



April 2026

OpenMedia Final Report

PPGA 391

**YOUTH ENGAGEMENT STRATEGY
RECOMMENDATIONS**

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Introduction

Key Findings

- Youth DO care about privacy rights, but feel unable to make a difference
- Short-form video content has the greatest reach for youth
- Youth best engage with purely informational or purely humorous privacy awareness content
- The right to privacy is very complex, and there is a need for intentional, context-specific information translation

Community engagement partnership between UBC PPGA391 students and OpenMedia focused on bringing youth into the privacy discussion

Initial focus question: What privacy rights do we have in Canada to see, edit, or delete the data giant online platforms we use hold on us?

Methodology

Outlined is our methods and reasoning for conducting this project

Why we focused on the enforcement gap...

OpenMedia's privacy advocacy spans a wide range of issues. Through our research, we identified the enforcement gap between Canadian privacy law and the Privacy Commissioner's authority to issue fines and binding orders as the structural issue that sits underneath all of them. Without credible enforcement, every other reform is weakened. This framing also translates well to short-form content because it can be stated as a single surprising fact.

Why four videos...

Rather than producing one video, we chose to produce four videos that each approach the same enforcement gap from a different emotional angle: a legislative explanation, an emotional impact story, a comedic sketch, and on-campus interviews. The core message is identical across all four – what changes is the tone and format. This was intentional; the question we wanted to answer was not just whether short-form video can engage young people on privacy, but which kind of short-form video does it most effectively. Each format represents a different content strategy that OpenMedia could choose to scale.

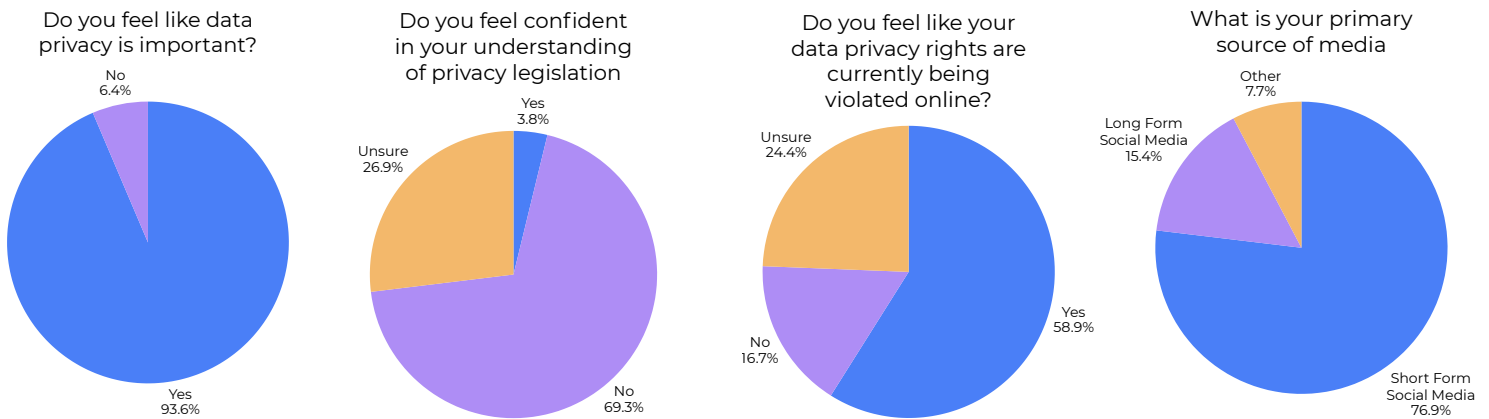
How we gathered feedback...

We posted the videos to OpenMedia's social media platforms and collected engagement metrics to compare to each other. We also screened the videos with peers in our target demographic (18-25 year olds) and collected structured feedback through a survey. The survey measured what stood out to viewers, whether they felt compelled to take action, and asked viewers to compare the videos against each other. This gave us qualitative data that we could then compare to quantitative data collected through our social media posts. The findings that follow are based on this analysis.

Analysis

Initial Survey:

As part of our environmental scan, we conducted a survey to determine how Canadian youth felt about the digital environment and their privacy rights within it. This survey collected 78 responses from a range of Canadian youth, primarily university students at the University of British Columbia, over the course of 5 days between March 5, 2026, and March 15, 2026.

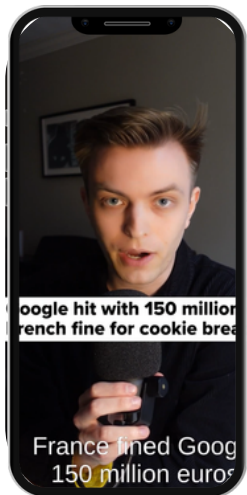


Video Analysis

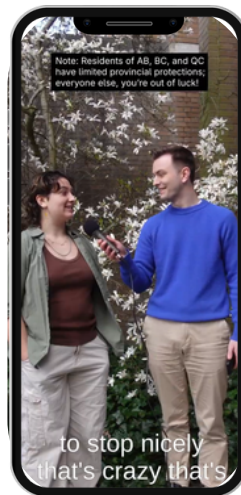
Following the posting of our videos, we conducted a community engagement session which asked approximately 30 youth, aged approximately 21 years old, how they responded to the videos.



Video 1: Case study which appeals to emotion



Video 2: Direct explanation of Canadian legislation



Video 3: Campus Interview

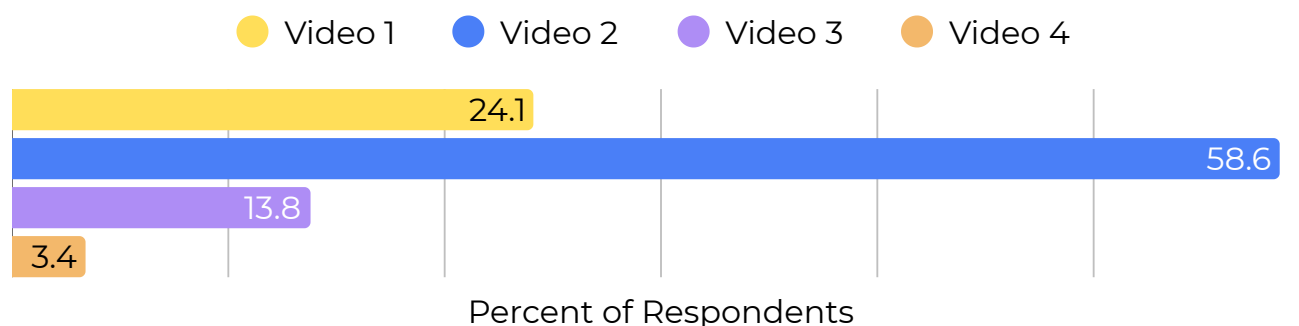


Video 4: Comedic sketch

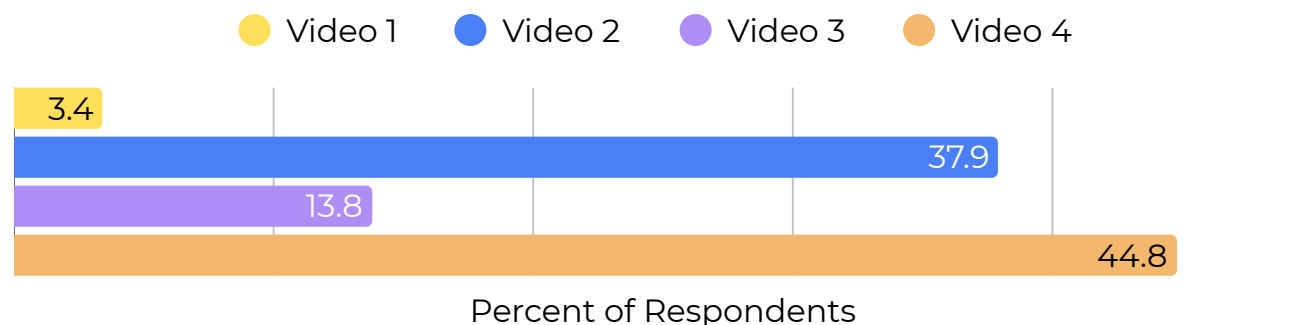
Analysis

Feedback on the videos included improvement on calls to action - specifically surrounding clarity of the ask and who it applied to. Overall, respondents fell into two distinct categories which engaged with either humour or information. This feedback informed our recommendation strategy and suggests that increase in knowledge is not the only factor which makes videos engaging or effective.

Which of the videos did you find MOST informative?



Which of the videos did you find MOST effective?



Engagement metrics from the videos also provided some insight into their success. Given the short length of time between posting the videos and collecting metrics, as well as the variance between posting times of each video, we decided not to compare the metrics of each video, but instead evaluated the success of our videos together. Recommendations which compared types of videos were based on the community engagement session.

On Instagram, the videos lowered the average skip rate of OpenMedia's page, which was 87.7% before the first video was posted and dropped to 76.6% once all the videos were posted. This shows that, in general, short-form video content seems to perform well amongst online users.

Recommendations For Youth Engagement

Based on our research as well as the reception of our videos, our team has developed a series of recommendations to complement OpenMedia's future marketing strategies directed towards a youth-based audience.

01

Focus on short-form content

Our initial survey found that 76% of respondents use short-form videos as their primary source of media. If OpenMedia wants to reach youth, they must meet this audience where they are and produce content in a format that youth are already familiar with. Given that our videos were skipped at a lower rate than the rest of OpenMedia's Instagram content, it is clear that information delivered in quick segments is received well by Instagram users, mainly youth.

02

Be intentional with the audience

Our data shows that youth respond well to either information-heavy or humorous but information-light videos. Two of our videos, which tried to incorporate both humorous and informational elements, had less engagement than videos that chose to focus on one, suggesting that trying to capture both audiences actually fails to resonate with either. Thus, it is important that OpenMedia identifies their target audience and chooses to emphasize either humour or information with the objective of maximizing engagement. Other feedback showed that non-Canadian youth felt less empowered to act. Therefore, OpenMedia should be clear in their messaging that their videos are meant for Canadians, or create ways for non-Canadians to get involved.

Recommendations For Youth Engagement

03

Use rights-based language

Our initial community engagement showed that youth do think that privacy is important, but that they feel helpless to take any real action, nor do they really understand privacy legislation or what privacy violations may consist of. This demonstrates that youth experience a gap in caring about privacy and feeling like they have the knowledge or tools to change their circumstances. By focusing on rights-based language, OpenMedia acknowledges that privacy is important but removes the burden of protecting oneself from the individual and instead promotes the idea that privacy should be protected by the government. This alleviates youth from feeling like they must try and fail, to protect themselves, and shows them how the system can, and should, take action for them.

04

Have a clear call to action

Responses from community engagement indicated that the type of action that youth are willing to take does not differ based on different video formats (although willingness to act does). However, feedback suggested that the call to action must be clear and easy to complete in order for youth to engage.

Future Action

01



Hear From More People

As most of our respondents were UBC students, a stronger next step would be to engage youth from different regions, income levels, and educational backgrounds to develop a more inclusive picture of youth perspectives.

02



Prioritize Those Most At Risk

Privacy is not experienced equally. Communities with lower digital literacy, limited access to newer devices, or fewer online protections face greater risk. Future content should be designed with greater emphasis on these groups.

03



Consider The Wider Context

A valuable next step would be to compare Canadian Privacy laws with International standards and examine how these differences influence behaviour, accountability, and the level of protection users actually receive.

04



Build Stronger Partnerships

Building stronger connections with groups working on similar issues across North America and abroad could create opportunities for collaboration, shared knowledge and a more effective collective voice.

Constraints / Limitations

We recognize our positionality and biases as students in the world of academia and hope to provide future recommendations to improve our findings

Limitation	Effect	Recommendation
Survey audiences and user testing was restricted to our peers UBC student focus group	Results may not be adequately representing Canadian youth as a whole	Subsequent studies done with larger test group
Limited time frame for posting and metric intake	Short time frame means we may not have gotten complete results / given videos enough time to reach audiences	Longer time between posting and calculating results of study
Variance in time and day videos were posted	Inhibited consistency across platforms and video formats May have influenced results	Consistent date and time of posting Potential analysis of existing research on best times to post for engagement

Final Reflection & Thank you

Looking back, this project showed us that working on human rights in practice is a lot messier than it looks on paper. Privacy is recognized as a right, but there remain gaps in legislation to keep up with the rapidly changing technology environment. Additionally, many people, especially youth, still feel that privacy in one's daily life is distant and hard to act on. We saw that people care, but often don't feel like their actions will make a difference. OpenMedia has the opportunity to change this.

Throughout the project, we had to constantly adjust, rethink our approach, and figure out how to make complex ideas connect with audiences. This process helped us realize how important it is to meet people where they are and to think beyond just raising awareness.

More than anything, this experience showed us that rights only become meaningful when people can understand them and see how they matter in their own lives.

We are very grateful to OpenMedia for the opportunity and support throughout, this has been a genuinely valuable learning experience for all of us and we hope to continue fighting for privacy rights in our daily lives.

Acknowledgements

A huge thank you to Matt and Jenna at OpenMedia for the creative freedom and constant support of ideas. We couldn't have done this without you.

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