

Workshop Objectives

- Gain insights into participants' mental models of YouTube and its data processing.
- Understand participants' perceptions, concerns, and expectations related to data privacy and usage on YouTube.
- Explore potential ways to improve transparency and user education on data processing.

Duration: 30 - 35 mins

Workshop Activities:

Introduction

1 min: Introduce the workshop

Let's talk about YouTube (discussion)

5 mins

- Have you been thinking about how YouTube might work with your data? Why?
- Can you think of any specific experiences or examples where you believe YouTube's data processing has influenced your user experience in a positive or negative way?

Mental Models

10 - 12 mins

- When you think about how YouTube collects information about its users, what metaphors come to mind? Share your thoughts.

2 mins + 1 min discussion

- Think of a fairy tale or story that represents how you perceive YouTube's data collection process from you personally. You can combine different stories to express your mental model.

4 mins + 3 mins discussion

Personal Data

10 - 12 mins

- What kind of information do you think YouTube collects from you while you're using it? Let's discuss the different types of data you believe YouTube gathers.

3 mins (mind map+discussion)

- Create simple 3D models of the different pieces of data that you think YouTube collects from its users.

5 mins (making) + 3 mins discussion

What is needed

5 - 7 mins

- To your story add a character, intervention or plot twist that would fulfil your expectations from YouTube in terms of being transparent and communicating about its data processing practices.

3 mins + 2 mins discussion

Wrap-up

2 mins

Summarise the key insights and findings from the workshop

Provide an opportunity for participants to share final thoughts or ask questions.

Workshop Materials:

- Paper
- Colour markers/ pencils
- Play-Doh