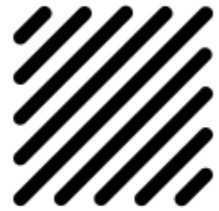


WHAT DO USERS EXPECT FROM PODS IN A MEDIA CONTEXT?

RESULTS FROM THE SOLID4MEDIA PROJECT

Stephanie Van Hove // user researcher // imec-mict-UGent
SOLID Symposium // 2/05/2024 @Faculty Club, Leuven

AGENDA



1

Background and context

Project, importance, methodology



2

Solid vaults in media

General insights from SOLIDMonitor 2023
($N = 826$)



3

Zooming in on young adults

Adoption potential, motivators, barriers, profiling
($N = 282$)



4

From ideas to use cases

+120 ideas → 4 use cases



5

Conclusion and next steps



1. BACKGROUND AND CONTEXT

INTRODUCTION

Solid4Media: What about the user?

What is the adoption potential of personal data vaults within the Flemish media landscape?

Which challenges do media stakeholders face when balancing user privacy with business needs?

Which Solid use cases are best evaluated by media representatives and users?



Datavillage



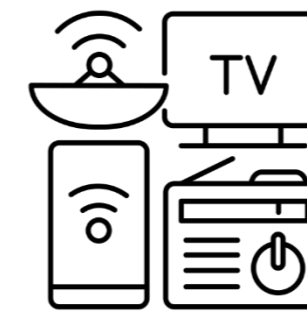
IMPORTANCE OF DATA VAULTS IN MEDIA

Data vaults ...

- as an enabler to build or strengthen the **trust relationship** between media company and viewer/listener/reader
- as a solution to further **personalize** content delivery in a GDPR-compliant way
- as a means to '**join forces**' and work together (e.g., against the advertising power of Meta & Alphabet)
- as an infrastructure to heighten the **value of data** through collaboration



METHODOLOGY



Workshop with media
representatives

N = 11

*How can we leverage personal
data vaults to provide more
value to media users?*



Workshops with end users

N = 17

- 1. What are the motivations and barriers of users to use data vaults for media services?*
- 2. Which ideas from the stakeholder workshop are positively received by end-users?*



SOLIDMonitor 2023

N = 826

*How do people perceive a
personal data vault for media
services?*



Survey

N = 282 people

18-24 years of age

*How can the user experience of
young adults (18 - 24 years old) using
VRT MAX be enhanced through data
sharing (via personal data vaults)?*





2. SOLID VAULTS IN MEDIA (SOLIDMONITOR, 2023)

FRAMING OF MEDIA USE CASE IN SOLIDMONITOR 2023

MEDIA

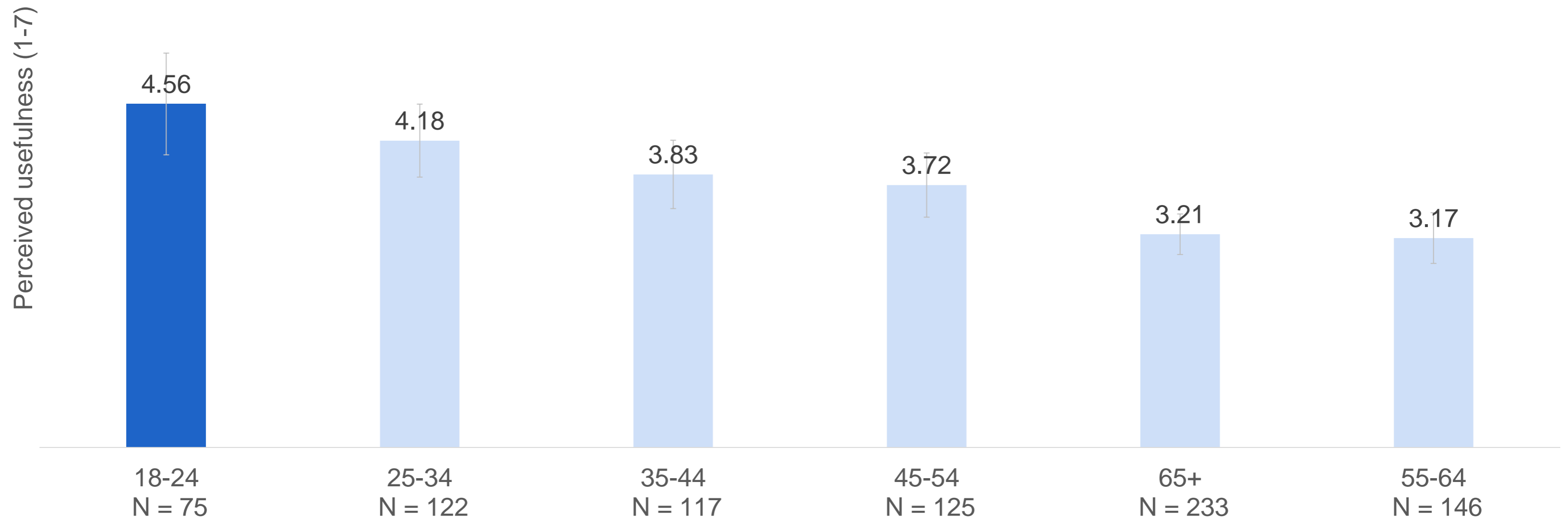


When you consume media, whether it's watching, reading, or listening, media platforms **collect usage data** from you. Typically, media platforms keep this data for themselves. However, with a personal data vault, your media usage can be **aggregated and shared** between different media platforms, for instance, from VRT to Netflix and from Spotify to YouTube.

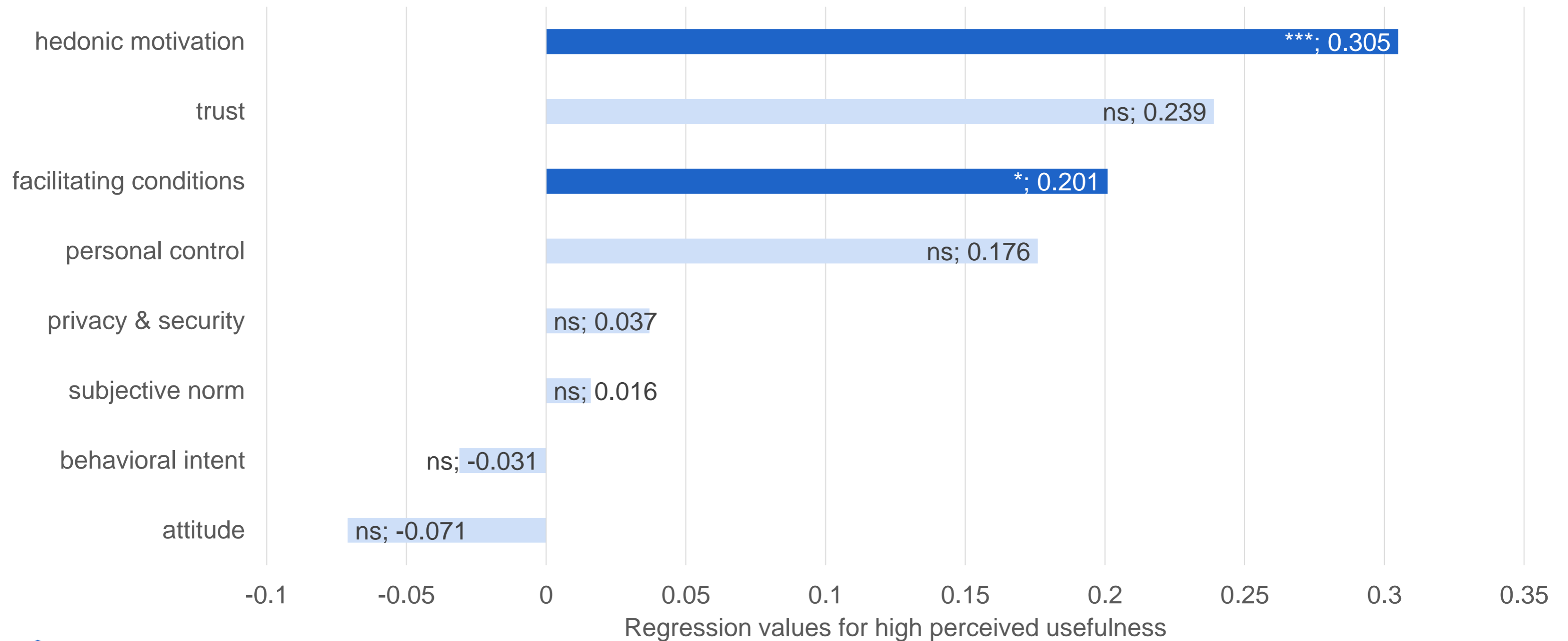
You have **control** over your personal data vault in this process: you grant permission to the media platforms to access and share data from these various sources on your behalf. If you choose, you can also use your personal data vault to **log in** to the media platforms.

The added value? By consolidating different types of data, media platforms can better assess your interests and provide **tailored recommendations** for what you can watch, read, or listen to.

YOUNGEST USERS VALUE MEDIA-POD THE MOST



HEDONIC MOTIVATION AND FACILITATING CONDITIONS IMPACT HIGH USEFULNESS OF MEDIA POD



3. ZOOMING IN ON YOUNG ADULTS

(SOLID4MEDIA, 2023)

DO YOUNG ADULTS WANT TO USE PODS IN A MEDIA CONTEXT?

- Method based on diffusion theory: Product Specific Adoption Potential (PSAP)
- Rationale: an innovation is adopted by five different segments during its life cycle, following a predefined adoption curve
- Segments vary for different innovations

2.5%

Innovators

Early Adopters

Early

•••Theoretische diffusie

PSAP1: traditional offer

- How likely are you to use personal data vaults in the future in the context of VRT MAX?

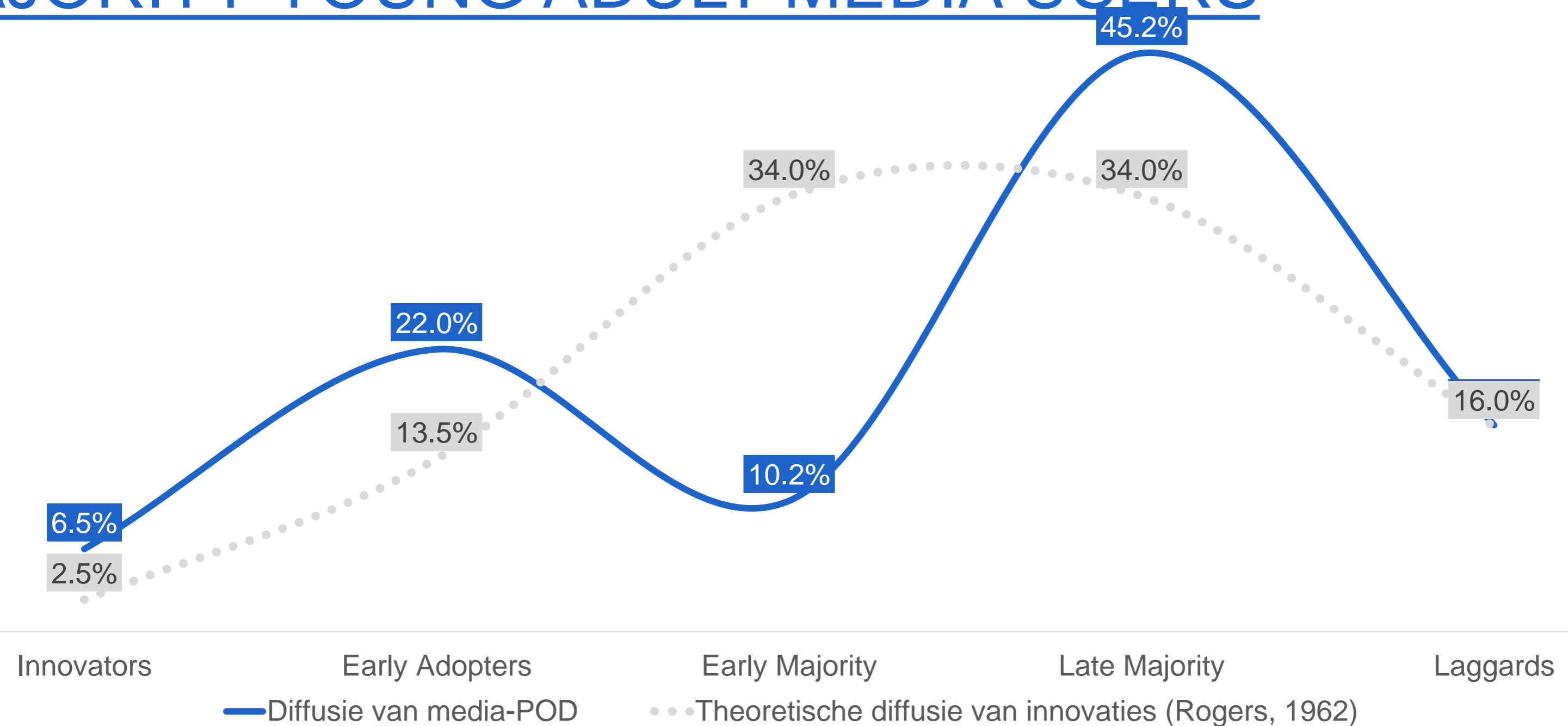
PSAP2: optimal offer

- If all the functionalities you just indicated as interesting were available, to what extent would you use personal data vaults at VRT MAX?

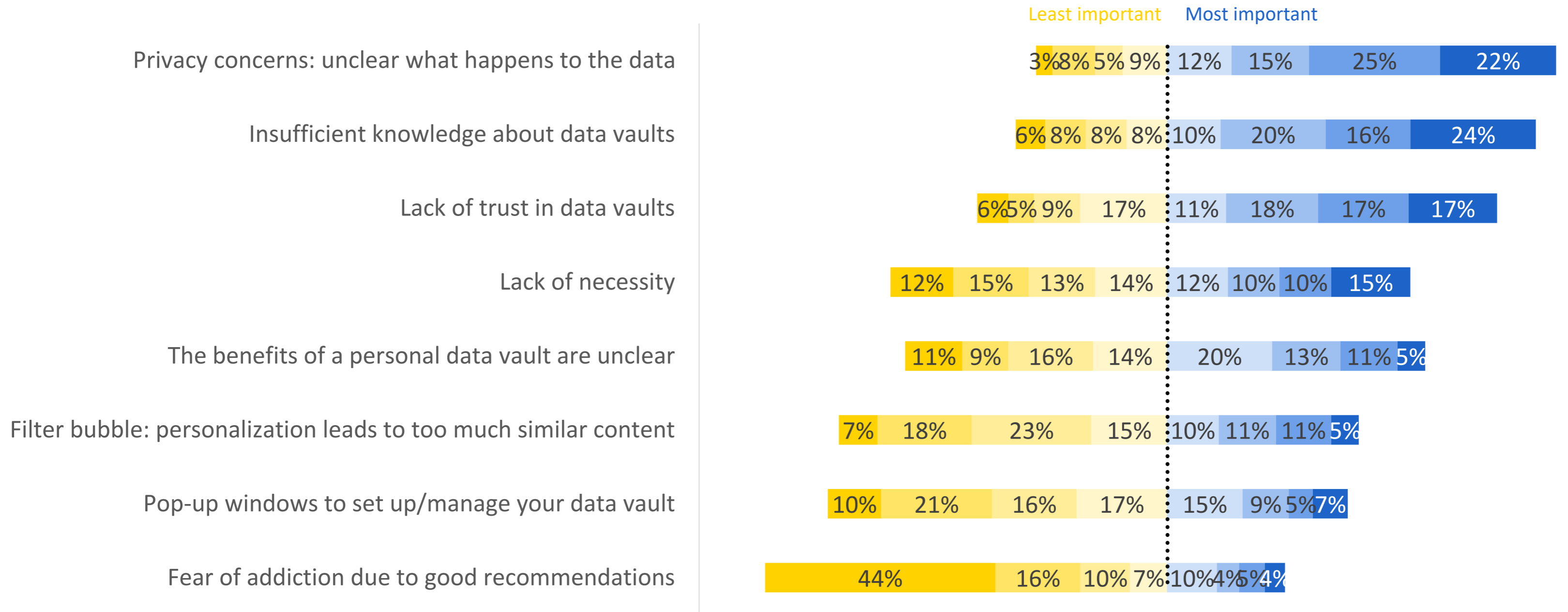
PSAP3: suboptimal offer

- Suppose all features you find interesting were available, but [TOP1] barrier remains. To what extent would you still use personal data vaults at VRT MAX?

CHASM DIVIDES EARLY SEGMENTS FROM EARLY MAJORITY YOUNG ADULT MEDIA USERS

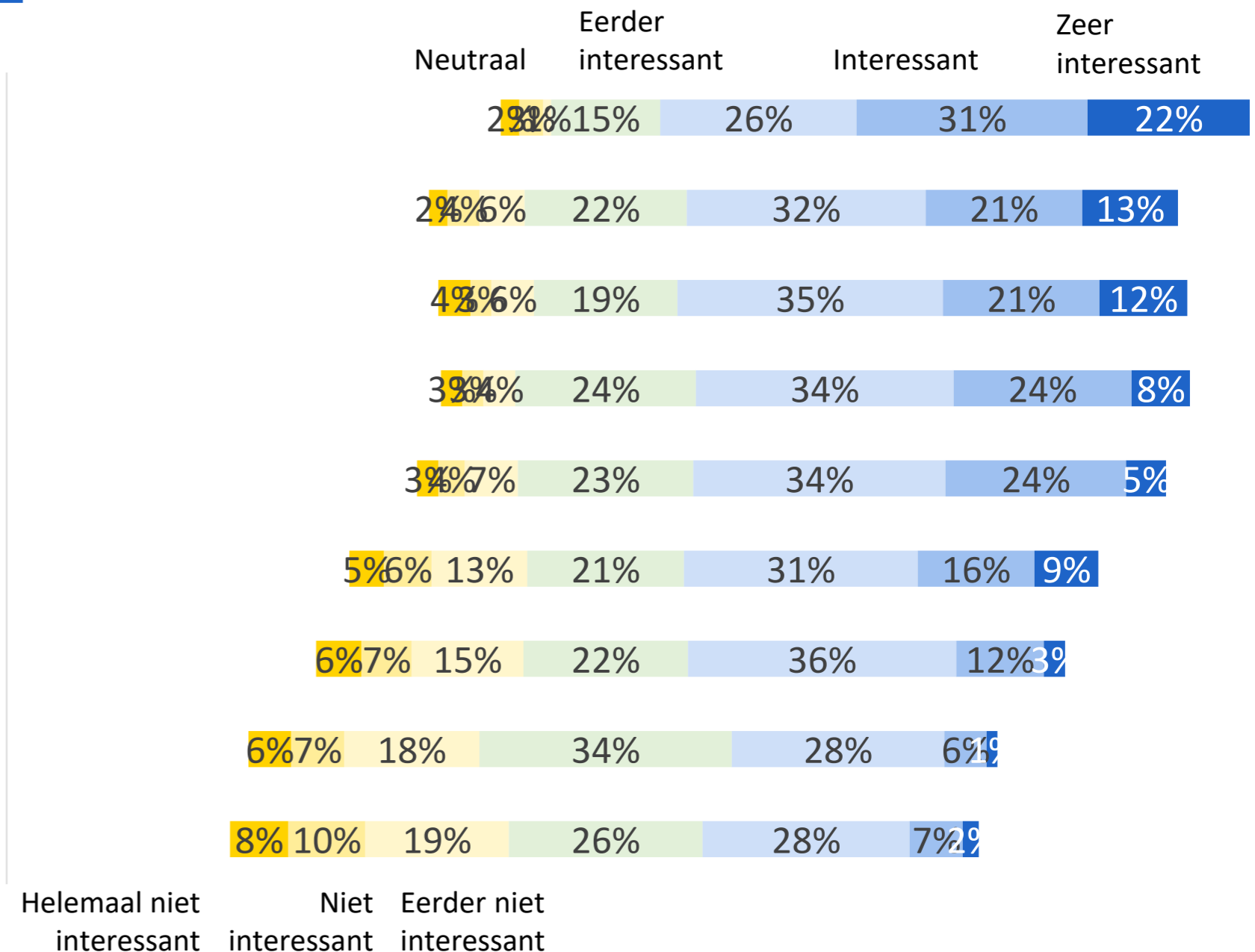


PRIVACY CONCERN AND LIMITED KNOWLEDGE HINDER MEDIA POD UPTAKE



WIDESPREAD INTEREST AMONG YOUTH IN MEDIA POD FEATURES

- Security: only the user can grant access to personal data.
- Education and awareness: explanation of what data vaults entail and...
- Control and agency: data centralized in one location, with the user...
- Ability to opt out of personalized recommendations.
- Enhanced ease of use: reduced time spent searching for interesting...
- Activity log: overview of when VRT MAX accesses which data,
- Personalization and recommendation based on personal data
- Social interaction and engagement: Participation in the digital...
- Connectivity with other's PODs: Ability to connect your data vault...



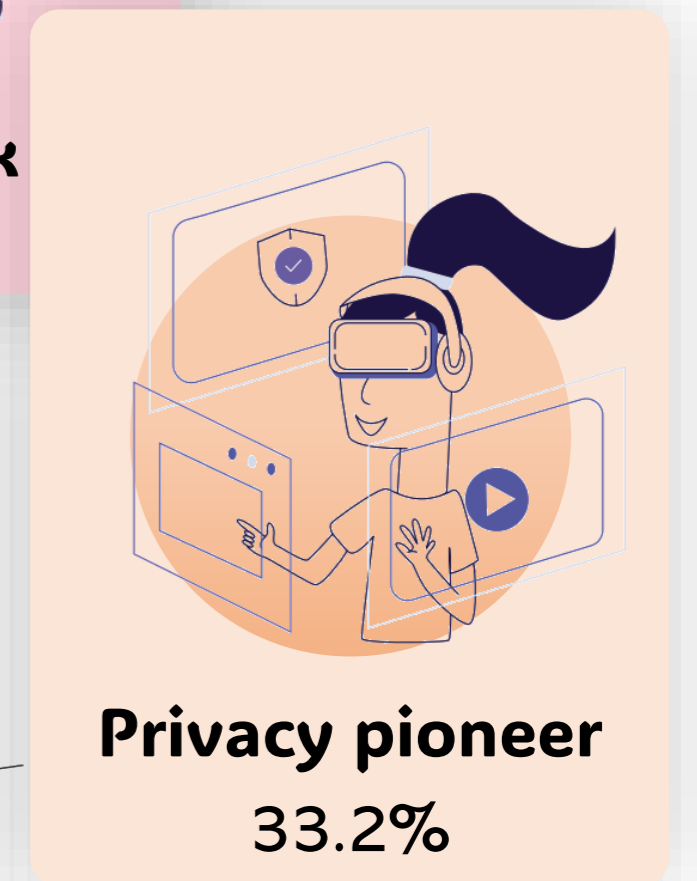
SOLID PROFILING: FOCUS ON WORRILESS WEATHERCOCKS AND PRIVACY PIONEERS

Worriless Weathercocks

- Willingness to share various types of data
- Interest in media-related functionalities
- Hedonic motivation

Privacy pioneers

- Willingness share media-related data
- Interest in data-inherent functionalities
- Utilitarian motivation





4. FROM IDEAS TO MEDIA USE CASES



IDEATION WORKSHOP

11 participants, +/- 3 hours

Representatives from media, telcom, digital agencies, government, and academia

GPS-toolkit

SCOPE

Long list of digital media services/products/features facilitated by personal data vaults to complement the existing service portfolio



- +150 ideeën -> + 60 ideotypes
 - **Populairste ideeën:** progressive profiling, SSO, cross-platform, private mode, business processes
 - **Bedenkingen over categorieën/diversiteit aan ideeën?**
 - Ideeën inherent aan Solid als randvoorwaarden beschouwen? (+ zijn deze correct?)
 - **Next steps:** user-centered workshop > bull's eye method (essen: nuttig versus origineel)

Progressive profiling



Groepsnod



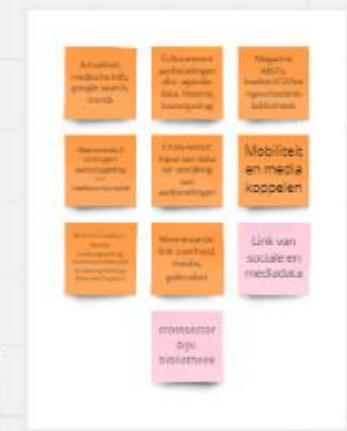
Cross-platform



Data monetization



Cross-sector



Feedback loop



Consent on demand



micro-payments



Life moments



Randvoorwaarde...



Trust label



Log off



Offline -> online (v...



Traceability cont...



Disruptie



Veiligheid & security



Routines



Autoform



Social recomm...



Consent manage...



Inherent aan Solid



SSO



1 profiel



Dark mode (filt...



Sensor data



Business proce...



eInclusie



Basic profile



120 IDEAS WITHIN 5 DOMAINS

- Datafication
- Personalization
- Ease of use
- Social experiences
- Security and trust

culture data:
loan history,
cultural
events, ...

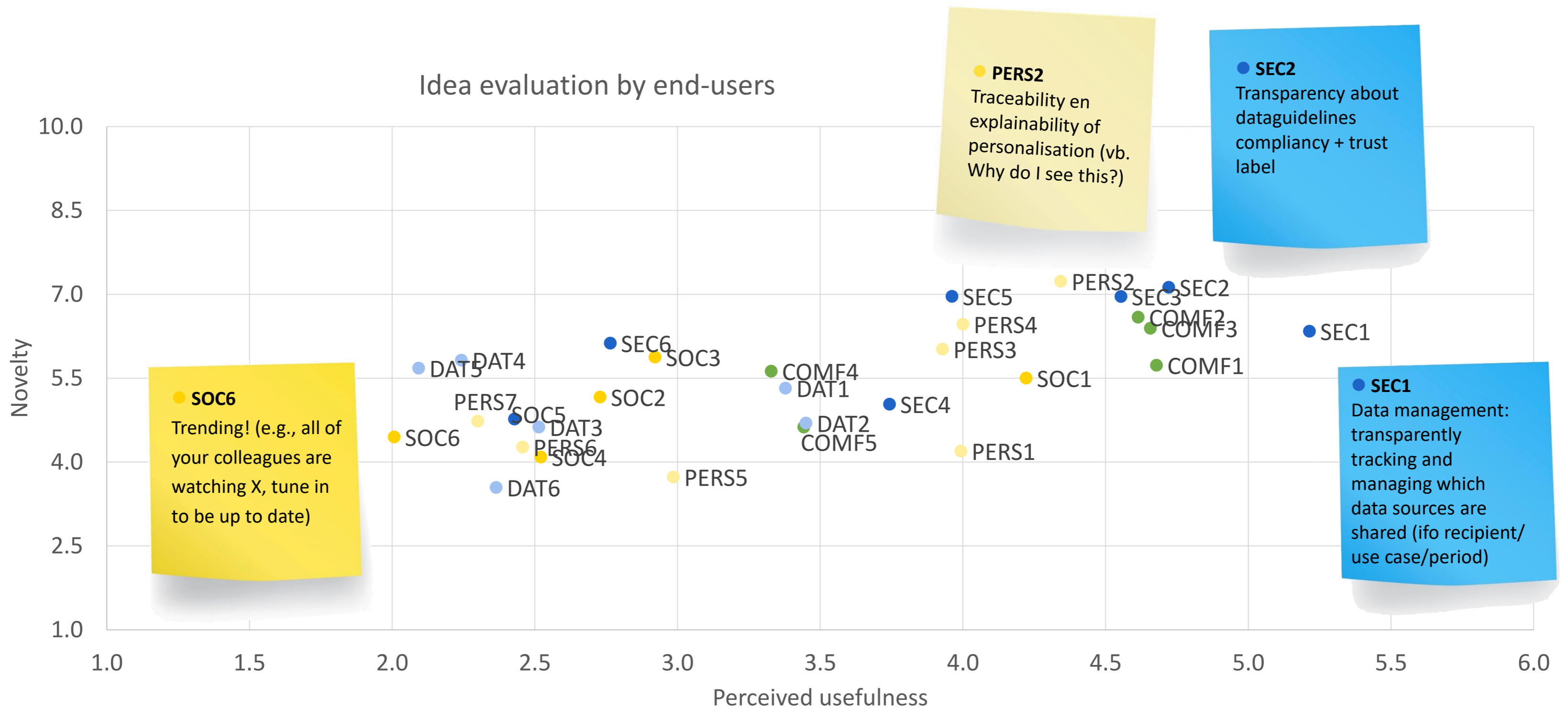
traceability and
explainability of
personalization
(why do I see
this?)

single sign-on:
easy and
accessible
authentication

family data vault
for media services
tailored to the
needs of all family
members

data management:
transparently
tracking and
managing which
data sources are
shared (if recipient/
use case/period)

IDEA EVALUATION BY END USERS



4 USE CASES



1

Privacy dashboard

data management

feedback

unified media profile



2

Personalisation & transparency

privacy modus

cross-platform

recommendations

traceability explainability

user feedback

sentiment analysis



3

Evaluation & Solid certification

compliance with

guidelines

trust label



4

Group pod

customizable user roles

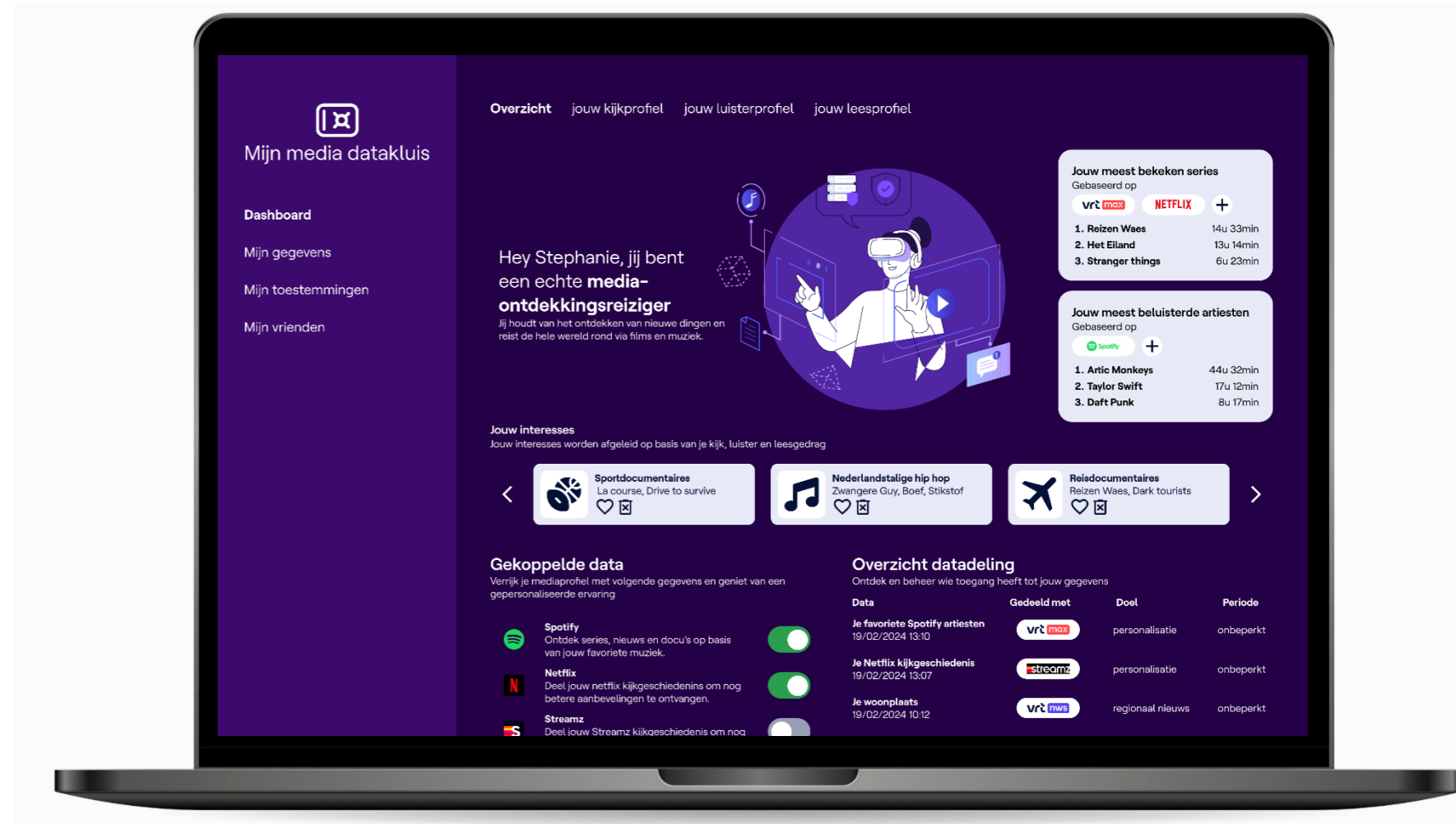
flexible data sharing

recommendation

modalities

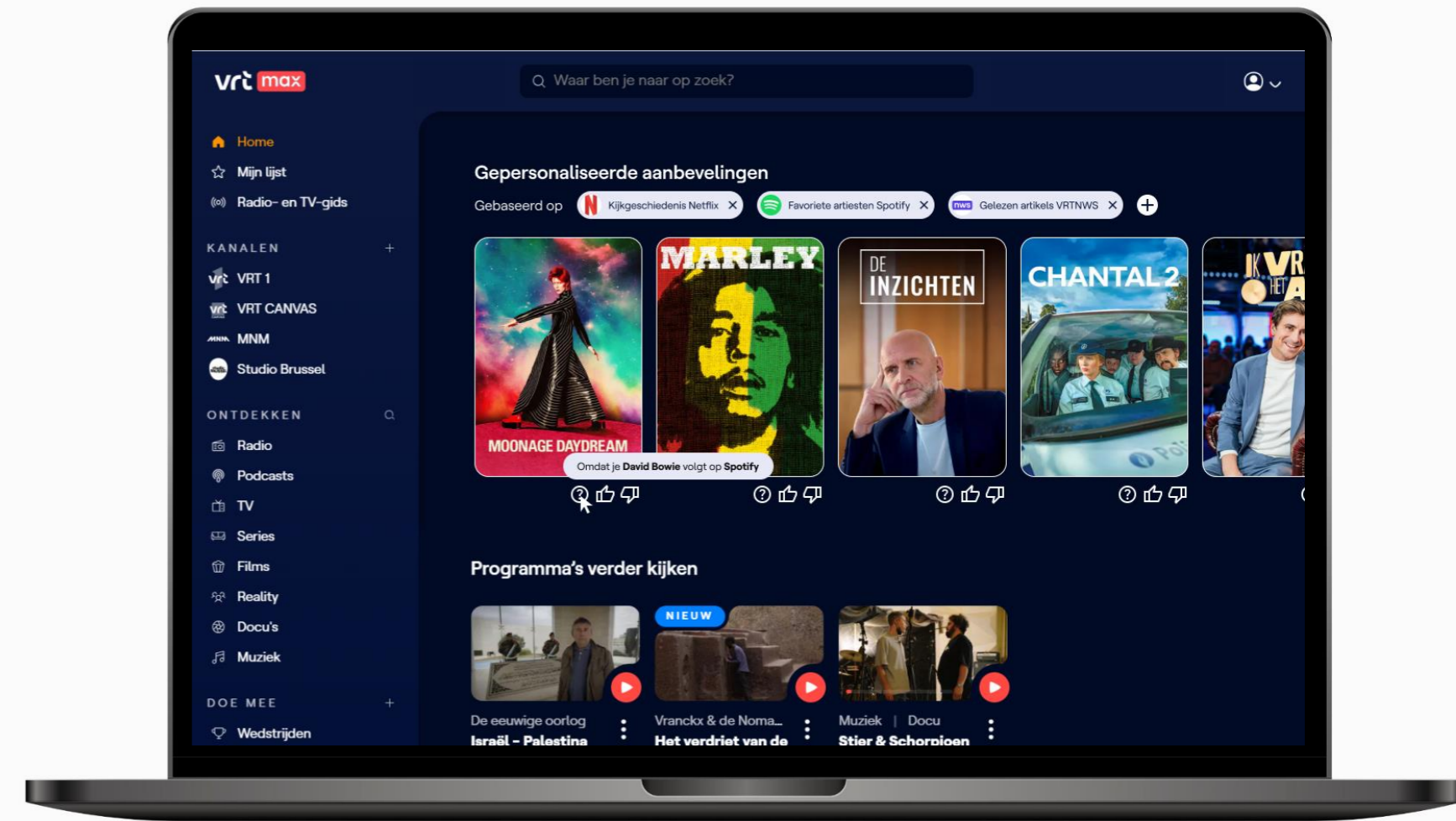
USE CASE 1: PRIVACY DASHBOARD

- Data transparency: feedback
- User control
- Layered concept
 - Basic profile
 - Media profile
 - Unified media profile
- ! MediaID



USE CASE 2: PERSONALISATION & TRANSPARENCY

- Non versus extended personalisation (e.g. cross-platform recommendations)
- Traceability & explainability
- User feedback & sentiment analysis





5. CONCLUSION AND NEXT STEPS

3 KEY TAKEAWAYS

- Matching business with user requirements remains challenging
- Distinguish media-enabled from data-enabled features
- Data vaults for media services struggle to appeal to a broader audience, who is more pragmatic and risk-averse

WHAT DO YOU THINK?



Agree

The low acceptance rate of personal data vaults for media services is due to a fundamental lack of added value.

Disagree

1 Go to wooclap.com

2 Enter the event code
IMECSOLID in the top banner

Stephanie Van Hove

user researcher

VAKGROEP COMMUNICATIEWETENSCHAPPEN



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