

Eulice

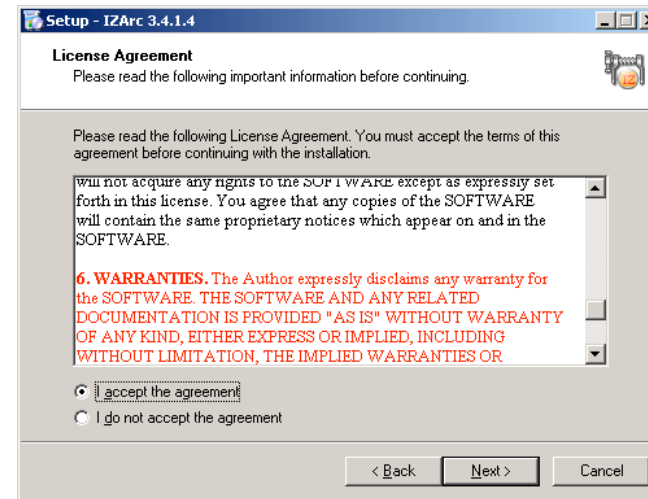
End-user License Expectations

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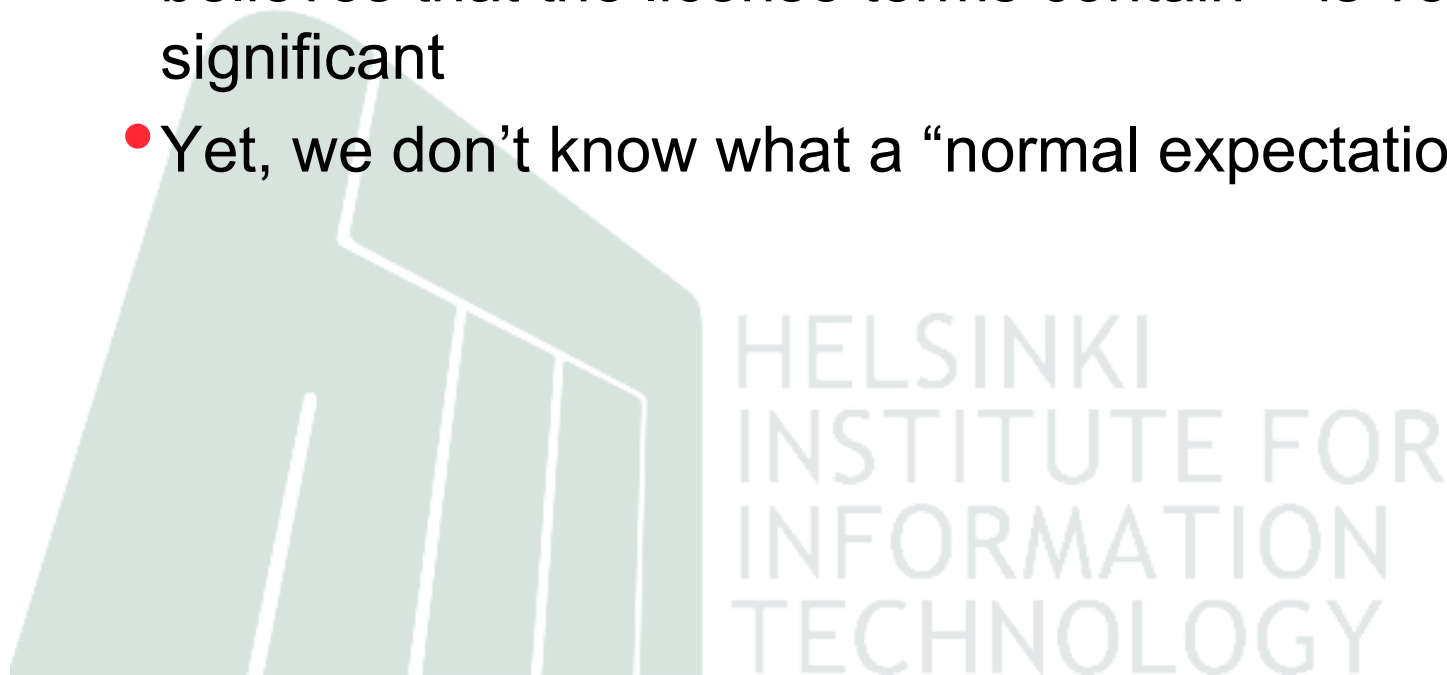
Problem

- Information products and services (e.g., music, videos, programs) are increasingly sold to end-users through mobile networks
- The sale is typically carried through with the help of *license agreements* that are *standard contracts*
- Users don't know the terms – instead they have expectations
- From the seller's viewpoint there is a risk that the standard contract is *not binding the end-user*, because the user has a wrong expectation of the contract
- The question is coming increasingly important since also mobile phones are becoming e.g. music devices



How to interpret standard terms?

- The user's normal expectation is protected.
- If a contract term is to the customer onerous and surprising, it is usually not binding
- Therefore *the real expectations* – what the user believes that the license terms contain – is very significant
- Yet, we don't know what a “normal expectation” is



Research issues

1. *An empirical study of people's belief systems* related to license agreements

- Given an information product or service, what does an end-user expect or presume the terms to be?

2. *A legal study to analyze standard terms*, their interpretation, and ways to improve them

- What is the legal interpretation of unclear license terms?

3. *A constructive study to decrease the gap* between beliefs and terms by the means of technology design

- How to help the user to get the correct understanding on the terms? Exploration of different UI solutions
 - E.g., How to express terms in REL in an understandable way?
To what extent REL terms can be translated for human beings?

Project plan

- People: Antti Oulasvirta, Olli Pitkänen, Martti Mäntylä, Jukka Kemppinen, ...
- Funding: Tekes Open Call
- Focus: The project will accomplish *an empirical study of people's belief systems* related to license agreements; *a legal study to analyze standard terms*, their interpretation, and ways to improve them; and *a constructive study to decrease the gap* between beliefs and terms by the means of technology design
- Duration: 2 years
- Tentative budget: 125 000 €/year