Building A Culture for Policy Within UX Research

Beth Guido Quarantined Virtual Insights Conference, April 2020



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We build & scale global research programs to strengthen the impact of our world-class research team.



- Manage knowledge
- Connect
- Operationalize tools at scale
- Problem solve

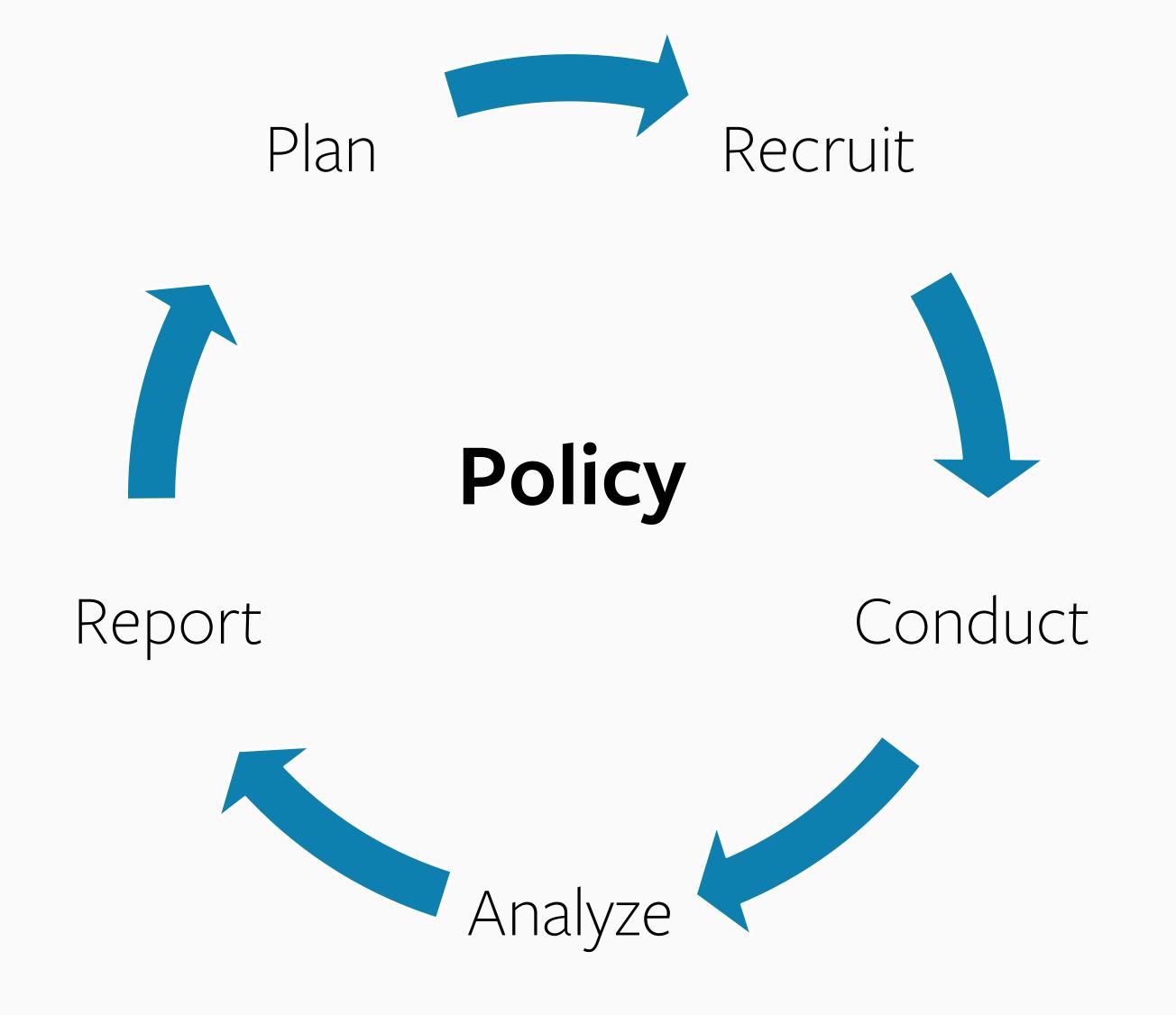
Our UX Research Policies provide support and structure to ensure that HOW we're conducting research complies with our legal responsibilities to users.

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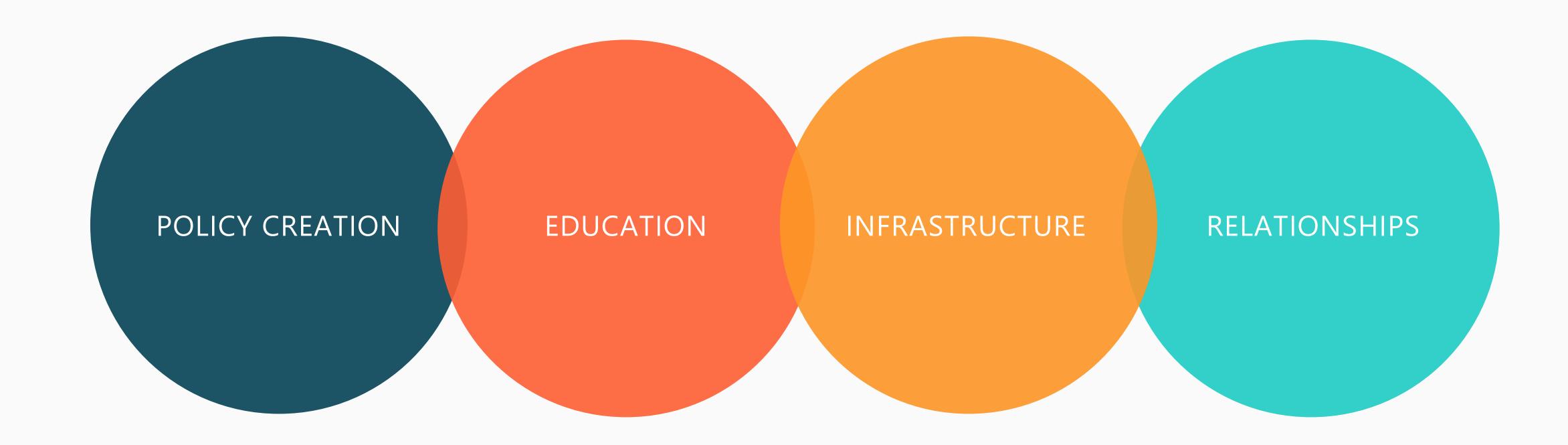
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Nothing is someone else's problem



UXR Policy Program





Invitations for research

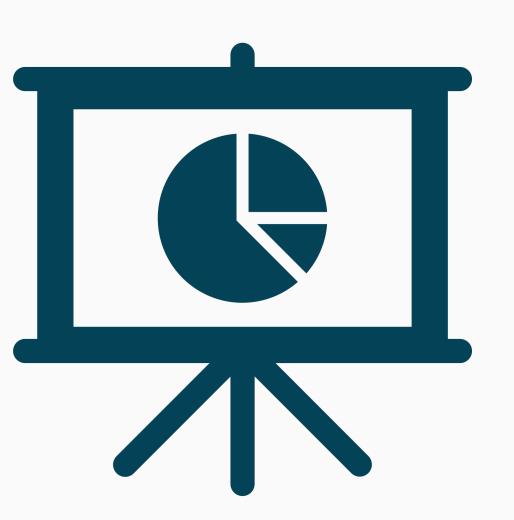


Sharing research findings

Sensitive research questions



Working with 3rd party vendors



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This work is highly collaborative, and spans many teams within & outside of research:

- Operations
- Researchers
- Leadership
- Marketing
 - Comms
 - Legal
 - Privacy
 - Policy

Gaining buy-in

1

We want to be good research citizens and ensure people have a positive experience when participating in research.

2

We advocate for the people who use our products and these policies are how we proactively protect them.

3

We want to be best in class in how we execute research.

- It's our responsibility to be compliant and protect our users.
- Bake research policies into all aspects of the study lifecycle and build structure & systems to support.
- Research policy should be embedded into company culture to instill ownership from everyone in the organization.

Thanks! bguido@fb.com