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Design Jam - Transparency for Young People

# Teens' thoughts on Data & Transparency

February 2018

**We need to find a way of gaining empathy with the audience we are designing for.**

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# What do teens think about data and transparency?

## Research objective

**To explore and understand the thoughts of 13-15 year olds on data privacy and what transparency means to them in the context of their digital lives.**



6 Workshops with  
Younger teens (13 ys)  
Older teens (14-15 ys)  
& their parents





Conversations

**BuzzFeed GDPR – What does It mean for you?**

Brands and services are getting ready to make sure that they are doing everything they can to keep you informed about what they're going to be doing with your data – they want everything to be clear, from what they do to what you can do; but what does this actually mean for you?

Essentially, whenever a brand or service collects any information from you, whether it's your location, name or quite literally what you clicked on within their site, you should be able to learn about the following bits of information.

**Learn about who they are...**

- Who will be collecting this data, and how are you able to contact them?
- Who's making sure this company is playing by the rules of their organisations data protection policy, and how you can contact this person.

**Learn about what they're doing with your data...**

- What data are they collecting, and why are they collecting it?

**Learn about where your data is going...**

- Are they going to sell your data to other companies to use? And are these third parties using your data for unrelated purposes?
- Will your data be sent or stored abroad?

**Learn about how your data is kept...**

- How long is your data going to be stored for? Is there an expiry date on your data? And how will companies decide they no longer want your information?
- How will companies interpret and use all the information they have on you?

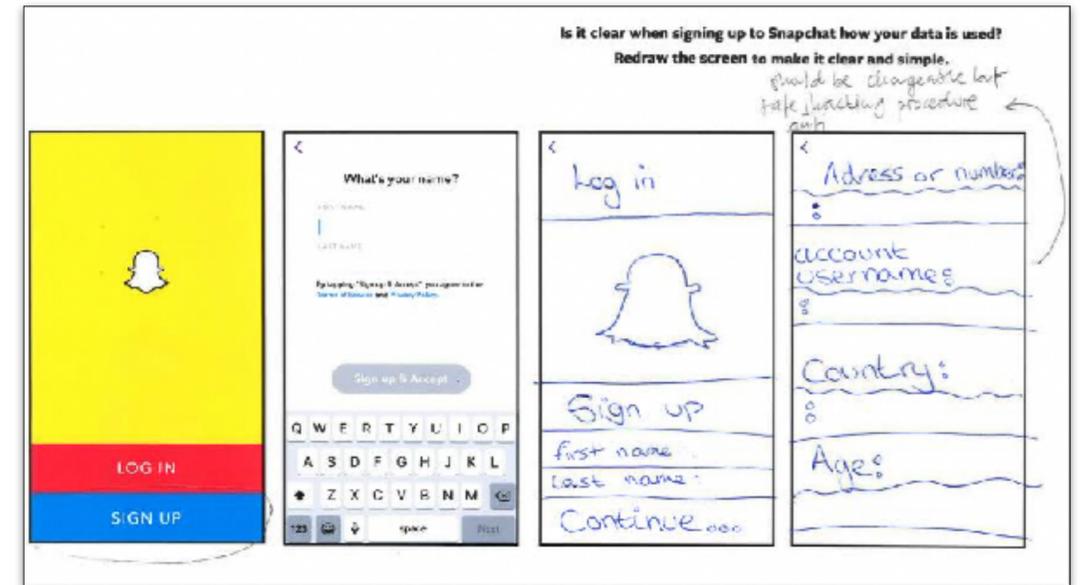
**Learn about your rights to...**

- Ask to access, edit or delete the information that companies have on you, and put restrictions on how they use your data.
- If you can change your mind about how you want companies to use your data.
- Complain to an authority body if you feel your information hasn't been handled correctly.

**Learn about what you need to provide...**

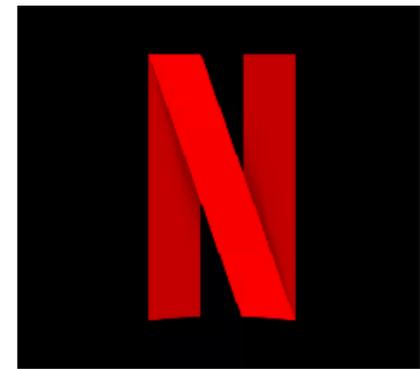
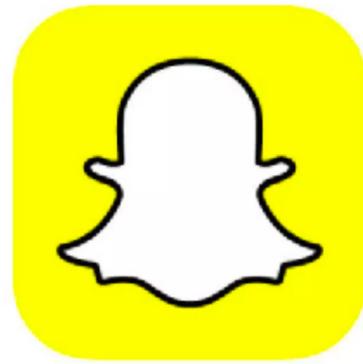
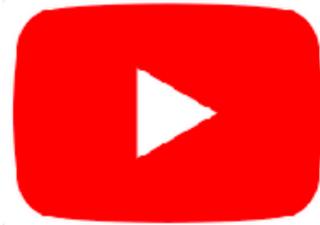
- What data do you actually need to provide and whether it's necessary for this information to be stored so you can use a companies' services

GDPR Buzzfeed article

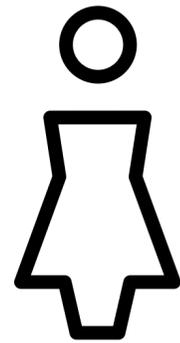


Design exercise

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# Parents and teens use the same apps, but in different ways



*Parents*

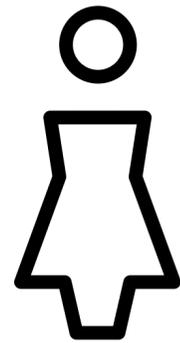


*Teens*

Posting & viewing  
images

Talking with  
groups

# Parents and teens use the same apps, but in different ways



*Parents*



*Teens*

**Talking with groups**

**More casual**

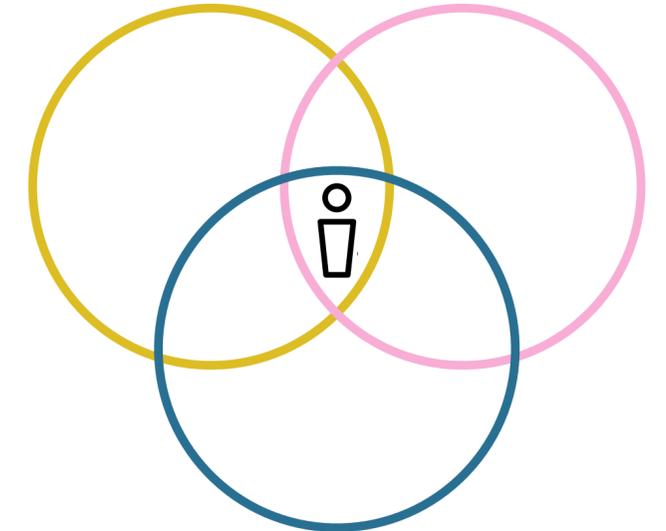
**Talking one-to-one**

**More formal**

# Young people's self perception changes with age and maturity



Part of one in-group  
(parents, close friends)



Part of many groups (family,  
multiple friend groups,  
celebrities, brands etc.)

13

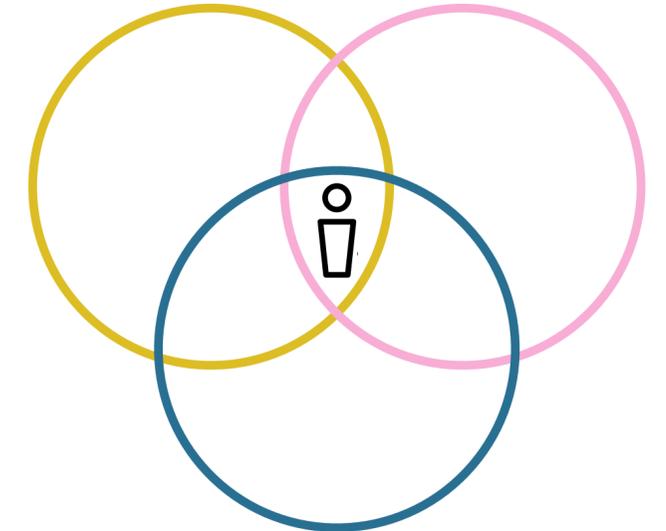
14

15+

... and so does their understanding of transparency..



Transparency is about how open & honest I am



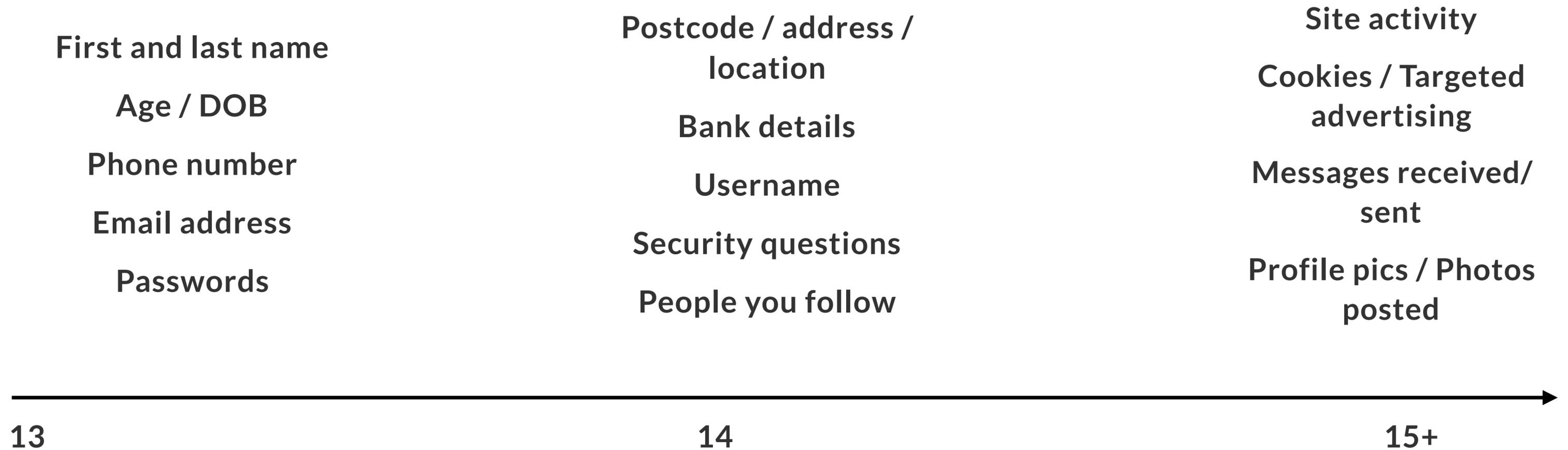
Transparency is about how open & honest people and companies are

13

14

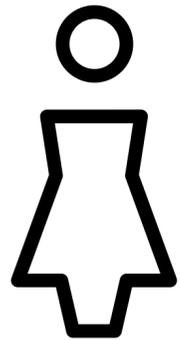
15+

## ... and their understanding of data

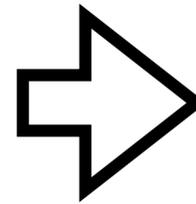


## 'Undo' mentality

*Bad things need to be prevented at all cost.*



Parents want access



*Things might go wrong, but I can fix them.*

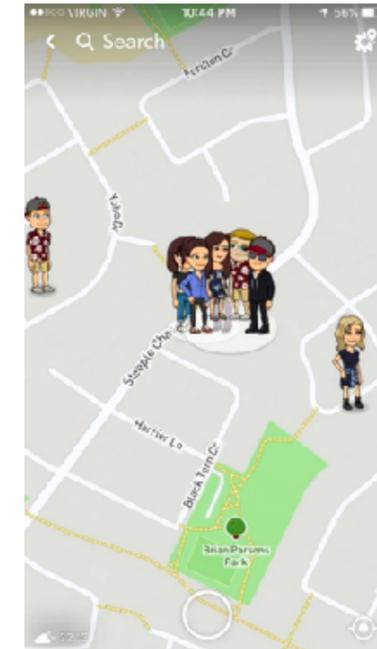


Teens expect the option to delete

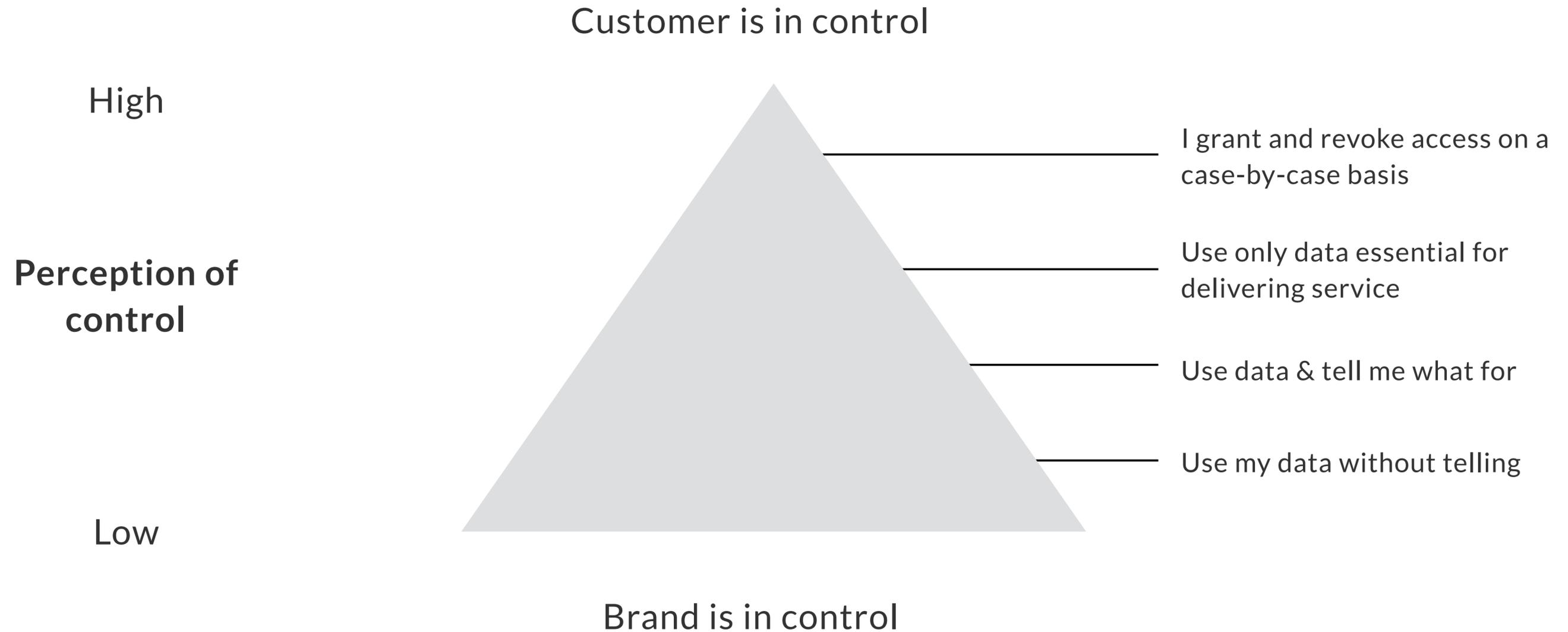
# Young people instinctively understand data & the mechanics of the internet

51.4714° N, 0.0762° W

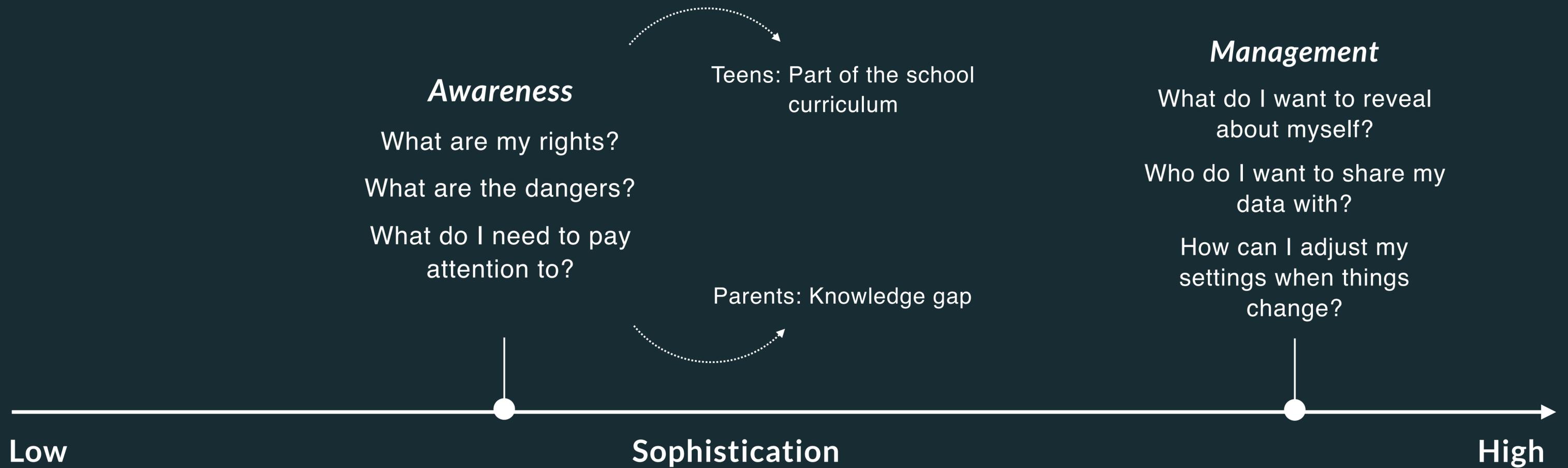
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# Young people expect to have control over their data



# Engagement with data & transparency



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# Conclusions

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Thanks!

