USER-FRIENDLY LICENSING

Humanizing End-user License Agreements for Accessible & Ethical Design

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DE 411 – Research Project
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Study Description

OBJECTIVES

1. Identify problems, opportunities, and user experience gaps in end-user licensing agreements (EULAs)
2. Observe and discuss experience of EULAs from the perspective of 10 users:
    a. People who click accept without reading
    b. People who pause and think about it
    c. People who enforce them
3. Distill feedback and insights about people's use of EULAs

HYPOTHESES

1. Interacting with EULAs is mostly a tedious experience, and
2. The cost of meaningfully doing so is too high on average, while
3. User rights are devalued as part of the process.

SYNONYMS

`EULA/license agreement`
End-User License Agreement, used synonymously with *T&C* and *contract*.

`T&C/ToS/terms/conditions`
Terms and conditions or *Terms of Services*, used synonymously with *EULA* and *contract*.

`Contract`
Used synonymously with *EULA* and *T&C*.

`Author/publisher/producer`
Proprietor of a EULA.

Screener

REQUIREMENTS

- Participant is over 18 years of age
- Participant has experienced over 15 EULAs, does not matter what kind (n=8)
- Participant has no awareness/clicks “Accept” without reviewing EULA (n=4)
- Participant has limited awareness/sometimes reviews EULA (n=2)
- Participant has high awareness/always reviews EULA in full (n=2)
- Participant is an author/publisher of EULA-containing product(s) (n=2)

QUESTIONS

1. How old are you?
    a. 17 and under (term.)
    b. 18 and over (cont.—recruit 10)
2. (**End-users**) How many times have you interacted with EULAs?
    a. 14 or less (term.)
    b. 15 or more (cont.—recruit 8)
3. (**Authors/publishers**) How many products have you created, or helped to create, that require users to sign a EULA?
    a. 0 (term.)
    b. 1 or more (cont.—recruit 2)
4. If you have read end-user license agreements, do you do so in part or in full?
    a. I never read the EULA, I just click “Accept” (cont.—recruit 3)
    b. I sometimes read the EULA in full or in part (cont.—recruit 3)
    c. I always read the EULA in full, even if I don’t want to (cont.—recruit 2)

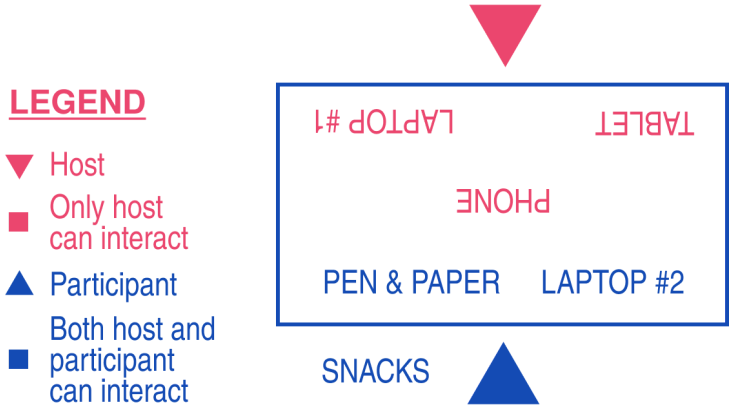
Task Summary

1. **Brief**
    a. introduction
    b. disclosure of video recording
2. **Quantitative**
    a. identify most-accepted EULAs
    b. weigh the priorities of end-users
3. **Qualitative**
    a. verbalize subconscious motives
    b. diagnose consequences of EULA-user dynamics
4. **Explorative**
    a. observe user behavior
5. **Analysis**
    a. extract and gather impressions
    b. verify speculated pain points
    c. hypothesize design opportunities
6. **Debrief**
    a. thanks
    b. portfolio permission
    c. participant leaves.

Discussion Guide

UPON ARRIVAL

1. Preamble
2. Introduce **SYNONYMS**
3. Begin video recording
4. Self-description



PREAMBLE

“Hello, I’m a starving college student with one of those pipe dreams of making ‘bad’ design better. I believe we can work toward this goal together if you’d be willing to spend just 45 minutes with me.

“This involves a quick activity, followed by some questions. Feel free to speak your mind and be candid because there is absolutely no right or wrong answer.

“Our session is going to be recorded and select parts of the footage may be used strictly for academic purposes. If you change your mind at any point, just let me know you would like to withdraw.

“Thank you so much, I appreciate your time!”

SELF-DESCRIPTION

“Would you mind describing yourself for me by talking a little bit about your hobbies and occupation?”

Session Instructions & Script

A) **Quantitative**

The participant is prompted to respond to an artifact containing a list of products by filtering through to group these entities into two categories: 1) EULA accepted prior, and 2) EULA never accepted. Being ticked means the participant has accepted the product's EULA, regardless of whether they have read it. This artifact serves as a reference point for the remainder of the observation session.

- "At your own pace, please go through the list and if there are any products that you actively or sometimes use but aren't on there, could you write their name down in the empty spots?"
- "All good? Now, please tick (V) the name of any platforms whose terms you have 'accepted' at some point in the past."
- "Out of all the ticked names, can you show me your order of preference by assigning them numbers, with 1 being used most actively?"

1. "On a scale from 1-5, how familiar are you with the terms of your most-used (#1-ranked) platform—5 being *highly familiar*? Can you tell me more about why that's the case?
2. "In your opinion, how much time should it take to grasp key points or find relevant information?"
3. "And on a scale from 1-5, how important is being up-to-date with the newest terms for you—5 being *highly important*?"
4. "Related to that, how much time do you think it should take before any changes or updates to terms of service take full effect?"

Once done, the participant is given a short recess (3-5 minutes) to minimize potential for boredom, exhaustion, or performance anxiety.

B) **Qualitative**

Both engage in a casual interview with questions based on prior observation notes, and any additional characteristics if applicable.

Accepted EULA without review	**Partially reviewed**	**Fully reviewed**	**Author or publisher of EULA-containing product(s)**
1. *Could you please describe any license agreements you've seen in the past that you can remember or that have stood out to you?*			
2. *Why do you accept the terms without reading?* 3. *Would you go back to fully read it later?* (follow-up) 4. *How do you feel about accepting terms without negotiation?*	2. *Why do you accept the terms without reading them fully?* 3. *Would you go back to fully read it later?* (follow-up) 4. *Which section(s) do you focus on, if any?* (follow-up)	2. *What motivates you to fully read the terms?* 3. *Which section(s) do you focus on, if any?* (follow-up) 4. *Does reading it build or undermine your trust?* (follow-up)	2. *How important is ensuring that users fully read the EULA?* (follow-up) 3. *Why was a specific format chosen for presenting the EULA* (e.g., text-heavy paragraphs vs. bullet points)? 4. *What mechanisms are there for users to provide feedback or seek clarification?*
5. *When was the last time you reviewed updates or changes to a previously-accepted license agreement?* (follow-up) 6. *How do you prefer to be notified about changes in the terms of service?* 7. *How much control do you think users should have over the terms?* 8. *Have you ever been negatively impacted by accepting terms without fully reading?* (follow-up)			

C) **Explorative**

The participant experiences *Airbnb*'s EULA (printed) while the host makes note of:

- any interactions and reactions triggered by stimulus,
- how many of the 83 pages the participant reviewed before stopping or running out of time,
- and how much time is spent on different sections.

"I really want to hear your thoughts and get some impressions on one last thing. Are you familiar with *Airbnb*?"

"Well, let's take a look at its license agreement. We can spend as much or as little time as you want doing this! Here's a pen for redlining things you notice or jotting down comments. Just let me know whenever you'd like to tap out."

"What are some of your first impressions of it?"

"Does anything stand out to you, either positively or negatively?" (follow-up)

"How is the information organized? How could the structure be more intuitive for you?"

"How does this EULA compare to others you may have encountered?"

"What kind of information would you say is most relevant to a user like yourself?"

"If this was real life, what format or features would you like to see implemented?"

Addendum

ARTIFACTS

DE411_FA23_MayDinh_ResearchProject_Screener.docx

- Alternative [self-screener](https://iat00gco36m.typeform.com/to/MNDr38hG) (https://iat00gco36m.typeform.com/to/MNDr38hG)

DE411_FA23_MayDinh_ResearchProject_Quantitative-Artifact.docx

DE411_FA23_MayDinh_ResearchProject_Qualitative-Artifact.docx

DE411_FA23_MayDinh_ResearchProject_Data&Findings

STIMULI

Airbnb Terms of Service, January 25, 2023
(http://archive.today/QwcTA)