media is being used and collected after clicking agree to the Terms and Conditions.

Solution

Raise awareness and educate the audience by giving them greater insight into the terms and conditions they have accepted in hopes of altering their future behavior.

During our research and initial ideation, our problem and project morphed as we began to determine how to tackle this problem. One major question we had to answer was how can design be used to convey or manipulate information? Looking at just the terms and conditions, how could we extract that information and graphically express the terms and conditions in a compelling way in order to raise awareness and educate our audience?

Based on this question we decided to create a social awareness campaign that consisted of a poster exhibit, coupled with a motion graphics piece, website, social media sites, and print deliverables. This content was displayed in an exhibit at Imagine RIT where we surveyed participants and engaged with them to determine their reaction to the terms and whether or not the future behavior would be altered as a result of this encounter.

Our end solution brings us back to the visual design problem we encountered at the start of our project – how can design be used to convey or manipulate information? A big factor in answering this question and in what we aimed to do with our design was keeping our own personal bias out of the project. In order to impact the audience in the way we desired, it was crucial that they were reading the terms as they were, seeing the black and white of the problem. As our design began to form legs, we realized keeping bias wasn’t always as easy as it initially may have seemed.

Context

To better understand the problems we faced in our solution, it is important to understand the content and initial ideation of our project. We spent a lot of time researching and determining the best approach to meet our goal. We started off wanting to tackle educating individuals to how much personal data is available online and what is happening to those information. To do this, we began to look into general
information on how sites actually obtain personal information from users and what they then do with this information.

While researching we ran into topics that were related to ethics. “[Data scraping] involves tracking people’s activities online and harvesting personal data and conversations from social media, job websites and online forums. Usually, research companies are the harvesters, and sell the compiled data to other companies. These, in turn, use these details to design targeted ad campaigns for their products. While one might argue that people are knowingly sharing personal details on social media and thus, it’s free for everyone’s use, data harvesters don’t ask for the owner’s consent. And this raises an ethics as well as an online privacy problem,” (Privacy Violation, n.d). How can we as designers can take part in this conversation? Where can we be more aware/conscious about how the features we create can cause harm or unknowingly cause unwanted situations for users?

This brings another question: what about ethics? The increased use of social media has caused ethical dilemmas to become rampant. “With the rise of Online Social Networking, ethical dilemmas are growing in number including violation of privacy, misrepresentation, bullying and creepiness” (Ahmed Khan, 2015). Khan brings an important point about social media ethics: how will these ethical dilemmas affect people, whether it be privacy violation, online bullying, or even recruitment practices from companies. It was brought to our attention after attending a design conference how certain companies are adapting artificial intelligence technology to aid them in their recruitment processes. They have created features that read and record interviewees expressions and tone to determine if they are a good fit for the position. At what point is society letting technology invade and take over basic ethical boundaries? Will users continue to agree to these invasions of ethical lines just to get the next ‘new feature’? For example, Snapchat, the most used social media application by Generation Z, requires all users to give them access to their cameras on their phones. Where it is the choice of this user to allow Snapchat to record and save moments, these teens often capture footage of other people, most often unbeknownst to them. “Glasses helps us put the world into focus. SnapChat’s Spectacles helps us survey, record and post that view, without the permission of those caught on video. With one simple tap, ten seconds of someone’s soul gets automatically uploaded onto the recorder’s account...etc...Generation Z is the most recorded generation in history - willingly” (Weinstein, 2017).

Another interesting ethics question we began to think about was what about rules and regulations on social media sites? Social media is notorious for getting political and offensive. Often times bringing such topics on social media leads to bullying, uncivilized talk and disrespectful conversations. What if social media sites regulated the content on their sites? Should there be strict rules and laws when using these sites? How does this even further suppress the right of the user? These platforms are intended for original
thought and creative expression, right? Is that actually all just a facade? In the end we decided these questions, although interesting, weren’t the ones we wanted to try to answer.

This begs the question – where in the design world have we fallen short? Are we allowing the next new feature set to pervade and take over where we know ethical bounds should be? Maybe design should be more about preserving the basic human rights of privacy and information security and less about pushing the next new technology. This is where our problem statement really begins to take off. How do we approach this topic and let the users know that everything isn’t always what it seems.

Where do most of the online advertisements we see manifest themselves? That’s right, it’s on social media. “Social media platforms have several ways to track user activity. One popular way is by tracking likes, tweets, follows, and other sharing options. You think you are only sharing a post with your friends, but you are also giving third parties the opportunity to track your online activities,” (Charles, 2019).

People are starting to realize that their personal information can be and is being taken, collected and used, “Pew Research Center studies have shown that people are anxious about all the personal information that is collected and shared and the security of their data. Overall, a survey found that 91% of Americans “agree” or “strongly agree” that people have lost control over how personal information is collected and used by all kinds of entities. Some 80% of social media users said they were concerned about advertisers and businesses accessing the data they share on social media platforms, and 64% said the government should do more to regulate advertisers”(Raine, 2018).

Awareness in this area of privacy and information scraping is huge. Our initial thought after gathering this research was to create a data visualization showcasing how this personal information was being used across the Rochester area. Where this would have been awesome to create, not only was this not feasible in our timeline, it was also out of our breadth of expertise.

We then narrowed down our initial question and started to think about what was feasible to tackle. Caroline Cakebread, in an article on Business Insider, states, "A Deloitte survey of 2,000 consumers in the U.S found that 91% of people consent to legal terms and services conditions without reading them. For younger people, ages 18-34 the rate is even higher with 97% agreeing to conditions before reading," (Cakebread, 2017). People don’t read the terms and conditions. So what? Most sites require agreement to the terms and conditions during account set-up. For the user, this just seems like another step hindering them from instant gratification. But what do the terms actually say? What are people unknowingly agreeing to?
We began to read through the various terms and conditions on various social media sites to see what we are all actually agreeing to – what rights are we giving these companies? What are we actually allowing them to do with our information?

We realized that if we could raise awareness and educate individuals on how these sites are taking and abusing their personal and private information, this would open the door to further conversations about the broader question of how much personal data is available in general online. In order to educate these individuals we determined we needed to focus on trying to figure out how design can be used to convey or manipulate information.

**Methods**

**Method One – Problem Ideation/Research/Knowing the terms:**

After determining that we wanted to tackle how to educate people on terms and conditions, we, ourselves, actually had to get to know the terms. Since social media is the main platform individuals choose to share their personal information and data, we jumped into reading the terms on the four most popular platforms (in our opinion) – Facebook, Twitter, Instagram and Snapchat.

Another important first step was taking a preliminary survey – who actually does read the terms and conditions? Does anyone? We sent out a quick survey asking people some baseline questions – what social media accounts do you have? What accounts are private? How many times do you post? Do you read the terms and conditions?

Our goal in this was to determine where people were most active, how much they were posting each day/week/month, and primarily to see whether or not they were reading the terms and conditions on these sites:
Another goal of this survey was to determine which social media platforms were being used the most. We had assumed the top four but wanted to confirm our suspicions with fact – we nailed the top three, however assumed Twitter was used more than LinkedIn.

Facebook is known as the biggest social media platform for a number of reasons, including their built-in feature to use Facebook to connect to multiple other social media sites and applications. “[Other] social media [sites] can feed into your Facebook account. Instagram photos, Pinterest photos, Foursquare check-ins…You can also configure Twitter to post on your Facebook timeline every time you tweet for extra exposure kick”(Trapasso, n.d). Overtime, Facebook has bought out many of the smaller social media platforms, which in return has forced their privacy policies to follow that of Facebook. “WhatsApp originally prided itself on privacy. Then it got bought by Facebook. Close to one year later, WhatsApp announced that, under its new terms and conditions, it will now share your personal information with its parent company Facebook”(Weinstein, 2017). This is a fact that most users may not realize – because Facebook now owns a number of these smaller entities, the larger corporation can data scrape all the personal information from these sites. In addition, any game, app or site a user connect their Facebook account to in return gives the Facebook corporation access to any information the user posts or add to that game, app or site. Therefore, looking at Facebook’s terms and conditions actually covers a number of popular social media sites.

Instagram prides itself on “capturing and sharing the world’s moments,”(Instagram, 2018). Sharing personal images allow corporations like Instagram to store another layer of personal data. Not only that,
Instagram’s addition of video and stories allows users to record moments in exact locations at specific points of time and share them with the world. Again, this gives the Instagram corporation access to mass amounts of personal information, that can be used and abused in a myriad of different ways. Yet visual processing is how we are wired. We tend to “process information based on what we see. 65% of us are visual learners, according to the Social Science Research Network” (McCue, 2013). Although Facebook did acquire Instagram, the terms and conditions do differ and there are additional implications of these terms.

Snapchat is arguably becoming one of, if not the, largest social media platform, especially for those between the ages of 12-17 years old. “Snapchat has been more popular than Instagram among US teens for years. In 2018, 16.4 million 12-17-year-olds will use Snapchat, compared to 12.8 million for Instagram. Snapchat will remain dominant among teen users through 2022” (eMarketer, 2018). Snapchat’s draw, sharing images and messages that instantly disappear, is also its downfall and causes this platform to have the most implications in terms of personal privacy.

LinkedIn, which surprisingly outranked Twitter at 4th in our survey, focuses on connecting individuals in the professional sphere. Although the implications of personal privacy are just as important in the professional world, we chose to focus on standard social media sites that cater to sharing everyday life moments.

Twitter, the social media platform that forces users to post in 140 characters or less, “...has established itself as a reliable marketing channel in the United States, with most major companies presiding over at least one account”(Social media, 2019). Twitter is a strong marketing tool used by brands and companies to help connect better with their clients and customers. Additionally, “younger users depend on Twitter for news. No other medium in recent history has changed how news is distributed more than twitter. The microblogging site allows users to keep up with events in a real-time news feed and charges advertisers to promote their targeted messages” (Walton, 2019).
Another important question we asked our audience was the quantity in which they posted on these respective sites. Although we did not use this hard data in our end design, this information was important to gather for a number of reasons. Primarily, understanding how much individuals post on social media helped us understand the gravity of the situation – if any one user is posting at least 1x per day, that much more of their personal information is getting out there versus someone who is only posting 1x per month.
Before even sending out the survey, we suspected that the vast majority of respondents would indicate they did not read the terms and conditions before clicking accept. This confirmed our suspicions and proved that we did have a viable problem, and that our solution to educate and raise awareness was on point.

We then began to dive into the terms and conditions and pull out important points from each site. This was extremely important to our overall goal – if we didn’t understand the terms and the implications of them ourselves, how could we expect our audience to? Outlining all of the terms we found compelling and important to note would take 50 more pages that we don’t have – to view the terms and condition from each site, please see appendix 2. To see all the terms we chose to pull out and utilize within our project, please visit https://designed.cad.rit.edu/theterms/.

Method Two – Develop a consistent and appropriate brand:

Since we knew we would be creating a social media campaign, we needed a brand for our campaign. Did we want to mimic the terms conversational and welcoming feel or create more of a drastic approach? What kinds of colors would we use and how much color would we incorporate into the overall brand? Would we use our own color palette or the colors of the different social media sites?

After really considering the different terms and conditions and what they meant, we decided that we should take a sharp, minimal and modern approach to our brand. There were many factors that influenced this decision:

The terms and conditions are straightforward, there is no gray area – because of this, we chose to only use black and white as our branding colors. To supplement these colors and add more visual interest, we incorporated the use of the primary color for each site we highlighted only when we were addressing that site.

We brainstormed and came up with over 50 different names for our brand. We liked the names that incorporated the word “terms” because the word held importance meaning since it was the main focus of
our project, it sounded direct and straightforward. We then narrowed down to our top 3 names and decided on “The Terms”. This title is short and to the point – once the context was set, it was easy to understand what we were talking about.

Finally, we created a logo mark for our campaign which was placed on some of our print deliverables and handouts for before and during the event, and on our website and social media accounts.

See Appendix 3 for more branding images

The shape and form of the logomark was extremely intentional. The “T” represents both the terms, the binding document the user agrees to, and also the user themselves. The outer box represents the checkbox that is required to mark before proceeding to the site. The juxtaposition of the logo and the box express the human interaction and action of checking the box and agreeing to the terms. In the process of creating the logomark, we tried a number of different shapes for the outer checkbox. A circle, the other standard mark, proved too playful where as the square has $90^\circ$ angles that created sharp edges, both fitting with our theme of minimal and modern while also signifying how the terms are sharp and pointed.

The implication of the human in the checkbox also indicates how the user is trapped once they accept the terms.

Our font choice, Montserrat, gives off a modern and cold vibe, yet minimal and easy to read (communicate) due to the sharp angles inside the font.
Method Three – Create an unbiased, shocking, educational campaign:

After we determined our solution and the brand for our campaign, the question then became, what is our approach? How do we actually create an unbiased, shocking, education campaign? How important is it that our campaign actually is unbiased? And again, how do we use design to convey or manipulate information?

For our campaign to be completely, 100% unbiased, we literally would have had to have just copied and pasted the entirety of all the terms up on the wall. Although this is an aspect to our exhibit we did include, this is not easily ingestible. Our audience could not easily look at the breadth of all the terms and understand the point of our campaign in under 5 minutes. We had to reduce the terms to what we deemed as most important. In order to reduce the terms we handpicked the most shocking or intriguing clauses in these documents that we believed the audience would find most shocking and from that realize they needed to take action steps to change their behaviours. We literally spoon fed our audience the terms, in essence hanging out the dirty laundry to dry. We wanted each poster to have one fact from the terms and conditions to help our audience easily digest and read the truth.

Throughout our design process, we struggled with how to display the terms – how much graphical expression is appropriate? What can we add to the design without it breaching the bias line too far?
One important question we had to consider is how do we make these posters represent the brand the terms come from? Is this important? The ‘like’ thumb on Facebook has become one of the most recognizable brand user interface elements. We tried to incorporate elements such as these into our design to allow for user discovery. Another theme we ended up carrying through to final design was tying the terms to the site through color. This proved a subtle approach that helped convey our ideas. After exploring multiple solutions, we began to realize that our more graphical expressions, although abstract and intriguing, weren’t going to aid in our goal of educating and raising awareness – we weren’t trying to get people to stand and try to figure out some graphical representation of the terms. We wanted them to focus on the words that were written on the posters then the graphical images.
We explored more subtle graphical elements that could express deeper meaning. Incorporating number lines into the design could represent different data points and the interconnectedness of personal data across these sites. We made certain numbers bolder, louder and bigger in order to convey this. However, the hierarchy of this approach didn’t create a space where users actually were focused on the terms. It caused too much attention on just the numbers instead of the text itself. Again, this approach forced us to rethink what our goal was with the posters – educating and raising awareness. We needed to display the terms. Just the terms, as they were, point blank, no additions.

As we explored more font-based solutions, we began to ask the question, what would it look like to fit all of the terms on one page? Could you even read it? Is this impactful at all?

See Appendix 5 for more of final solution

In the end, we decided on a 5 poster series for each social media site, for a total of 20 posters to be displayed at our exhibit. Each poster series included one poster with all of the terms from that site, three posters called out three specific terms that we found the most compelling or shocking, and a final poster that included a statistic about that platform and a share link. We believed that this series of posters not only drew the user in, but also provided a seamless transition from one poster to the next.
The intent of the first poster of the series was to shock the viewer – the font didn’t need to be readable, instead we wanted to showcase how trying to force all of the terms on one page literally made the terms illegible. What the user agrees to in one click cannot even be ingested in one page. We also chose to be extremely intentional with the spacing on all of our posters. The guidelines around the edges of the posters reflect the exaggerated use of white space in the other posters in the series.

We took out the name of the social media that each terms and conditions came from to create “where’s waldo” affect for our audience (seen in image 2). We wanted the audience to read through the different posters trying to guess which social media the terms came from.

See Appendix 5 for more of final solution
The middle three posters in the series highlighted specific terms from that social media site that we found to be the most compelling or have the most implications. Although we believed there were numerous terms that we important to highlight, we were forced to narrow these down to the tops ones for practical reasons, we couldn’t afford nor did we have room to showcase 60 terms for each site. The checkbox in the design represents the agreement the user makes when signing up for each social media platform. Placing the checkbox next to the terms alludes to how the users inadvertently checks off each of these terms when they click the I accept the terms and conditions button at the end of the terms. The centeredness causes the audience to focus on what is in front of them without being distracted by other elements. The line number at the bottom of each poster indicates where the viewer can find this specific term in the overall terms document. Utilizing minimalism and negative space in our design allowed the users space to ingest and reflect on what they were seeing, while also helping us accomplish our goal of using design to manipulating information in order to educate and raise awareness.

To view the actual terms used in our poster, please see appendix 5 for more.

Finally, the last poster in each series allowed the viewer an opportunity to share the terms, while illuminating a specific fact about that site.
Originally, we created the final design to be minimalistic, following the brand of our project, however chose to add color and QR links at the last minute.

One of the secondary goals of our exhibit was engagement and continued sharing. We chose to include QR codes that linked to social media sites we had created for each platform. The intent was for participants on these sites to further engage with our campaign on social media and take further action.

These four posters are where we chose to incorporate the social media colors in our posters. Color recognition helped the user understand at first glance where the terms were coming from. The last poster in the series was intended to bring the conversation full circle and provide examples and statistics about things that have happened on these sites or as a result of the terms.
There were many other parts to our campaign that helped to round it out and drive home the point. In addition to creating the 20 posters for the exhibit, we designed standalone posters that we placed around campus a few weeks prior to Imagine RIT to start the conversation. For each social media site, we created two posters – a dark and a light version. The dark poster, which symbolized what happened behind the scenes, highlighted one of the terms from that site. The light version showcased a sarcastic, or as we called it, ‘dark humor’ phrase – illustrating a potential repercussion of not being aware of what the terms say.

Not only did we post these posters around campus, but we also printed out stickers of our logo/brand and stuck them around the wall to help us advertise “The Terms” with the end goal of getting RIT curious or interested in what “The Terms” were.

**Motion Design**

Another key aspect to our exhibit was our motion piece. Although motion wasn’t originally in our scope, incorporating motion does a really good job at grabbing attention. Our goal with the motion piece was to set the tone – quickly let the viewer know what they were going to see in our exhibit and scare them a little into staying to check it out.

Initially, we wanted to create 4 synchronized pieces that just showcased the vastness of the terms. Each video would scroll through the terms, slowly gaining speed. Towards the end of the terms document, the
video would slow down again and transition to ask the question, what rights do you unknowingly give up when you click accept?

As we continued to ideate on the motion piece, we considered redacting parts of the terms that took away users rights, then panning out to show how much the user was giving up.

After reviewing these ideas with our committee, we decided to expand the motion piece – if we were going to do motion, we should really utilize the effect of it.
Our final piece showcased numerous elements about the terms. The first 45 seconds of the video demonstrates how we pulled out specific quotes from the terms documents to showcase. The importance of this was to draw in the user. As we stated earlier, it is proven that individuals are visual processors. Motion even heightens that statistic. Showcasing the terms in motion as well as print further drove home the importance of what we were showing.

After showcasing the terms, we used a powerful statistic to drive home the point that users are blindly accepting the terms to get what they want. We used this opportunity to open up the conversation to beyond just social media. If the terms on just the four most popular social media sites are compelling, think about the implications of Google logging and tracking your information. How much do we as society lean on powerhouses like Google to store our personal data? What are the deeper implications of this, and how will this come back to bite us later on?

The design of the video mimics the design of the posers – we start with the overwhelming wall of text, go into the specific callout of the terms and end with a statistic and call to action. Utilizing sound in the video also helped to create an eerie feel throughout the exhibit that drew many people actually into our space.

The goal of the motion piece was a gateway to the main focus of the exhibit – our posters. The piece did just that, created a way for users to understand, at a glance what they were seeing and in return react to the posters in a more accurate way.

*The Terms Website*

Another question that arose was how to create a space where people could easily access the terms after the exhibit. To solve this, we created a simple website that house all the terms we had deemed ‘questionable’ or worthy of noting. This site also housed our motion piece as an intro to the site, as well as links out to each of our social media sites.

Individuals were also prompted to download the full terms or share the terms with others. As stated before, we wanted our viewers to have the opportunity to learn more and share the terms with others. Creating this website created a space where we could house all the terms and allow users to both share and download the terms for further engagement.
YOU FORM A BINDING CONTRACT WITH THE TERMS

See Appendix 8 for more of the site
Since we were creating our project around social media sites, we thought it would be ironic to create accounts for each platform where we could share their terms. This created a space where we could also raise awareness and reach people outside the RIT bubble. This is still active till now and we are still receiving notifications on new members or followers. Being able to reach out to users and creating awareness has helped us accomplish part of our goal.

Print Handouts

We also created a number of print handouts, including stickers, postcards and dark humor cards. Our dark humor cards mimicked the canvassing posters we had placed around campus, where The dark side represented the behind the scene while the white side was the “dark humor” based off of the dark side. We placed these out at Imagine RIT as a takeaway in hopes that viewers would remember what they learned at our exhibit.
Method Four – Share the campaign through an exhibit and call the audience to action:

Set up of the exhibit

Creating the posters and deliverables for the exhibit was only the first step – planning, setting up and running the exhibit was another obstacle to tackle in it of itself. Although much of our planning for the exhibit had been done when we decided on the approach to solve our problem, logistically, however, we had to tackle how we would compile and showcase our work.
We chose to create an open space where individuals could walk around at their own pace and ingest the terms. We hung the terms up around the room, the idea being we were ‘hanging out the laundry to dry’.

In the middle of the room we placed two monitors. One monitor was open to our website, where individuals could take their time to read the terms. On the other monitor we opened our survey so participants could easily fill it out and we could collect data on reaction from the exhibit.

On the back wall we printing out all of the terms and pasted them up on the wall. This allowed participants to fully experience the vastness of the terms, while also creating a space where they could read and highlight specific terms they thought were alarming.

We then displayed our motion piece on the projector screen. This video looped throughout the duration of the exhibit. We heard many comments regarding how the piece and music really drew people into the exhibit and set the tone.

We also placed multiple hand deliverables around the room – stickers, dark humor cards and postcards. These provided a giveaway so people could remember our exhibit.
Survey Results

Over 200 attendees completed our post-experience survey. 77% of the 214 respondents indicated they had not read the terms and conditions prior to our exhibit, 69.2% of individuals were shocked by The Terms, and 93.9% indicated they learned something from the exhibit. Of those 93.9%, 59% said they would take measures to better protect their personal and private information. We’ve had middle and elementary school teachers come and reach out to us about presenting this content to their class as they felt the importance and need to showcase this from a young age. The results indicate that we successfully raised awareness and educated the individuals at Imagine RIT as to the rights they give up when they click accept to the terms and conditions.

We were able to create a campaign that successfully completed our goals – our print-based graphic expression posters, coupled with our motion, website, canvassing, social media efforts and print deliverables created an exhibit that allowed attendees to experience, become aware, learn and walk away with changed behavior. We can now prove that this is a viable issue – that people need to be made aware because when they are their actions will change. We also proved that utilizing compelling design to manipulate and display information in a new way can persuade, educate and impact future behaviour.

Evaluation and discussion

To reiterate our initial problem statement:

Society as a whole isn’t aware of how their personal data on social media is being used and collected after clicking agree to the Terms and Conditions.

Looking back and reevaluating our problem statement and whether or not we completely address and solved for our solution, we determined there were a few areas we could have improved to create an even greater impact.

One area of improvement is the initial research completed, as well as expanding research throughout the design process. Although in the initial stages of our project we did a lot of content discovery, utilizing other areas, i.e. experts in the field, peers, focus groups, etc., could have improved our overall process.

Reviewing our work also brought about small areas in our design approach that could also use improvement. Although we don’t believe bias was completely unavoidable in our final solution, we believe we could have found better ways to minimize the perceived bias in our final designs. In order to
abbreviate everything the terms say in a 5 minute ingestible experience, information had to be cut and manipulated to an extent, this was unavoidable. However we could have spent more time really researching and determine what other approaches we could have taken to remove this perceived bias.

We also began to brainstorm ways we could continue and add on to our project. Expanding our graphical approach by including infographics, more images, graphs and more would create different and unique mediums to display similar content and continue educating for this issue.

Although motion was not in our initial scope of this project, leveraging motion more throughout the process, especially throughout our campaign, could have extended our reach and impacted more people.

“According to IdeaRocket, the average user watches about 206 videos per month, and 59% of senior executives claim that if both text and video about a specific topic are available, they’re more likely to choose video” (Slade-Silovic, 2018). Understanding the significance and impact of video in our culture and leveraging this could have taken our project from impactful to historic.

Improving and expanding our social media campaign also could have improved and extended our reach. Although we did engage and interact with our accounts, pushing our content more past our exhibit would have expanded and improved our reach. Also within our social media campaign, we could of given out tips on protecting users privacy and data, since hackers are now focusing on targeting social media users. Even though it may not be as effective as to not posting anything, knowing how to place effective security measures will be helpful. “Even if you have put in place the highest possible security measures, some of your friends, colleagues and companies you interact with on social media, can end up leaking your personal information” (Cohen, 2017). Understanding the impact our campaign had on a small sampling of people, pushing our content on social media could have sparked even more conversation and debate on a much needed area.

We also considered moving forward with an idea of creating a web based or mobile application that would scan the terms when you open up any browser or new app and educates on the spot what rights the user would give up if they proceed. Creating an application with this feature set has the potential to make the user feel informed and in control of their personal information.

**Conclusion**

Our project only began to uncover some of the underlying implications of this topic. What about regulating social media law? Is this even ethical? What about freedom of speech, how would social media laws and regulations impose on that? What is the government’s role in protecting the privacy of individuals on such sites? As the popular saying goes, where there is a will, there is a way. Hackers often target social media because it is the easiest to access, “People tend to trust messages they get from their social media
friends. They are more likely to click links without thinking twice, which can then infect their computers” (Writer, 2018). How do we start the conversation on internet ethics and morals? The terms and conditions on the sites is just the beginning, we must begin to have the conversation on what the deeper implications and effects of having personal information on these sites and others is.

Although there are and will always be areas we could have done better or improved in, our survey results and overall feedback from our exhibit proved our project was still successful – we succeeded in taking the terms and conditions and discovering ways in which we could graphically express and manipulate information in order to educate and raise awareness.

The Terms successfully completed and far surpassed our goals, as proved by our post-experience survey. The Terms can no longer remain in the dark – they must be brought to light, and in doing so educate and provoke people to change their behaviors.
References


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https://www.ionos.com/digitalguide/online-marketing/social-media/the-most-important-social-media-platforms/.


Appendix 1 – Preliminary Survey

Question One – what is your age

What is your age?
178 responses

- 42.7% Under 16
- 34.3% 16 – 22
- 11.8% 23 – 34
- 11.8% 35 – 49
- 11.8% 50 – 64
- 11.8% 65 +

Question Two – What social media accounts do you have?

What social media accounts do you have?
178 responses

- 176 (98.9%) Facebook
- 125 (70.2%) Twitter
- 144 (80.9%) Snapchat
- 90 (50.6%) Instagram
- 5 (2.8%) LinkedIn
- 1 (0.6%) Tumblr
- 1 (0.6%) WhatsApp
- 1 (0.6%) Weibo
- 1 (0.6%) Pinterest
- 1 (0.6%) Naver Blog
- 1 (0.6%) TikTok
- 1 (0.6%) Tinder
- 1 (0.6%) Vero
Question Three – What of your social media accounts private

Which of your social media accounts are private?
177 responses

- Facebook: 129 (72.9%)
- Twitter: 103 (58.2%)
- Snapchat: 82 (46.3%)
- Instagram: 20 (11.3%)
- LinkedIn: 11 (6.2%)
- None: 1 (0.6%)
- All public: 1 (0.6%)
- N/A: 1 (0.6%)

Question Four –

How many times do you post an update or status on an average day?
178 responses

- I post at least one thing every day: 38.8%
- I post multiple times a day (3+ posts): 24.2%
- I post about twice a week: 21.3%
- I post a few times a month: 11.8%
- I rarely post (maybe once or twice a year): 1.1%
Question Five –

How many times do you upload a photo or image on an average day?
178 responses

Question Six –

How many times do you upload to your story an average day?
178 responses
Question Seven – Do you read the terms and conditions?

Do you read the terms and conditions?

178 responses

- 83.1% Yes
- 16.9% No
Appendix Two – Terms and Condition from Social Media Sites

Snapchat –
Snapchat Terms and Conditions

Facebook –
Facebook Terms and Conditions

Instagram –
Instagram Terms and Conditions

Twitter –
Twitter Terms and Conditions

Appendix Three – Branding

Name Ideation – a list of potential campaign names

#social media
My Public Life
Check
#
Hashtag
The Other World
The Box

The Terms
Terms
Posts
Like Share Retweet
Exchange
Connect
Create
The Collection

Consequences
The Other Side
DYK (Did You Know)
Do You Agree

These Are The Terms
I Accept
I Accept These Terms
I Accept The Terms
You Agree
You Agreed
Do You Accept The Terms
I Agree to The Terms
You Agree
You Agreed
Click Agree

Agree & Continue
Agree to Continue
Agree to the Terms
Agree, These are the terms
I consent to the Terms
Consent to the Terms
By Clicking, I Agree
By Clicking, You Agree
Agree to Proceed
Accept the Terms
You Must Agree
Agree
The F1ne Print
Social Media Life
Exposure

Exposed
Behind the Scene
BTS
Accept The Terms
Appendix Six – The Terms

(We have) permission to use your username, profile picture, and information about your relationships and actions with accounts, ads, and sponsored content.

– Instagram

When you share, post, or upload content that is covered by intellectual property rights (like photos or videos) on or in connection with our Products, you grant us a non-exclusive, transferable, sub-licensable, royalty-free, and worldwide license to host, use, distribute, modify, run, copy, publicly perform or display, translate, and create derivative works of your content.

– Facebook

You understand that we may modify or adapt your Content as it is distributed, syndicated, published, or broadcast by us and our partners and/or make changes to your Content in order to adapt the Content to different media.

– Twitter

To see more of the terms, visit https://designed.cad.rit.edu/theterms
Appendix Seven – Canvassing Poster

- My mood depends on how many likes and shares I get...

- Our Service is provided "as is," and we can't guarantee it will be safe and secure or will work perfectly all the time...

- Sent a sexy snap to my fiance and Snap INC...

- But if you volunteer feedback or suggestions, just know that we can use your ideas without compensating you...
Had my credit card information logged by third party vendors...

We collect information about the people, pages, accounts, hashtags, and groups you are connected to and how you interact with them...

Tried to pick up a hot girl on Twitter. Only got a response from Twitter INC...

These terms do indeed form a legally binding contract between you and Twitter...
YOU FORM A
BINDING CONTRACT
WITH THE TERMS
YOU ALSO GRANT THE TERMS
OUR AFFILIATES, AND OUR
BUSINESS PARTNERS
PERPETUAL RIGHT
AND LICENSE
TO USE YOUR NAME
LIKENESS
AND VOICE

186 MILLION PEOPLE
GIVE UP THESE RIGHTS DAILY
AND THAT’S JUST SNAPCHAT
WHAT RIGHTS DO YOU
UNKNOWINGLY GIVE UP
BY CLICKING ACCEPT?

I ACCEPT
YOU FORM A
BINDING CONTRACT
WITH THE TERMS

(We have) permission to use your username, profile picture, and information about your relationships and actions with accounts, ads, and sponsored content.
DO THE TERMS FRIGHTEN YOU?
They frightened us too. Spread the word by resharing the terms on your favorite social media site

To see the full site, visit https://designed.cad.rit.edu/theterms
Appendix Ten – Social Media Sites
The Terms – Bicknell/Kim 47
Appendix Eleven – Print Handouts

- When you use Twitter, even if you’re just looking at Tweets, we receive some personal information from you.
- Tried to pick up a hot girl on Twitter. Only got a response from Twitter INC.
- Content you delete may persist for a limited period of time in backup copies and will still be visible where others have shared it.
- Let my parents and future boss know the illegal act I committed last night.
You give us permission to use your name, profile picture, content, and information.

Gave out my phone number to 2.32 billion people.

Of course, you’ll also provide us whatever information you send through our services, such as Snaps and Chats to your friends.

Sent a sexy snap to my fiance and Snap INC.
Appendix Twelve – Post Experience Survey

Did you read the Terms and Conditions before today?
213 responses

- Yes: 77%
- No: 23%

Did The Terms shock you?
214 responses

- Yes: 30.8%
- No: 69.2%
Did you learn anything from this experience?
214 responses

93.9%

Will you change the amount of personal information you have available on your accounts after this experience?
213 responses

41.3%

58.7%
If yes, how? If no, why not?

105 responses (not all shown)

I will definitely change and edit my privacy settings and be more cautious of the content I upload

Already use somewhat false information, such as a slightly twisted birthdate and a different spelling of first and last name.

I already use false information to protect my identity, like a fake birthday and name.

Because I don’t have social media

I will read the terms and conditions before I give up my rights to an app

I don’t have social media

Try and avoid or give minimal access

I have no option to if I want to use the service.

I don’t want people to know and see my photos

yes because I don’t want people knowing every little thing about me

Try not to put in a lot of information right away before reading information about it

Hide some of my private info