The Human Side of Media at the Edge

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The Humans: Users

- **Need for improved media experience**
  - *Appreciation of personalisation*
  - *Need for quick and simple interactions*
  - *Support for social viewing*

- **Mistrust associated with personal data exchange**
  - *Privacy issues and fear*
  - *Lack of trust in the context of the home*
  - *Need for better legibility and control*

The Humans: Makers

The Humans: Makers

Legal Social Ethical

The Humans: Makers

Legal | Social | Ethical

Technological

Anonymisation, data minimisation, encryption etc.

Use of cohorts

Transparency

Understand audiences to help craft future content

Providing meaningful feedback

BBC Sign in | Home News Sport Earth Reel Worklife Trav

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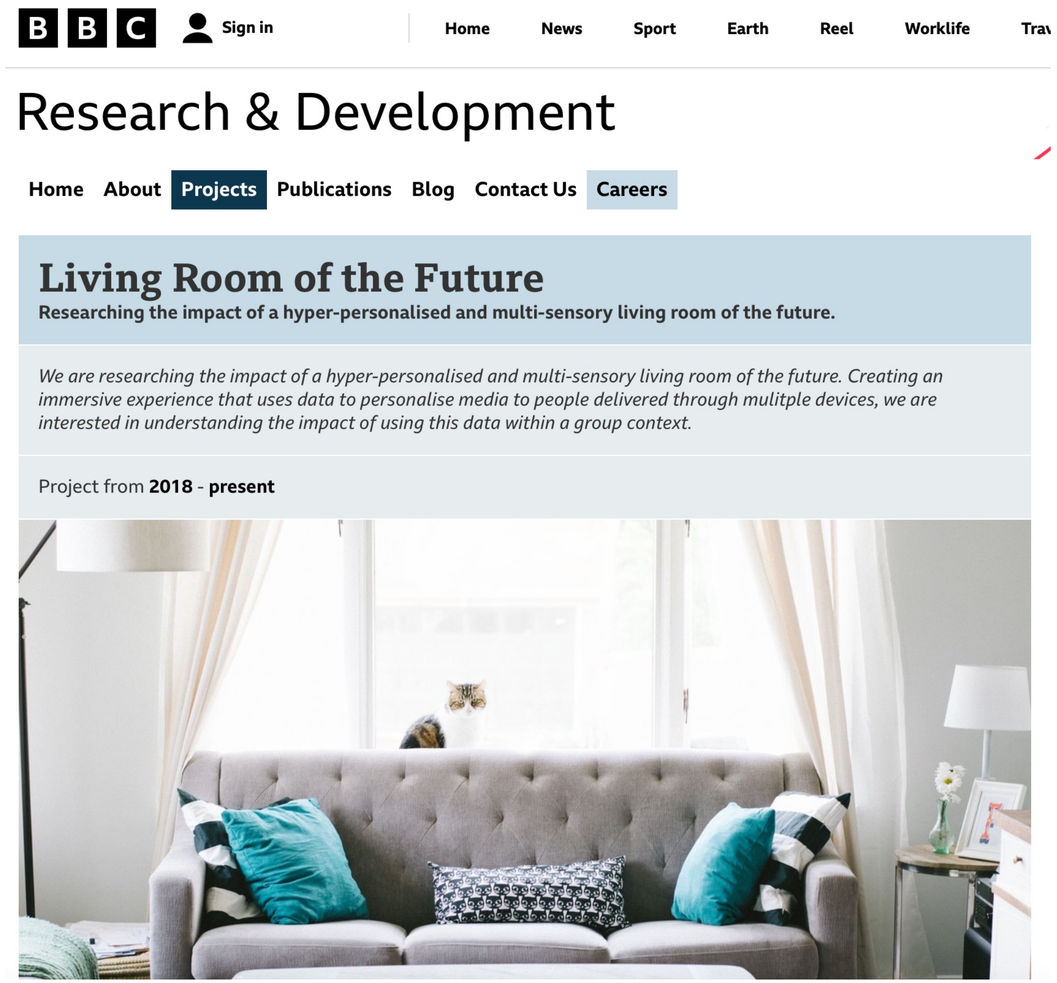
Living Room of the Future

Researching the impact of a hyper-personalised and multi-sensory living room of the future.

We are researching the impact of a hyper-personalised and multi-sensory living room of the future. Creating an immersive experience that uses data to personalise media to people delivered through mulitple devices, we are interested in understanding the impact of using this data within a group context.

Project from **2018** - **present**



Adoption Challenges

Data legibility

Privacy concerns and potential dystopias

Agency and control

The social need for customisation

Value trade-off

Trust

BBC's Cross Media Profiler

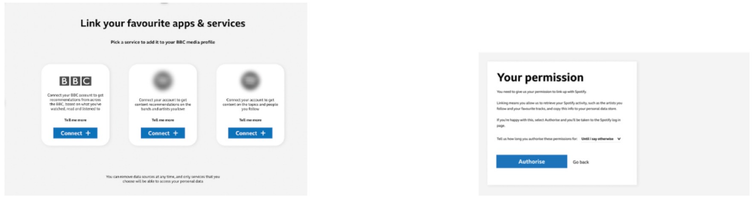


Figure 2: (a) Screen 3 : The data linking page that allows the user to choose which applications to connect to and import data from, for linking data. (b) Screen 4 : The permissions page that summarises the data flows being consented to. [Indicative designs for research purposes only] ©BBC R&D

Figure 3: (a) Screen 5 : The media profile that allows for granular data control. (b) Screen 6 : The resulting sample recommendations page. [Indicative designs for research purposes only] ©BBC R&D

BBC's Cross Media Profiler

- Explicit Leverage of Privacy Preserving Measures
- Provision of Granular Detail around Data and its Flows
- Contextualisation of the Data Processes within the Experience
- Control that is Reflective of Real World Sensitivities
- Increasing the Efficacy of the Consent Page

A Caravan

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Thank You

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