

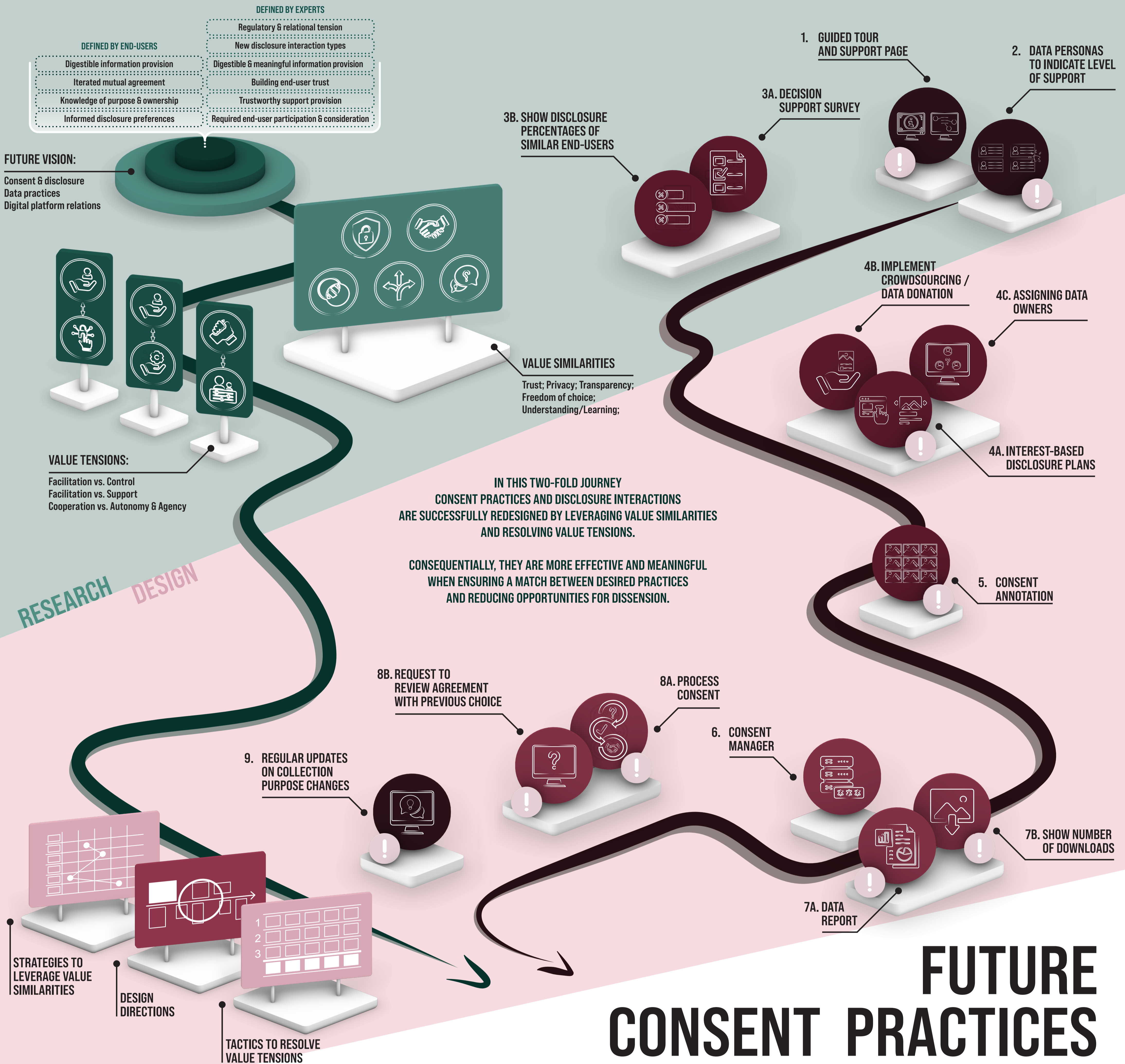
How can consent practices and disclosure interactions be redesigned to instate future data practices and digital platform relations which both digital platform organisations and end-users desire?

DIGITAL PLATFORMS' BUSINESS MODELS RELY HEAVILY ON HARVESTING END-USERS' DATA FOR PROVIDING THEM WITH PERSONALISED CONTENT. OR DO THEY? ON ONE SIDE, END-USERS KNOW THAT THEIR DATA IS MOSTLY BEING USED TO PREDICT THEIR BEHAVIOURS, HOOK THEM TO THE CONTENT AND INFLUENCE THEIR WORLDVIEWS. THEY ARE CONCERNED ABOUT NOT KNOWING WHAT THEY REVEAL, FOR WHAT PURPOSE AND TO WHOM. ON THE OTHER SIDE, DIGITAL PLATFORM ORGANIZATIONS NEED DATA TO SUSTAIN THEIR BUSINESS MODELS. THIS DATA IS OF GREAT VALUE FOR THEIR PARTNERS, WHO ACQUIRE IT FOR SCOPES THAT TOO OFTEN FALL OUT OF THE CONTROL

OF BOTH END-USERS AND ORGANISATIONS. WHILE END-USERS FEEL UNABLE TO EXERCISE THEIR DIGITAL RIGHT TO PRIVACY AND CONSENT, ORGANISATIONS LACK INCENTIVES OR TOOLS TO SAFEGUARD BOTH THEIR INTERESTS AND THEIR USERS'.

THROUGH EMPIRICAL DESIGN RESEARCH, THIS THESIS DEFINES A FUTURE VISION DESIRED BY END-USERS AND ORGANISATIONS, IDENTIFYING THE FRICTIONS THAT HINDER ITS ACHIEVEMENT AND THE VALUE SIMILARITIES AND TENSIONS TO BE CONSIDERED FOR OBTAINING EFFECTIVE AND MEANINGFUL CONSENT PRACTICES AND DISCLOSURE INTERACTIONS.

THE RESULTING DESIGN DIRECTIONS ARE THEN APPLIED ON THE REAL-LIFE CASE OF FLICKR, FOR WHICH IT CREATES A NEW CONSENT JOURNEY PROPOSAL. THIS BALANCES THE PRIVACY CONSIDERATIONS FROM END-USERS AND THE INTERESTS FROM THE PLATFORM AND ITS COMMERCIAL PARTNERS IN CREATING IMAGE DATASETS FOR AI TRAINING PURPOSES. IT ALSO ENABLES END-USERS TO EXERCISE THEIR DIGITAL RIGHT TO PRIVACY AND CONSENT, ADDRESSING INDIVIDUAL AS WELL AS SOCIETAL ISSUES WHILE PROPOSING A DESIRABLE, FEASIBLE AND VIABLE SOLUTION FOR ALL STAKEHOLDERS.



FUTURE CONSENT PRACTICES & DISCLOSURE INTERACTIONS

IMPROVING CURRENT PRACTICES BY LEVERAGING VALUE SIMILARITIES AND RESOLVING VALUE TENSIONS

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 Consent practices and disclosure interactions
 in the context of digital platforms
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 Strategic Product Design & Design for Interaction

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