CONSENT

Consumer sentiment regarding privacy
on user generated content services
in the digital economy

Awareness, values and attitudes of user generated content website users and non-users towards privacy in Italy: a qualitative study

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1. Executive Summary

This document presents the Italy results of a qualitative study undertaken as part of the CONSENT project (work package 8). The analyses and results are based on a set of ten semi-structured in-depth interviews regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. The respective interview guideline consisted of 27 questions and sub-questions.

The selection of interviewees was aiming at a 8:2 split between UGC users and non-users, an even gender distribution, and a further split by age group to ensure as wide a representation as possible. However, the data did not reveal any strong links between the respondents' attitudes and their different gender or age, confirming the result from the previous quantitative study (CONSENT work package 7).

Regarding general perceptions of privacy, respondents differentiated between information that is perceived as personal but not very private, information that is perceived as private and its privacy status being a social norm, and information which is considered as private and critical, its disclosure being associated with potential personal risks.

However, in the disclosure of personal and private information on UGC websites, another level of perception was brought into play: whether respondents perceived themselves as information providers, information sharers (with a strong sense of reciprocity), or merely passive information users. Whilst perceptions of providing and sharing information can coincide – and in offline situations they usually do – online they do not necessarily have to. Here, most UGC users revealed attitudes where sharing personal or private information on non-SNS websites was strongly limited to passive and/or pragmatic usage, whereas in the context of social networking it was perceived as entertaining and done in a more empathic manner.

On the other side, being strongly engaged in social networking didn't necessarily go alongside with a greater willingness to disclose information online for commercial trade-offs, and being open to commercial trade-offs was not visibly linked to a more "generous" disclosure of personal and private information on UGC sites.

Regarding the different specific practices of websites owners, acceptance levels were rather high – in particular the customising of content was mostly accepted by intentionally ignoring customised adverts, or under the condition of being asked for consent. Whilst there was a demand to increase the visibility of consent procedures, the Italian interviewees also outlined a certain user responsibility to keep themselves informed. At the same time, they appeared to "oscillate" between disliking the website owners' practices, the perceived need to monitor them, accepting them as a commercial trade-off, and appreciating potentially positive effects. Generally, they affirmed their willingness to disclose certain personal or private information, but not by extensively giving up control.

As main measures to keep a certain level of control, the majority of respondents used nicknames; some also set up entire fake identities which they would then re-connect with their "real" identity – but explicitly under their and not the website providers' terms. Additionally, the interviewees showed an awareness about the need not only to adapt but

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also to frequently re-visit and potentially re-adapt privacy settings, being aware that these may change and do so , possibly, not in their personal best interest.

Only a minority of interviewees claimed that they mostly read privacy policies, and both readers and non-readers stated difficulties in the policies' form and structure. However, whilst the policy-reading respondents perceived them explicitly as an important measure to learn and secure a certain level of privacy, non-reading respondents primarily perceived them as protecting the website providers' rather than the users' interests. Thus, as much as providing policies with a clear structure and a simple wording will facilitate reading them, increasing the proportion of readers substantially may foremost depend on establishing measures which increase the users' trust that privacy policies represent more than predominantly website providers' disclaimers of liability and are, actually, worth reading.

In spite of these trust issues, a number of interviewees strongly felt that it was their responsibility to inform themselves and make choices. Being aware that privacy in general remains "something uncertain", they did not demand to maintain full control in online situations, nor did they express any strong expectations that website providers or the state should assume more responsibility. However, they did demand to be given the *opportunity* to choose for themselves a certain level of both discretion and protection.

2. Introduction

2.1 Study Target

The analyses and results in this document are based on a set of semi-structured in-depth interviews regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. This study was undertaken as part of the CONSENT[1] project.

This document highlights the findings from the study that are relevant to Italy. Other separate reports are available for Bulgaria, Czech Republic, Denmark, France, Germany, the Netherlands, Malta, Poland, Romania, Slovakia, Spain, and the United Kingdom.

The interview guideline used in this study consisted of 27 questions and sub-questions, covering general internet usage and its perceptions, individual attitudes and behaviour regarding the specific usage of UGC websites, probing in particular those related to the disclosure of personal and private information. Here, the interview design was specifically aiming at gaining an in-depth understanding of individual levels of awareness and (non-) acceptance concerning website owners' practices of using such information for various commercial purposes, the experienced, expected – or unexpected – consequences, and the related strategies of users as well as of non-users.

2.2   Methodology

Overall 130 interviews – ten in each country (see above) – were conducted between May and July 2012. Personal references and snowball techniques were used to find individuals willing to take part in this study which, as a qualitative analysis, does not claim to be representative for an entire EU population or any of the individual EU countries where interviews were conducted.

However, in order to gather a more in-depth insight into the individual perceptions, attitudes and behaviour as revealed in the quantitative study of the CONSENT project's work package 7, the participating partner countries were required to select interviewees following certain quota that would ensure representation of different sub-groups:

Total Number of Interviews = 10			
UGC users		8	4 male / 4 female, of which at least 6 use SNS (at least 1 male and 1 female), and 2 (1 male and 1 female) that use UGC, but not SNS.
UGC non-users		2	1 male / 1 female
of which			
Gender	Male	5	
	Female	5	
Location	Urban/ suburban	8	4 male / 4 female
	Rural	2	1 male / 1 female
Age group	15-24	3	
	25-34	3	of which 1 UGC non-user
	35-44	2	
	45+	2	of which 1 UGC non-user

The breakdown of interviewees' characteristics comprised, as a basic categorisation, the 8:2 split between UGC users and non-users (preferably including two UGC but non-SNS users), and an even gender distribution. Then, the interview requirements were split further down by location and age group, aiming at a wide a representation as possible whilst keeping the total number of interviews per CONSENT partner at a manageable level.

After conducting the interviews, all interviews were fully transcribed in the local language, and a pre-analysis template for each interview was filled out in English. The development of this template was based on pilot interviews conducted earlier, and it served primarily for the collating, formal structuring and pre-coding of the vast amount of collected data. Then, the content of each set of country templates was analysed section by section, labelling them with additional codes which either summarised specific processes and practices or constructions and interpretations[2]. This process of re-coding also initialised a critical restructuring and rethinking of the codes applied first, and allowed for a more focussed data analysis and drawing together overarching themes. Finally, a draft version of each country report was submitted to the respective partner for revision and amendments.

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[2] Data could fall into different categories at the same time and were then also double-coded as such.

2.3   Description of the Sample

The data analysis for Italy is based on ten interviews with a demographic distribution which fully complies with the required quota:

Interviewee No.	Gender	Age	Age category	Location category	UGC usage
I-1	Male	26	25-34	Urban/Suburban	UGC user
I-2	Male	44	35-44	Urban/Suburban	UGC user
I-3	Male	28	25-34	Urban/Suburban	UGC (non-SNS) user
I-4	Male	18	15-24	Urban/Suburban	UGC user
I-5	Male	56	45+	Rural	UGC non-user
I-6	Female	47	45+	Urban/Suburban	UGC (non-SNS) user
I-7	Female	37	35-44	Rural	UGC user
I-8	Female	29	25-34	Urban/Suburban	UGC non-user
I-9	Female	24	15-24	Urban/Suburban	UGC (non-SNS) user
I-10	Female	23	15-24	Urban/Suburban	UGC user

Having one very young respondent (at the low end of the age group of 15-24, i.e. below 18) would have been desirable, and UGC (non-SNS) users are slightly over-represented, but, overall, there was overall achieved a comparably even split within the different age groups.

Six interviews were conducted within the Italian partner's premises (LSC Laboratorio di scienze della cittadinanza), one in the interviewee's office, two in public spaces (bar, shop), and one in the interviewee's private home. The interview situation was described by the interviewers as predominantly informal and pleasant, most interviewees appeared relaxed. Only one interviewee was described as open but also very intent upon being precise and trying to "*use the right words*" (I-4, UGC user, male, 18).

Most interviewees have been using the internet for at least ten years; looking at the relation between UGC usage and the age when these respondents started to use the internet, there is no recognisable link between being a "digital native" or a "digital initiate" and using – or not using – UGC websites:

Interviewee No.	Age	Years of Internet usage	Age when starting to use the Internet	UGC usage
I-1	26	14-15	21-22	UGC user
I-2	44	15	29	UGC user
I-3	28	12-13	15-16	UGC (non-SNS) user
I-4	18	7-8	10-11	UGC user
I-5	56	6	50	UGC non-user
I-6	47	18-19	28-29	UGC (non-SNS) user
I-7	37	13	24	UGC user
I-8	29	13	16	UGC non-user
I-9	24	10	14	UGC (non-SNS) user
I-10	23	4	19	UGC user

3.   Results

3.1   Attitudes towards UGC Websites

Of those eight interviewees who are UGC users, only one declared that he perceived a strong peer pressure to join a social networking site (primarily Facebook): *All my friends were on Facebook. One is practically forced to open an account since they do all on Facebook. Otherwise, you are put aside"* (I-1, UGC user). Another strong pressure was described in the context of educational needs: *"I started Facebook because I was obliged to do so [...] I opened my Facebook account because it is necessary for school. I can't phone my classmates every day for verifying homework"* (I-4, UGC user). The main reason given, however, was to *"stay in contact with friends in a fast way"* (I-2, UGC user), appreciating not only the speed of online connectivity, but also its time-related flexibility: *"This way I can write to some of them [friends] even at 1 a.m. – I cannot call my friends at 1 am."* (I-7, UGC user).

In addition, social networking online was also chosen due to its being a cheap means of communication - as *"it was one of the few ways to communicate for free"* (I-1, UGC user), and easy to use. Generally, it appeared that some of the interviewees were using micro-blogging websites also for social networking, and SNS were used also for blogging but, ultimately, SNS were "winning" over micro-blogging websites due to their perceived easier usage.

SNS non-users mostly referred to their lack of time as a reason for non-use:

> *"It is interesting as a communication tool, but not for me [...] It is not a question of value: The account in a SNS website requires always to be updated – it requires time. [...] If, for example for health reasons, I was forced to stay at home for a long period, I would start using it"* (I-8, UGC non-user).

The other main reason given was a general adversity towards self-disclosure online – *"[online] social networks seem to me a form of exhibitionism"* (I-6, UGC (non-SNS) user) – rather than data misuse and privacy matters:

> *"I haven't any problems with reference to privacy: If you use social networking you decide to share your information, and then you give away your privacy. It's useless for people to think that their privacy has to be protected. If you put personal information on the internet it is exactly because you think other people should read it – otherwise you should restrain yourself from doing it"* (I-3, UGC (non-SNS) user).

This UGC (non-SNS) user revealed an attitude towards online privacy as being something that can't be expected – or protected – and expecting such would be self-deceiving. Half in jest, he also pointed out that it may be useful for him to possibly open a SNS account in the future in his function as an employer's representative for looking at candidates' profiles.

However, one UGC (non-SNS) user also expressed the tension between the perceived advantages and disadvantages of using SNS: *"It is possible through Facebook to find people*

you have lost in the past. This is a beautiful thing, [but] I'm worried about the risk of losing control" (I-9, UGC (non-SNS) user). Then she explains further:

> *"I don't love Facebook so much. I am considered an outcast for this reason... I see this attitude as an exaggeration: You risk losing control over yourself and start putting in a lot of information. In the end, you have 300 or 400 friends and you don't know half of them. I prefer one-to-one relationships with people I know well rather than putting my photos in a showcase"* and, additionally, *"I haven't so much trust to put much information on a website where there were questions about privacy protection"* (I-9, UGC (non-SNS) user).

Whilst giving, as a primary reason for non-usage, her generally negative attitude towards online social networking, this interviewee revealed her concerns that, due to the technical possibility in such environment, there is a temptation to establish "friends" connections which go far beyond any opportunities offline. This "structural condition" in combination with a personal disposition to reveal oneself makes it probably easier to lose control – a concern which was reinforced by the media having raised public attention on this issue.

Regarding other UGC websites, most respondents were frequently using photo and video sharing websites – some of them only as passive users, but those interviewees who did hold accounts outlined that the usage of certain extended functions (e.g. different YouTube channels) specifically required registration, and that the perceived advantage of using such special functions would outweigh concerns about privacy: *"I don't find some kind of sites particularly useful [...] If they should turn out to be useful, such as Facebook, then I would create an account – even if I'm aware of the risks [...] I would try the trick – I would look. If there is a need, unfortunately, one is obliged to do so"* (I-4, UGC user). This interviewee, thus, also describes a form of tension between being able to keep control and a perceived need, or desire, to use such service – and approaching it in a certain playful manner.

All other types of UGC websites (business networking sites, micro-blogging sites, recommendation/review sites, wiki sites, dating sites and multiplayer online games) were only used by a minority of respondents, mostly due to a general lack of interest or the ability to used these websites' core functions without holding an account.

3.2   Information Disclosure – "Offline" and Online

In "offline" situations[3], the majority of interviewees gave very similar answers regarding whether or not they would disclose certain personal or private information[4] to a stranger. Being asked for their marital status was predominantly considered to be a "common" question, and as giving away a piece of information that is somewhat public and could not be easily abused – being *"not something so risky to disclose"* (I-7, UGC user). Although some interviewees explained that answering to such question may depend on whether *"he or she is a nice person"* (I-2, UGC user), or they would answer *"only to be polite"* (I-3, UGC (non-SNS) user), it could also be seen as triggering further – and desirable – information exchange: *"It can be an opportunity to share [general] information about marriage"* (I-7, UGC user).

On the contrary, information about one's income would not be revealed so easily. The majority of interviewees would follow an "evasive" strategy of either being vague in their answers, or they would first counter-ask and then, based on the stranger's respective reaction, decide whether and to what extent they would provide any information about their salary. Whilst such a question was not explicitly perceived as the violation of a social norm, it appeared that some form of reciprocity needed to be established.

Finally, being asked for their ID card number, most interviewees perceived such question as "*strange*" (I-10, UGC user) or "*absurd*" (I-2, UGC user), triggering an abrupt response and giving random (I-7, UGC user) or fake information (I-3, UGC (non-SNS) user). Although only one respondent (I-10, UGC user) explicitly expressed her concern regarding privacy-related risks, there was a strong common understanding that such a question should be neither asked nor answered.

Similarly, all interviewees responded that, in a conversation with friends, they would reveal their marital status, but mostly still not reveal their ID card number. However, they were clearly more willing to respond to the question regarding their income, arguing that it could become subject to mutual trust and the principle of reciprocity within friendship relations. In general, most interviewees imagined reactions which went beyond merely either disclosing or not disclosing the information requested, but the "offline" situation allowed them to counter-react, negotiate and (re-)establish perceived norms and boundaries – not only with friends but also with strangers.

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[3] Respondents were encouraged to imagine a situation where, whilst travelling on a plane, a stranger would ask them a number of personal questions – whether they would reveal their marital status, their income, and their ID card number. After that, they were requested to talk about their reaction if the same questions were asked by a friend.

[4] The distinction made here between "personal" and "private" is following educational definitions where personal information cannot be used to identify someone (in the sense of identity theft), whereas private information can be used to identify someone and may be unsafe to share. This distinction is currently not being made in data protection law which only refers to "personal" data/information, in common language both terms are often used synonymously, within the various scientific disciplines there is a wealth of different definitions, and there are also different meanings in different languages. However, many respondents intuitively differentiated between the two terms – by ascribing to them different levels – or "types" (e.g. ownership vs. spatial relationship) – of privacy.

Whereas the interviewees' responses revealed a comparably homogeneous pattern of answering in offline situations with both strangers and friends, there was a wider variation in answers regarding what information would be disclosed online in the context of online shopping / commercial trade-offs, and even more so on UGC websites.[5]

Generally, for commercial advantages the majority of interviewees were willing to reveal their marital status and their date of birth as well as the number and age of their kids. This type of information was mostly considered as "*not important*" and "*no need to hide*". All other information was indicated by the majority of respondents as not to be disclosed; here, privacy as a reason for non-disclosure could be divided into different – though partially overlapping – categories:

(a) Information was perceived as generally "too private" (in particular one's income and ID card number),
(b) the disclosure was linked to the perceived risk of fraud (particularly insurances and ID card number, but this was also the reason given most frequently for any type of non-disclosure),
(c) the disclosure was linked to the perceived risk of receiving unwanted commercial offers, (in particular phone number and address).

Overall, it appeared that offline attitudes (towards strangers) and online attitudes (in the situation of commercial trade-offs) were comparably coherent, differentiating between

(a) information that is perceived as personal but not very private,
(b) information that is perceive as private and its privacy status being a (social) norm, and
(c) information which is considered as private and critical, its disclosure being associated with potential personal risks.

Regarding the disclosure of personal and private information on UGC websites, another level of perception came into play – whether respondents perceived themselves as information *providers*, information *sharers* (with a strong sense of reciprocity), or merely passive information *users*. Whilst perceptions of providing and sharing information can coincide – and in offline situations they usually do – online they do not necessarily have to. Here, most UGC users revealed attitudes where sharing personal or private information on non-SNS websites was limited to passive and/or pragmatic usage, whereas in the context of social networking it appeared to be perceived as entertaining and done in a more empathic manner. They were particularly active in the sharing of own (and, partially, family) photos and videos, and willing to disclose their tastes and opinions, the latter practice being understood as "necessary" and core to the use of SNS.

At the same time, the most coherent attitude amongst UGC users and non-users was represented by the non-disclosure of their home address, as a measure of protecting privacy, and medical information. Finally, being strongly engaged in UGC usage didn't necessarily go together with a greater willingness to disclose information for commercial

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[5] For commercial trade-offs, interviewees were asked whether they would disclose their phone number, address, date of birth, marital status, income, number and age of kids, their spouse's email address, their home insurance, life insurance, and their ID card number.

trade-offs, and being open to commercial trade-offs was not visibly linked to a more "generous" disclosure of personal and private information on UGC sites.

3.3 Privacy Matters

3.3.1 Which Privacy matters: Awareness and (Non-)Acceptance

Four of the eight respondent UGC users indicated that they were aware before opening a UGC website account that website owners may use personal information provided by users to customise their site's content, and two learnt about this practice with time after opening an account, primarily by noticing the appearance of advertising becoming increasingly targeted: *"I imagine that they started to send me customised commercial offers when they asked me about my interests and my hobbies. I tried to limit that by restraining myself from selecting any proposed option"* (I-7, UGC user). Only one respondent was not aware at all of these website owners' practices, and another respondent provided no information regarding his awareness levels.

Acceptance levels for the various types of website owners' practices were similarly high; in particular the customising of content was mostly accepted[6] by either consciously blocking out customised adverts – *"I don't see them"* (I-2, UGC user) – or under the condition of being asked for consent and that *"withdrawing the consent is allowed"* (I-5, UGC (non-SNS) user). Here, particular emphasis was given to the visibility of consent procedures: *"It would be better if there was a 'warning', written in big blinking red characters saying 'all the information can be used...'. And then, at the bottom, 'I accept'"* (I-7, UGC user).

At the same time, the interviewees outlined a certain *"user responsibility to keep themselves informed"* (I-9, UGC (non-SNS) user) – to *"pay attention"* (I-4, UGC user): *"Are you asking me if it's right or wrong? Receiving customised ads is annoying, but it is the price one pays to have a service for free"* (I-6, UGC (non-SNS) user). They appeared to be "oscillating" between disliking the practices, the perceived need to monitor them, accepting them as a commercial trade-off, and appreciating potentially positive effects:

> *"It is automatic. If you want to have an account on Facebook you have to accept that they can see your profile. This is an intrusion in my account, but it is an equal exchange – you open an account without money, you share your info and your photos with your friends, you put your comments and opinions on your profile... you are free to do what you want, but they ask you to give them something in exchange: the possibility to sell to you products that may be of interest for you"* (I-7, UGC user).

> *"It is our task to keep ourselves informed about privacy rules [...] I hate customised advertising, following exactly the history of the search criteria you used. It's annoying and irritating. The fact that I made a search for a given thing doesn't mean that I need that thing"* (I-9, UGC (non-SNS) user).

But, then, the same interviewee contradicts herself:

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[6] With the exception of one non-user for whom there was no information available about his acceptance or non-acceptance.

"The most important thing to me is keeping control and not involving my name, even if my profile is accessible. The fact that you become a subject to information [provision] may be interesting and acceptable. To be bombarded by spam is not nice, but among that spam there could be some useful or interesting information. I am not able to identify a situation that may become unacceptable" (I-9, UGC (non-SNS) user).

However, as much as these interviewees seemed to actively work on finding a balance, some also expressed a slight feeling of discomfort – *"As long as these are things that do not concern me personally, all that cannot bother me. What really bothers me is that feeling to be constantly monitored on what I do"* (I-10, UGC user) – affirming an attitude that a general willingness to disclose certain personal or private information (as long as it is not linked to the user's name) does not mean that users are accepting to give up control.

3.3.2   How Privacy matters: Protective Measures

Privacy concerns of the interviewed UGC users[7] related particularly to a potential misuse of published pictures which were perceived as the most sensitive type of personal information. In general, the respondents' main concerns primarily circulated around one topic: the uncertainty about who has access to personal and private information online. The problem, here, arises on various levels. Users don't know which of their information is actually being used (and how, how long, and for what purposes). And even if users could (or partially can) tag their "actively" disclosed personal or private data with specific instructions unintentionally left data traces, as pointed out by e.g. the social media researcher Danah Boyd[8], currently don't hold the information for website owners whether these users want to have their information public or private.

In order to "disconnect" – rather than protect – the intentionally or unintentionally revealed information from potential personal consequences, a method chosen by the majority (eight) of interviewees was not to reveal their real name but use nicknames. Only one respondent considered the use of nicknames specifically as *"useful to protect privacy"* (I-10, UGC user); another one described his strategy of setting up separate accounts with different email addresses, fake names and, partially, entire fake identities:

"I am able to create an account with a fake name [...] and say to my friends 'I'm that one', and put in false information. I believe that it is absolutely correct. I do not want that someone could search my name and succeed in finding personal information related to me" (I-4, UGC user).

Here, the strategy of giving false profile information when registering and setting up a user account is combined with the practice of re-connecting this fake identity to one's "real" identity, but selectively and on the user's – not on the provider's – terms.

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[7] There was no information available regarding potential disclosure strategies of UGC non-users.
[8] Boyd, Danah (2010) Making Sense of Privacy and Publicity, SXSW, Austin, Texas, March 13, http://www.danah.org/papers/talks/2010/SXSW2010.html, accessed 07/2012.

The main strategy of the respondents to protect their privacy remained, however, to be "generally careful" and not disclose "too much".

Another possible strategy to deal with the aforementioned uncertainty is to adapt the privacy settings of UGC websites – if such an option is available (and known of). Here, three out of eight interviewed UGC users declared that they limited access to their profile to 'friends only', one had changed her settings to 'friends but not friends of friends', and one described his practice of choosing different settings for different types of content.

Most respondent UGC users also showed a strong awareness about the need to frequently re-visit and adapt privacy settings – *"The problem is that privacy setting systems are often changed by the provider. Your risk not understanding anything"* (I-1, UGC user) – and, again, referring to the user's responsibility to make a choice: *"It is up to the user to decide the kind of [data] diffusion: one-to-one, one-to-many, and many-to-many"* (I-3, UGC (non-SNS) user). Additionally, one user expressed his suspicion that the layout of privacy settings may be designed to imply a false sense of privacy: *"Apart from the precariousness of the service, there is the trap. The way they put things on privacy is that you check a box and you're no longer visible to others. This is not really true"* (I-4, UGC user).

Apart from this vague feeling of discomfort most respondents stated that, apart from receiving unwanted commercial emails or newsletters, they hadn't experienced yet any negative consequences from their information disclosure – except for one UGC user who described that she once opened a LinkedIn account but wasn't aware how much information was required and how much time it would need to complete a profile: *"Now my account is in an embryonic state, with some erroneous data. Perhaps, instead of having an account in such condition, it would have been better if I had not opened it at all"* (I-6, UGC (non-SNS) user). This interviewee points at the problem that the data of a personal profile online – and perhaps even more so a professional profile – may not necessarily be misused, but can be misinterpreted.

Regarding future situations, the interviewees imagined a number of different scenarios: *"The problem is putting things – photos, strange things – which can emerge again after a while. What you put on the internet then remains there"* (I-1, UGC user). This risk awareness that any published personal or private information cannot be easily deleted from the public sphere was not only applied to own but also uploading the data of other people that – intentional or unintentional – may violate someone else's privacy: *"I would regret it if I uploaded something damaging to a person in an irreversible way, so that even if the information is taken off and is made invisible, anyone with basic skills in using computers would successfully find it anyhow"* (I-4, UGC user). At the same time, though, these interviewees pointed out that *"I am not an inexperienced person and I would never do something like that"* (I-4, UGC user), and *"you have to be a really careless guy to put something like that on the web"* (I-1, UGC user). As such, "experience" and "care" are perceived as being at the core of a behaviour that safeguards one's own privacy as well as the privacy of others.

A specific aspect of "care" in this context was outlined by a respondent mother: *"I may imagine something concerning the publication of photos of my children. I put on the web only information and images concerning myself: I can choose – my children can't"* (I-7, UGC user).

Or, as another interviewee put it: *"There is an excess of children's photos in the internet. [If] you publish a photo of a child he or she is not able to protect him- or herself"* (I-10, UGC user). These quotes can also be extended and applied to anyone portrayed online who may not have access and, thus, no choice.

Finally, as a reason for future concerns – and a motivator for restrictive information disclosure – interviewees considered the possibility of current or future employers actively searching information about their (prospective) employees: *"Opening an account on Facebook may facilitate job opportunities but, actually, it may be also damaging. The evaluator could find on your Facebook account reasons for not selecting your CV"* (I-3, UGC (non-SNS) user).

However, being aware of employers increasingly using social networking websites to gather information about their employees, such employers' practices were not so much raising questions about their appropriateness and acceptability but pointing at the issue of a general misperception*: "Facebook is so widespread that it is not [cannot be] considered as a criterion of reliability. Even compromising photos of your employee posted on Facebook should not be considered as reliable. However, it may be the cause for hiring, or a loss of confidence"* (I-9, UGC (non-SNS) user). This interviewee's comment is highlighting the need for employers' to be(come) more critical towards the general reliability of employees' or candidates' personal and private information gathered online – as, otherwise, the line between misperception and misuse becomes blurred.

3.3.3 Making Privacy matter: Evaluating Privacy Policies

Only three out of the eight interviewed UGC users claimed that they mostly read privacy policies, both UGC non-users and five UGC users stated that they don't. The reasons given for not reading can, generally, be divided into two categories. On a "technical" level, the (non-reading) interviewees indicated that privacy policies are "too long", illegible due to being *"written in extremely small characters"* (I-7, UGC user), and the texts being *"quite unclear"* (I-1, UGC user) – a perception which they shared also with some of those who declared that they *do* read them. On the level of actual policy content, some non-readers additionally revealed a certain belief that privacy policies were all following a certain general standard – *"people think they already know what is written in privacy policies – at the third line of reading you are already tired"* (I-7, UGC user).

Thus, if both readers *and* non-readers perceive difficulties in form and structure, the actual motivation for making an effort to read may be rather the interviewees' evaluation of privacy policies – to what extent it was believed that privacy policies actually have an impact and can be effective in the protection of personal data. Here, interviewees expressed a strong belief that *"these documents state nothing but that website managers are always right […] It's like the information leaflets that come with medicines – all clauses say: We are right"* (I-3, UGC (non-SNS) user) – a belief that privacy policies serve the protection of providers rather than users: *"They [privacy policies] are part of a system of protection and of the system of responsibility: It is limiting because it doesn't ensure full protection, while it ensures providers to be fully discharged of responsibility"* (I-8, UGC non-user).

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Additionally to this aspect of actively limiting responsibility on the provider's side, it was believed that there was an intention to make such policies, actually, hard to read:

> *"I was most interested in understanding the policy on ownership of content, where data are transferred to and whether rules were provided for data cancellation after a certain period of time. I found what I was looking for [but] only with difficulties: This kind of information is written at the end of the document, in small characters" (I-2, UGC user).*

Such – intentional or unintentional – difficulties were seen as increasing even further due to the perception that *"the providers frequently change the system and the user has to change the privacy setting"*, coming to the result that *"providers are little transparent"* (I-1, UGC user) or *"should be recommended to be much more transparent"* (I-7, UGC user).

On the other side, those respondents who do read privacy policies expressed their feelings of being *"reassured by the fact that a website has a privacy policy. It is good that they allow you to read everything about privacy. I am much more careful now. I avoid registering myself and, when necessary, fill out only the required fields needed for registration"* (I-9, UGC (non-SNS) user). Here, the interviewee described her learning process through making the effort and reading privacy policies; another (policy-reading) user similarly declared that *"reading privacy policies carefully helps you limit risks for your privacy"* (I-4, UGC user). Then he explained further:

> *"If you follow what are the options and you carefully read all of them you're certainly more protected than a person who does not understand much and simply puts 'agree' on the checkbox, accepting to be seen from all over the world. So, by reading one can have some protection that can be infringed only by a person who has computer skills and who can get illegally into your account" (I-4, UGC user).*

This (rather young) interviewee did not only assume responsibility, but he was also aware that even if taking comprehensive protection measures there would always be a remaining risk. However, in spite of such awareness, only two (policy-reading) interviewees clearly affirmed that they wouldn't use a website if they didn't find the expected clauses.

Thus, as much as providing policies with a clear structure and a simple wording will facilitate reading them, increasing the proportion of readers substantially may foremost depend on establishing measures which increase the users' trust: that privacy policies do not only secure liability protection for the website provider, but that they also offer privacy protection for the user.

4. Conclusion: Responsibilities – between Discretion and Protection

In the beginning of each interview, the respondents were asked to give their spontaneous associations with a number of terms: honesty, internet, work, family, privacy. The subsequent results showed a particularly interesting contrast between the first and the last of them – honesty and privacy. Whereas honesty was more often described as a social norm, the respondents' associations with privacy were quite different: Rather than being ascribed a normative character, it appeared in these descriptions as something that requires "discretion" (in the sense of secrecy), "security" and "protection", and that is linked to a certain ownership of space: *"a sphere [...] that I and only I can decide to share with others or not"* (I-4, UGC user).

It also appeared that a number of interviewees associated privacy with "paired" terms: "discretion – forms (to be filled)", "security – protection", "discretion – protection". In the first association, privacy is located at the boundary between informal and formal practices. The second combination of terms points at the boundary between a "static" feeling and a "dynamic" practice. The third pair, finally, can be seen as outlining the boundary between something that requires mutual agreement and something that can (though doesn't have to be) one-directional – if not paternalistic.

Whether these terms represent a contradiction or whether they complement each other will depend on who is taking responsibility for privacy matters. Here, it appeared that some of the Italian interviewees strongly felt that it was their rather than the website providers' responsibility to inform themselves and take choices. At the same time, such willingness to assume responsibility didn't mean that they would trust website providers. They predominantly revealed feelings of suspicion, and only few respondents expressed some form of belief in privacy policies and/or their enactment as affecting the level of privacy protection online.

However, as much as most of the interviewees had developed different strategies to deal with these boundary situations, there was also an awareness that privacy in general remains *"something uncertain"* (I-10, UGC user). As such, they did not demand to maintain full control in online situations, nor did they express any strong expectations that website providers or the state should assume more responsibility. But – whilst "oscillating" between disliking the website owners' practices, the perceived need to monitor them, accepting them as a commercial trade-off, and appreciating potentially positive effects – they did demand to be given the opportunity to choose themselves a certain level of both discretion and protection.

Acknowledgements

Appendices

A.1 Interview Guidelines (English)

Instructions for Interviewers
As the intention of these interviews is to gain a deeper understanding of personal opinions, thoughts, feelings, experiences and behaviour towards privacy based on the quantitative results from WP7, it is crucial to allow the respondents to speak as freely as possible and allow them to develop their own chain of thought, rather than following a pre-defined yes/no or "multiple choice" pattern. Obviously, one of the main challenges for any interviewer conducting standardised open-ended interviews is to find the balance between allowing such openness *and* maintaining control – taking oneself back without losing the "red line" – and the wording of the interview questions is accounting for this.

However, conducting interviews about a complex subject will always remain a complex task, and the following practical recommendations are meant to help reducing at least some of the complexities involved.

Plan ahead: Make a definite appointment with the respondent in a location of her/his choice where she/he feels at ease, but keep in mind that it should be sufficiently private to allow for an interview without undue distractions or interruptions. Avoid tight time schedules, as feelings of pressure may – unwillingly – be passed on to the respondent.

Be familiar with the interview guidelines: Practice the questions beforehand, and read the questions-specific instructions (marked in italic letters) carefully. Stick to the guidelines and don't jump between questions.

Be familiar with the technical equipment: Make a short test recording before each interview to assure that the recording equipment is working fine and batteries are sufficiently charged.

Ask open questions: Particularly when probing an interviewee's response, it is tempting to ask suggestive questions (e.g. "So you think / don't think that…?"). Although not always possible, such yes/no questions should be mostly avoided. Attempt to remain asking open direct questions, and also use other probing techniques like empathy, expectant pauses or mirroring, giving the respondent sufficient time to elaborate.

Stay alert: Whilst it is important to be interactive, the interviewer's main task is to listen and observe throughout the conversation. It is also recommendable to remain alert and potentially make notes after the interview, as respondents often give crucial information immediately after the recording device is turned off.

Introduction	Briefing
ALL RESPONDENTS **Introduction** [about 5 min] - Thank you - Your name - Purpose - Confidentiality - Duration - How interview will be conducted - Signature of consent on consent form	**I would like to thank you for taking the time to meet me today. My name is-----------------------------------and I would like to talk to you about the internet, what you like about it, what you dislike, and how you use it.** **As was mentioned when we set up this appointment, this interview is being carried out as part of the CONSENT project which is co-funded by the European Union. The CONSENT aims to gather views of internet users from all countries of the EU. If you wish I will give you more information about the CONSENT project at the end of the interview.** **Your opinion is very valuable for our study and will be taken into consideration when drawing up the final report.** **The interview should take less than one hour. I will be taping the session because I don't want to miss any of your comments. Although I will be taking some notes during the session, I can't possibly write fast enough to get it all down. Because we're on tape, please be sure to speak up so that we don't miss your comments.** **All responses will be kept confidential. This means your interview responses will only be shared with research team members and will ensure that any information we include in our report does not identify you as the respondent. Your name will not be connected with the answers in any way.** **Please read and sign this consent form. Do you have any questions on that?** **Remember, you don't have to talk about anything you don't want and you may end the interview at any time. Is that OK?** *Running Total: 5 min*
Objectives	**Questions**
ALL RESPONDENTS **Word-association exercise** [about 3 min] - establish top of	**Q.1 To start off we are going to play a short game/carry out a short exercise: I will read out a word and I would like you to say the first couple of things that come to mind/pops into your head when you hear the word. Let's try an example first: What is the first thing that comes to mind if I say the word "summer"? Anything else?** *Encourage respondents to use short phrases or single words and to*

mind associations with privacy	*avoid lengthy descriptions and statements.* *Test words:* **honesty, internet, work, family, privacy** *Running Total: 8 min*
ALL RESPONDENTS **Willingness to disclose personal information in various situations.** [about 8 min]	**Q.1.1**Now let's talk about something a little different. I would like you to imagine you are on a plane and the person next to you, somebody you don't know and who you are unlikely to ever meet again, is a really talkative member of the same sex about your age. He/she starts talking about different things and after 15 minutes he/she asks you whether you were single, married or in a relationship, what would you tell her/him? *Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.* **Q.1.2 What if he/she asked you about how much you earn What would you do?** *Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.* **Q.1.3 And what if they would tell you they can use their ID card number to choose lottery numbers to play. He/she asks you what your ID card number is. What would you do?** *Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.* **Q.1.4 Now let's imagine that instead of this talkative fellow passenger, you were asked the same questions by a friend who you meet a few times a year. What would you do?** *Probe about each of: whether your are single, married or in a relationship, how much you earn, ID card number. And in each case whether respondent would say the truth and why/why not* *Running Total: 16 min*
ALL RESPONDENTS **Internet experience and attitudes** [about 5 min]	**Q.2 Let's talk a bit more about the internet now, how long have you been using the internet?** **Q.3 What do you love most about the internet?** **Q.4 What do you dislike most about the internet?** *Running Total: 21 min*
ALL RESPONDENTS **Underlying beliefs & attitudes to commercial/privac**	**Q.5 Imagine that you are visiting a website of a discount club, for example a site similar to Groupon** <*or similar, please choose the one most appropriate for your country*>**. The club offers up to 50% discounts on different consumer products and services (e.g. books, travel, household goods, and fashion items) to its**

y trade-off [about 5 min]	**members. The site is currently running a promotion and giving a discount up to 75% to all visitors who provide the site with more information than the standard name and email. Which information would you be willing to provide this website to get this up to75% discount offer?** *Start reading out list:* **phone number, home address, date of birth, annual income, marital status, number of kids, age of kids, ID or passport number, email address of partner or spouse, life insurance status, home insurance status** *For items that respondent is <u>not</u> willing to provide information about to the website probe reason:* **Q5.i Why not?** *Or* **Why wouldn't you give your...** *Running Total: 26 min*
ALL RESPONDENTS **Internet usage** [about 2 min]	**Q.6 Please tell me a little about the internet websites you use in a typical week and what you use them for.** *Probe if Internet activities describe above (including usage of UGC and SNS) have an impact on the respondents' lifestyles, habits and social relationships (just 2 minutes for this question, so do not go into too many details).* *Running Total: 28 min*
ALL RESPONDENTS **UGC usage** [about 5 min] - Establish whether UGC user or non-user - Establish whether SNS user - Establish UGC site used most frequently - Provides link to findings from online questionnaire *Show card A*	**Q.7 This is a list of some websites** *<show list of UGC sites used in each country for WP7 >*. **Could you please tell me whether you have accounts with (not just visit) any of them and if you do have an account how often you log in?** *<Make a note which whether respondent uses Social Networking Site and if not which UGC website respondent uses most>* *Show card A:* **A. Social networking website such as Facebook,** *<Local SNS used in WP7>* **B. Business networking websites such as LinkedIn, Xing.com** **C. Dating websites such as parship.com** **D. Websites where you can share photos, videos, etc., such as YouTube, Flickr** **E. Websites which provide recommendations and reviews (of films, music, books hotels etc), such as last.fm, tripadvisor** **F. Micro blogging sites such as twitter** **G. Wiki sites such as Wikipedia, myheritage** **H. Multiplayer online games such as secondlife.com, World of Warcraft**

	Probe how much time is spent on social networks and UGC services daily/weekly (if not established already in Q6)
	Running Total: 33 min
RESPONDENTS WHO DO NOT USE OR NO LONGER USE UGC SITES IN Q7 **Reasons for not using UGC sites** [about 3 min]	**Q.8 Why don't you have accounts with any of these sites, or why did you cancel or don't use them anymore? Anything else?** *Probe fully, but make note of first and second reason given.* *We are interested in exploring further any reasons that relate to respondents' concerns about:* *- the consequences of giving information online,* *- how information about them is used,* *- whether UGC sites can be trusted, and* *- any other issue relating to privacy.* *If privacy/information use/trust related issues not mentioned as a reason for not using (anymore)UGC sites ask:* **Q.9 For what reasons may you be likely to open an account – or not open account - with any of these sites soon?** *Allow respondents to speak freely, but then gently probe to establish if respondent feels any pressure to open a UGC account;* *If any privacy/information use/trust related issues mentioned ask:* **Q10. You mentioned that one of the reasons (the reason) you don't use UGC sites is <***whatever respondent said that relates to privacy/information use***>. Can you tell me a bit more about what in particular concerns you**? *Probe in depth to determine* *i. what aspect of UGC sites respondent finds unacceptable, and why;* *ii. beliefs about how internet sites use information;* *iii beliefs about what UGC sites are for.* *Running Total: 36 min*
RESPONDENTS WHO USE UGC SITES IN Q7 **UGC sites - Motivations & Usage** [about 6 min] Establish: - motivations for	**Q.11 Why did you start using** *<Social Networking Site, if used. If respondent does not use Social Networking site, then UGC site in Q7 used most frequently>***? Probe to determine key motivations for using site.* **Q. 12 During all of the time that you've been using these sites, what information about yourself have you put on the site/sites?** *Allow respondents to take their time and reply in their own words but probe for: name, home address, photos of you, photos of family and friends, audio-video recordings, medical information, hobbies, sports, places where you've been, tastes and opinions, etc*

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UGC use
- willingness to share information
- beliefs & attitudes on different types of information
- motivations for settings of who can view information
	Q.13 Who can see your profile and/or your photos?
	Probe **Why have you set things up in that way?**
	
	Q.14 Have you ever regretted posting some information on one of these sites?
	
	If yes: **Q.15 Can you tell me a little bit about it...what happened? Why did you regret the posting?**
	
	If respondent <u>does not</u> mention commercial info & negative effects, then also ask 16.1 and 16.2
	
	If no: **Q.16 Could you imagine a situation when you might regret it?**
	Probe to determine whether lack of concern about respondent's own posting is due to:
	i. respondent posting little information, or
	ii. always thinking carefully before posting, or
	iii. thinking that it is no problem that everybody has access to information about them
	If NOT i and ii then ask:
	16.1 Do you receive commercial info that you think is a result of the personal information that you have posted? If yes, how do you feel about this?
	
	Probe to determine exactly:
	    i. if the respondents are aware of consequences of putting information online
	    ii. why some are more acceptable than the others
	    iii. do people accept that receiving commercial info is part of the commercial trade-off for using the service
	
	16.2 What do you think can happen (for example regarding job selection, reputation) as a result of personal information you have posted?
	If Yes- **How do you think this will happen?**
	If No- **Why don't you think this is possible?**
	Probe to determine exactly how the respondents think about other people using their own information posted on UGCs. Use a neutral tone to allow both positive and negative reactions.
	
	Running Total: 42 min

ALL RESPONDENTS **Usage of**	*If not previously established up to this point* **Q.17 Have you yourself ever used an alias or a nickname when giving information online? In what case/s and why? Or, if you**

aliases/nicknames [about 2 min]	**haven't, what do you think about it?** *Probe more in detail.*
- explore attitudes towards revealing personal information in different situations	*Running Total: 44 min*
ALL RESPONDENTS **Attitudes towards use of personal information by websites** [about 8 min] *Show card B*	**Q.18 The information users include in their account or profile on a website can be used by the website owners for a number of purposes, such as to customize the content and advertising that users see, to send them emails, to gather in-depth personal information about them etc. Did you know this when you signed up with a website (or UGC/SNS)? What do you think of it?** *Make a note whether respondent was aware of purposes and probe to determine attitude to use of users' information for each of the following:* *Show card B:* 1. *customize the advertising you see (show you only advertising for things/services that likely to interest you)* 2. *share information (which could be linked to your name) about your behaviour with other parts of the company* 3. *sell information (not linked to your name) about your behaviour to other companies* *For <u>each purpose</u> probe respondent for the reason behind finding the use acceptable/unacceptable.* *If not already mentioned, for any purpose respondent finds unacceptable ask:* **Q.19 Under which conditions, if any, would you find it acceptable for users to give information about themselves to be used by a website for** *< purpose respondent finds unacceptable>***?** *Probe to determine whether respondent would accept a ticket in a sweepstake/lottery, points on website such as Facebook points, a share of profits from the website, money.* *Running Total: 52 min*
ALL RESPONDENTS **Attitudes towards & behaviour on privacy policies.**	**Q20 What do you think about privacy policies of the UGCs/SNS that you are using? Did you read them before you signed up?** *(choose one as an example, If no to Q 7,then any other website that you use frequently)* *If yes –* **what would you look for? If you didn't find what you have looking for, what would you do?**

[about 4 min]	*Probe to determine:* *- if people really read the privacy policy;* *- what (presence/absence of some feature? reassurance?) they are looking for when they do read privacy policies; and* *- what they do if what they are looking for isn't in the policy (carry on using the website anyway? not start/stop using it?)* *Running Total: 56 min*
ALL RESPONDENTS **Thank & close**	**That's all from me, is there anything else you would like to add?** *Hand out incentives if used* *Inform about the next steps, give more information about CONSENT project if respondent wishes* **Thank you very much for your valuable contribution to our project!** *Total: 60 min*

A.1 Interview Guidelines (Italian)

Istruzioni per l'intervistatore

Poiché l'intento di queste interviste è quello di raggiungere, sulla base dei risultati quantitativi del WP7, una comprensione più profonda delle opinioni personali, dei sentimenti, delle esperienze e dei comportamenti rispetto alla privacy, risulta cruciale permettere a chi risponde di poter parlare il più liberamente possibile e di consentirgli di sviluppare il suo pensiero, piuttosto che seguire uno schema predefinito (sì/no o a risposta multipla). Naturalmente, una delle sfide principali per ogni intervistatore che conduce un'intervista standardizzata a risposte aperte è quella di trovare un equilibrio che allo stesso tempo consenta tale apertura e permetta di mantenere un controllo sull'intervista – rimanendo in secondo piano, ma senza perdere il filo rosso dell'intervista –; e il modo di formulare le domande dell'intervista rendono conto di tutto questo.

Tuttavia, condurre un'intervista su un tema così complesso resta un compito difficile. Le indicazioni pratiche che seguono possono aiutare a ridurre almeno parzialmente i problemi che si incontreranno.

Prepararsi in anticipo. Occorre prendere un preciso appuntamento con l'intervistato/a, in un luogo di sua scelta, dove egli/ella si senta a suo agio. Va tenuto presente che dovrebbe essere un luogo abbastanza riservato tale da consentire un'intervista senza che vi siano interruzioni non necessarie o che ci siano fattori di distrazione. E' necessario evitare di prevedere tempi stretti, in quanto questo può spingere l'intervistato – anche in modo inconsapevole – a sentirsi sotto pressione.

Avere familiarità con le linee guida per l'intervista. Prima di realizzare intervista, è importante fare pratica con le domande e leggere attentamente le istruzioni specifiche alle domande (scritte in corsivo). Occorre seguire le linee guida e non saltare le domande.

Avere familiarità con l'attrezzatura tecnica. E' importante fare un piccolo test di registrazione prima di ogni intervista, per assicurarsi che il registratore funzioni bene e che le batterie siano sufficientemente cariche.

Porre domande aperte. Soprattutto quando si cerca di capire le risposte dell'intervistato, ci potrebbe essere la tentazione di porre domande che suggeriscono la risposta (come per esempio "Così lei pensa/non pensa che…..?"), alle quali si può rispondere con un semplice sì/no. Le domande a risposta sì/no vanno evitate il più possibile perché quello che si vuole ottenere è avere maggiori dettagli su quello che l'intervistato pensa e non un semplice sì/no. Si tratta allora di continuare a porre domande aperte e di usare anche altre tecniche di sollecitazione come l'empatia, le pause di attesa o rispecchiare le posture o i gesti dell'intervistato/a in modo da dargli/le il tempo di elaborare le risposte.

Stare all'erta. Anche se è importante per l'intervistatore essere interattivo, il suo compito principale è quello di ascoltare e osservare per l'intera durata della conversazione. Si raccomanda anche di rimanere all'erta e di essere in grado di prendere nota nel caso l'intervistato fornisse importanti informazioni immediatamente dopo che il registratore è stato spento.

Introduzione	Istruzioni
A TUTTI GLI INTERVISTATI **Introduzione** [circa 5 min] - Ringraziamenti - Il tuo nome - Obiettivo - Riservatezza - Durata - Come sarà condotta l'intervista - Firma di accordo sulla scheda per il consenso	**Vorrei ringraziarla per avermi concesso del tempo per incontrarci oggi. Il mio nome è ……………………………e vorrei parlare con lei a proposito di internet, di quello che le piace, di quello che non le piace e di come lo usa.** **Come le ho già detto quando abbiamo preso l'appuntamento, questa intervista è parte del progetto CONSENT, che è co-finanziato dalla Unione Europea. Il progetto CONSENT mira a raccogliere i punti di vista degli utenti della rete di tutti i paesi dell'Unione Europea. Se lei vuole, le darò più informazioni sul progetto alla fine dell'intervista.** **La sua opinione è molto importante per la realizzazione della nostra ricerca e sarà presa in considerazione quando sarà redatto il rapporto finale.** **L'intervista dovrebbe durare un po' meno di un'ora. Registrerò l'intervista perché non voglio perdere nessuna delle sue risposte. Sebbene prenderò alcuni appunti durante l'intervista, non posso scrivere così velocemente da riuscire a prendere tutto. Dato che stiamo registrando, la prego di parlare ad alta voce per non perdere nessuno dei suoi commenti.** **Tutte le risposte saranno mantenute riservate. Questo significa che le sue risposte al questionario saranno condivise solo con altri ricercatori e le assicuriamo che tutte le informazioni che includeremo nel nostro rapporto non permetteranno di identificarla. Il suo nome non sarà collegato in alcun modo alle risposte che mi darà.** **Per favore legga e firmi questa scheda per il consenso. Ha domande da pormi su tutto questo?** **Le ricordo che lei non è tenuto a parlare di qualcosa di cui non vuole trattare e che può interrompere l'intervista in qualsiasi momento. E' tutto chiaro?** *Tempo totale trascorso: 5 min*
Obiettivi	**Domande**
A TUTTI GLI INTERVISTATI **Esercizio di associazione di parole**	**Q.1 Per iniziare, cominceremo con il fare un piccolo gioco/fare un breve esercizio: io le leggerò delle parole e vorrei che lei mi dicesse il primo paio di cose che le vengono in mente/che le balzano nella testa quando lei sente quella parola. Proviamo con un primo esempio: qual è la prima cosa che le viene in mente se dico la parola "estate"? Qualche altra cosa?**

[circa 3 min]	*Incoraggiare l'intervistato a usare frasi corte o singole parole e a evitare descrizioni o affermazioni lunghe.*
- stabilire le principali associazioni di idee con la privacy	*Parole test:* **onestà, internet, lavoro, famiglia, privacy** *Tempo totale trascorso: 8 min*
TUTTI GLI INTERVISTATI **Volontà di rivelare informazioni personali in varie situazioni.** [circa 8 min]	**Q.1.1 Parliamo ora di una cosa un po' differente. Vorrei che lei immaginasse di essere su un aereo e che la persona accanto a lei, qualcuno che non conosce e che è improbabile che incontri di nuovo, fosse una persona molto loquace, del suo stesso sesso e di una età simile alla sua. Lui/lei comincia a parlare di cose diverse e dopo 15 minuti le domanda se è sposato, single o impegnato in una relazione. Cosa le direbbe?** *Lasciare che l'intervistato/a risponda liberamente; se non fornisce spiegazioni sulle motivazioni della sua risposta, domandare perché/perché no* **Q.1.2 Poniamo che le domandasse quanto guadagna. Cosa farebbe?** *Lasciare che l'intervistato/a risponda liberamente; se non fornisce spiegazioni sulle motivazioni della sua risposta, domandare perché/perché no* **Q.1.3 Mettiamo il caso che le dicesse che si possono usare i numeri del documento di identità per scegliere i numeri da giocare alla lotteria e che le chiedesse quale sia il numero del suo documento di identità. Cosa farebbe lei?** *Lasciare che l'intervistato/a risponda liberamente; se non fornisce spiegazioni sulle motivazioni della sua risposta, domandare perché/perché no* **Q.1.4 Immagini ora che queste stesse domande, invece che da questo loquace passeggero, le vengano poste da un amico/a che lei incontra solo poche volte all'anno. Che cosa farebbe?** *Approfondire ognuno degli elementi: se lei è single, sposato o ha una relazione con qualcuno/a; quanto guadagna; il numero del documento di identità. Sondare anche se se l'intervistato/a avrebbe comunque detto la verità e perché o perché no.* *Tempo totale trascorso: 16 min*
A TUTTI GLI INTERVISTATI	**Q.2 E ora parliamo un po' di internet. Da quanto tempo lei usa internet?** **Q.3 Cosa ama di più di internet?**

Esperienze di Internet e attitudini [about 5 min]	**Q.4 Cosa le piace di meno di internet?** *Tempo totale trascorso: 21 min*
A TUTTI GLI INTERVISTATI **Opinioni e attitudini sottostanti al compromesso tra privacy e accesso a servizi commerciali** [circa 5 min]	**Q.5 Immagini di stare visitando il sito di un club di discount, per esempio un sito come Groupon. Il sito offre sconti fino al 50% su differenti prodotti e servizi per i consumatori (e.g. libri, viaggi, beni per la casa, prodotti di bellezza) ai suoi membri. Il sito attualmente sta facendo una promozione e offre uno sconto fino al 75% a tutti i visitatori del proprio sito internet che forniscano maggiori informazioni rispetto a quelle standard del proprio nome e indirizzo email. Quali informazioni sarebbe disposto a fornire al sito internet per ottenere questo sconto del 75%?** *Comincia leggendo questa lista:* **numero di telefono; indirizzo di casa; data di nascita; reddito annuo; stato civile; numero dei figli; età dei figli; numero del passaporto o di un altro documento di identità; indirizzo email del coniuge o del partner; possesso di un'assicurazione sulla vita; possesso di un'assicurazione sulla casa.** *Per le informazioni che l'intervistato/a <u>non</u> sarebbe disposto a fornire al sito internet, indagare le motivazioni:* **Q5.i Perché no?** *O* **Perché non vorrebbe dare il suo ….** *Tempo totale trascorso: 26 min*
ALL RESPONDENTS **Uso di internet** [circa 2 min]	**Q.6 Potrebbe dirmi qualcosa a proposito dei siti internet che lei visita normalmente nel corso di una settimana e perché ne ha bisogno?** *Accertare se le attività di internet descritte dall'intervistato (compreso l'uso di siti UGC e di siti di social network) hanno un impatto sullo stile di vita, le abitudini, le relazioni sociali dell'intervistato/a (ci sono solo 2 minuti a disposizione per questa domanda; non richiedere pertanto troppi dettagli).* *Tempo totale trascorso: 28 min*
A TUTTI GLI INTERVISTATI **Uso dei siti UGC** [circa 5 min]	**Q.7 Questa è una lista di alcuni siti internet** *<mostrare la lista dei siti UGC di ogni paese usata per il WP7>.* **Per favore mi dica se lei ha un account su (e non ha solo visitato) qualcuno di questi siti e quanto spesso ci entra?** *<Prendi un appunto se l'intervistato/a usa siti di social network e se no, quali siti UGC egli/ella usa di più >* *Mostra la card A:*

- Stabilire se è un utente di siti UGC - Stabilire se è un utente di siti di Social Network - Stabilire quali siti UGC usa più frequentemente te - Fornire un legame con i risultati del questionario online	**A. Siti di social network come ad esempio facebook, ciaopeople, chatta o puntochat** **B. Siti di network professionale come linkedin, xing, jobrapido o infojobs** **C. Siti di incontri come parship.com, meetic, nirvam, theclub o friendscout24** **D. Siti dove si possono condividere foto, video, ecc. come youtube, flickr, diggita o ziczac** **E. Siti che forniscono raccomandazioni e rassegne (di film, di musica, di libri, di hotel, etc), come last.fm, tripadvisor** **F. Siti di micro-blogging come twitter o meemi** **G. Siti Wiki come Wikipedia, myheritage o nonciclopedia** **H. Giochi con molti giocatori online come secondlife.com, World of Warcraft, terrediextramondo, laquartaera o reami-dimenticati.** *Accertare quanto tempo l'intervistato passa nei servizi di social networking e di UGC giornalmente/settimanalmente (se non si è già accertato con la domanda Q6)*
Mostra la scheda card A	*Tempo totale trascorso: 33 min*
PER COLORO CHE ALLA DOMANDA Q7 HANNO DICHIARATO CHE <u>NON</u> USANO O CHE NON USANO PIU' SITI UGC **Ragioni per le quali non usano più i siti UGC** [circa 3 min]	**Q.8 Perché non ha un account su nessuno di questi siti o perché li ha cancellati o non li usa più? Qualche altra cosa?** *Approfondire la questione, prendendo tuttavia nota della prima e della seconda motivazione che vengono fornite.* *Noi siamo interessati ad approfondire ulteriormente ogni motivazione connessa con le preoccupazioni dell'intervistato/a in merito a:* 　- *le conseguenze derivanti dal mettere informazioni online,* 　- *come le informazioni su di sé vengono utilizzate,* 　- *se si può avere fiducia nei siti UGC, e* 　- *ogni altra questione relativa alla privacy.* 　*<u>Se tra le ragioni per non usare più/ancora i siti UGC non sono citate questioni relative alla privacy/all'uso delle informazioni personali e alla fiducia, allora chiedere:</u>* 　**Q.9 Quali ragioni probabilmente la spingerebbero ad aprire un account – o non aprire un account – con qualcuno di questi sito di questi ora?** 　*Consentire all'intervistato/a di parlare liberamente, ma cercare anche di capire gentilmente se l'intervistato/a sente/percepisce una qualche pressione ad aprire un account su un sito UGC* 　*<u>Se vengono citate questioni relative alla privacy, all'uso delle informazioni personali o alla fiducia, allora domandare:</u>*

Q10. Lei ha dichiarato che una delle ragioni (o la ragione) per la quale lei non usa i siti UGC è *<riportare ciò che l'intervistato/a ha detto rispetto alla privacy/all'uso delle informazioni>***. Mi può dire qualcosa di più su ciò che la preoccupa in particolare**?

Accertare <u>*in profondità*</u>:

i. quale aspetto dei siti UGC l'intervistato/a trova inaccettabile e perché;

ii. le convinzioni su come i siti internet usano le informazioni;

iii le convinzioni su a che cosa servono i siti UGC.

Tempo totale trascorso: 36 min

A TUTTI GLI INTERVISTATI CHE ALLA DOMANDA Q7 HANNO DICHIARATO DI USARE I SITI UGC **Siti UGC - Motivazioni e Uso** [circa 6 min] Stabilire: - le motivazioni per l'uso dei siti UGC - la volontà di condividere informazioni - convinzioni e attitudini rispetto ai diversi tipi di informazione - motivazioni per decidere (settings) chi può accedere all'informazione	**Q.11 Perché ha iniziato a usare** *<Siti di Social Network, se li usa. Se l'intervistato/a non usa siti di Social Network, quali siti UGC indicati nella domanda Q7 usa più frequentemente>***?** *Cercare di determinare le principali motivazioni all'uso del sito.* **Q. 12 Nell'arco di tempo nel quale lei ha usato questi siti, quali informazioni su di lei ha inserito nel sito/nei siti?** *Consentire all'intervistato/a di prendersi il tempo necessario per rispondere, utilizzando le sue stesse parole; approfondire tuttavia le seguenti voci: nome, indirizzo di casa, fotografie in cui lei appare, foto di familiari e amici, registrazioni audio e video, informazioni mediche, informazioni su hobbies, attività sportive, luoghi visitati, gusti e opinioni, ecc.* **Q.13 Chi può vedere il suo profilo e/o le sue fotografie?** *Approfondire* **Q15 Perché ha impostato le cose in questo modo?** **Q.14 Si è mai pentito di aver caricato online alcune informazioni su uno di questi siti?** *Se sì:* **Q.15 Può dirmi qualcosa di più su questo e … cosa è accaduto? Perché si è pentito di aver caricato le informazioni o i materiali?** *Se l'intervistato/a* <u>*non cita*</u> *informazioni commerciali ed effetti negativi, allora poni anche le domande 16.1 e 16.2.* *Se no:* **Q.16 Potrebbe immaginare una situazione dove lei potrebbe pentirsi?** *Cercare di capire se la mancanza di preoccupazione dell'intervistato/a su quello che posta on-line è dovuta:* *i. al fatto che l'intervistato/a mette online poche*

	informazioni, o *ii. riflette sempre attentamente prima di postare qualcosa online, o* *iii. ritiene che non ci siano problemi se chiunque ha accesso alle informazioni su di lui/lei* *Se NO ai punti i e ii, allora domandare:* **16.1 Ha mai ricevuto informazioni commerciali che lei pensa siano l'effetto di aver messo online informazioni personali? Se sì, cosa prova al riguardo?** *Cercare di determinare esattamente:* iv. *se l'intervistato/a è consapevole delle conseguenze connesse con il mettere le informazioni personali online;* v. *perché alcune conseguenze sono più accettabili di altre;* vi. *se ritiene che le persone accettino di ricevere informazioni commerciali come parte dello scambio commerciale per accedere al servizio.* **16.2 Che cosa pensa possa accadere (per esempio rispetto alla selezione per un posto di lavoro o alla reputazione personale) come effetto dell'aver messo online informazioni personali?** **Come pensa che questo può accadere?** *Cercare di capire cosa pensa esattamente l'intervistato/a sul fatto che altre persone usino le sue informazioni postate nei siti UGC. Usare un tono neutrale, per consentire sia reazioni positive che negative.* *Tempo totale trascorso: 42 min*
A TUTTI GLI INTERVISTATI **Uso di alias e di soprannomi (nicknames)** [circa 2 min] - esplorare le attitudini verso la divulgazione di informazioni personali in diverse situazioni.	*Se non si è già accertato nel corso dell'intervista.* **Q.17 Ha mai usato alias o soprannomi quando ha messo online informazioni personali? In quale caso/quali casi e perché? O, se non lo ha mai fatto, cosa pensa a questo proposito?** *Analizzare la questione più in dettaglio.* *Tempo totale trascorso: 44 min*

A TUTTI GLI INTERVISTATI
 	
Attitudini verso l'uso di informazioni personali da parte dei gestori dei siti
[circa 8 min]
 	
Mostra la scheda B
	Q.18 Le informazioni che gli utenti inseriscono nei loro account o nei loro profilo in un sito possono essere utilizzate dai gestori del sito per un certo numero di scopi, come personalizzare i contenuti e la pubblicità che l'utente vede, spedirgli delle email, raccogliere informazioni personali in profondità sugli utenti, ecc. Lei sapeva tutto questo quando si è iscritto/a a un sito (sia UGC che SNS)? Cosa pensa di tutto ciò?
	
	Prendere nota se l'intervistato/a era consapevole dei diversi scopi e indagare le attitudini circa l'uso delle informazioni degli utenti per i seguenti scopi:
	Mostra la scheda B:
	  4. *Personalizzare la pubblicità che si vede (si vede solo la pubblicità di beni e servizi che potrebbero essere di proprio interesse)*
	  5. *Condividere informazioni (che potrebbero essere legate al proprio nome) con altre parti dell'impresa su propri comportamenti*
	  6. *Vendere informazioni (non legate al proprio nome) ad altre imprese sul proprio comportamento*
	
	Per <u>ognuno degli scopi</u>, indagare le ragioni per le quali l'intervistato/a trova l'uso accettabile/non accettabile.
	
	Se non già trattato in precedenza, per ognuno degli scopi che l'intervistato/a trova inaccettabile domandare:
	Q.19 A quali condizioni, se ce ne sono, lei troverebbe accettabile per gli utenti dare informazioni su se stessi perche siano usate dai gestori dei siti per < scopo che l'intervistato/a trova inaccettabile>?
	Cercare di determinare se l'intervistato/a accetterebbe un biglietto di una lotteria, punti emessi da un sito come per esempio i punti di Facebook, un utile dai profitti di un sito web, denaro.
	
	Tempo totale trascorso: 52 min

TUTTI GLI INTERVISTATI Attitudini e comportamenti verso le politiche sulla privacy. [circa 4 min]	**Q.20 Cosa pensa delle politiche sulla privacy del sito UGC/SNS che lei sta usando? Le ha lette prima di iscriversi?** *(scegliere un esempio, se ha risposto no alla domanda Q.7, altrimenti usare un qualsiasi altro sito che l'intervistato usa frequentemente) Se sì –* **Che cosa avrebbe cercava? Se non avesse trovato ciò che cercava, cosa avrebbe voluto fare?** *Approfondire la questione per determinare:* *- se le persone realmente leggono le politiche sulla privacy;* *- che cosa (presenza/assenza di alcune caratteristiche? Rassicurazione?) cercano quando leggono le politiche sulla privacy?* *e*

	- che cosa fanno se non c'è quello che essi cercano nelle politiche sulla privacy (continuano a usare il sito in ogni caso? Non iniziano a usarlo o smettono di usarlo?)
	Tempo totale trascorso: 56 min
A TUTTI GLI INTERVISTATI	**Per quanto mi riguarda, questo è tutto. C'è qualcos'altro che lei vorrebbe aggiungere?**
Grazie & chiusura	*Saluti e incentivi se utilizzati.* *Informare sui prossimi passi del progetto, fornire maggiori informazioni su progetto CONSENT, se l'intervistato/a lo desidera.*
	Grazie molto per il suo prezioso contributo al nostro progetto!
	Tempo totale trascorso: 60 min

B. Pre-Analysis Template

Interview Country: _____ **Interviewer (name):** _____
Date: _____ **Interview number:** _____

Interviewee age: _____ **Gender:** ☐ Female **Location:** ☐ urban / suburban
                                            ☐ Male   ☐ rural

SNS/UGC usage: ☐ SNS/UGC user
                    ☐ UGC (non-SNS) user
                    ☐ SNS/UGC non-user

Description of interview situation / overall impression:
Here, the idea of such general description is to provide a sense of how the interview went, and a general feeling of how the interviewee behaved during the interview. The interviewer (and/or the person transcribing the interview / filling out the template) is encouraged to reflect upon the general tone (e.g. relaxed, stiff), emotional expression (e.g. enthusiastic, reserved, interested, keen) and language use (e.g. formal/informal, precise, casual choice of words) of/by the interviewee as well as any specific content that is considered particularly important, e.g. highlighting contradictory statements, shifting perspectives and perceived ambivalences. Any quotes are particularly welcome!

A. Word Associations (Q1)

	Word Associations *(Please use single words or short phrases)*
Honesty	
Internet	
Work	
Family	
Privacy	

B. General Attitudes and Behaviour towards Disclosure of Personal Information

Willingness to give the following information:

To "Strangers"	Yes	No	Other *(please specify)*	Reasons
Marital Status (Q1.1)				
Income (Q1.2)				
ID Number (Q1.3)				

To Friends	Yes	No	Other *(please specify)*	Reasons
Marital Status (Q1.4)				
Income (Q1.4)				
ID Number (Q1.4)				

Additional Quotes:

C. Years of Internet [ ] Usage (Q2):

D. General Internet-related Attitudes

Positive Aspects of the Internet ("love most") (Q3)	e.g. broadness of information, entertainment, worldwide networking, source of inspiration
Negative Aspects of the Internet ("dislike most") (Q4)	e.g. misleading information, meaningless chatting, source of distraction, peer pressure to use SNS websites

Additional Quotes:

E. Commercial "Trade-Off's" (Q5, Q5.i)
Information the interviewee would be willing to provide for a large discount on online purchases or services:

	Yes	No	Reasons
Phone Number			
Home Address			
Date of Birth			
Annual Income			
Marital Status			
Number of Kids			
Age of Kids			
ID / Passport Number			
Email address of partner/spouse			
Life Insurance Status			
Home Insurance Status			
Other			

Additional Quotes:

F. Everyday Internet Routines (Q6, Q7)

   Frequency per day/week of

	Frequency	Potential Impact on lifestyle, habits, social relationships
Checking Emails		
Using Search Engines		
Using SNS websites *(which?)*		
Using other UGC websites *(which?)*		
Checking News		
Other *(please specify)*		

Additional Quotes:

G. SNS/UGC-related Perceptions, Attitudes and Behaviour

G.1 Interviewee holding / not holding accounts with one or more of the following sites (Q7, Q8, and Q11):

	Yes	No	Reasons for closing / not using the account anymore	Reasons for starting to use the account (Q11)
SNS websites *(e.g. Facebook, local SNS websites)*				
Business networking websites *(e.g. LinkedIn)*				
Dating websites *(e.g. parship.com)*				
Photo/video sharing websites *(e.g. Flickr,*				

YouTube)			
Websites providing reviews *(e.g. tripadvisor)*			
Micro blogging sites *(e.g. Twitter)*			
Wiki sites *(e.g. Wikipedia)*			
Multiplayer online games *e.g. World of Warcraft)*			

Additional Quotes:

G.2 Likeliness of SNS/UGC <u>non</u>-users to open an Account in the future (Q9)

	Likely	Not so likely	Reasons
SNS websites *(e.g. Facebook, local SNS websites)*			
Business networking websites *(e.g. LinkedIn)*			
Dating websites *(e.g. parship.com)*			
Photo/video sharing websites *(e.g. Flickr, YouTube)*			
Websites providing reviews *(e.g. tripadvisor)*			
Micro blogging sites *(e.g. Twitter)*			
Wiki sites *(e.g. Wikipedia)*			

Multiplayer online games *e.g. World of Warcraft)*			

Additional Quotes:

G.3 Specific Privacy Concerns of SNS/UGC <u>non</u>-users (Q10)

Please quote the interviewees response to question 10; if she/he doesn't have any concerns regarding privacy in the context of opening/not opening or closing any SNS/UGC account, please indicate the reasons why (if given by the interviewee).

G.4 Personal Information Disclosure on UGC websites (Q12, Q13)

Name / Type of website		**Type of information disclosed**	**Reasons for disclosure**	**Disclosure Strategies** *(e.g. leaving questions blank, looking for similar websites that require less information)*
		Name		
		Home address		
		Photos of the interviewee		
		Photos of the interviewee's family & friends		
		Audio-video recordings		
		Medical information		
		Hobbies		
		Sports		
		Places where the interviewee has been		
		Tastes and opinions		
		Other		

Additional Quotes:

G.5 Privacy Settings (Q13)

Name / type of website	Form of setting (e.g. stricter, less strict, limiting who can see personal information, (de-)activating newsletters / commercial offers, further usage of personal information provided)	Motivation for this form of privacy setting
(add lines if required)		

Specific Quotes:

G.6 Consequences of Disclosing Personal Information (Q14, Q15, Q16, Q16.2)

	Situation where the disclosure of information was regretted	Consequences
Actual (own) experience		
Experiences of others		
Imagining future situations		

Specific Quotes:

G.6.1 Commercial Offers as a result of disclosing personal information (Q16.1)

Receiving commercial offers as a result of having disclosed personal information is		Reasons / Conditions
Acceptable		
Not acceptable		
Acceptable under conditions		

Specific Quotes:

G.7 Using an alias or a nickname (Q17)

		Reasons for/against using an alias or nickname
Yes		
No		

Specific Quotes:

G.8 Interviewee's Awareness of website owners using personal information for a number of purposes (Q18, Q19)

	Awareness		How did the interviewee learn about this	Attitude	Reaction / Resulting Behaviour
Customising the content and advertising users see	**Yes**	☐ **Before opening the account** ☐ **After opening the account**		☐ **Acceptable** ☐ **Not acceptable** ☐ **Acceptable under conditions**	
	No				
Passing on personal information to third parties without permission	**Yes**	☐ **Before opening the account** ☐ **After opening the account**		☐ **Acceptable** ☐ **Not acceptable** ☐ **Acceptable under conditions**	
	No				
Sending unwanted emails / newsletter	**Yes**	☐ **Before opening the account** ☐ **After opening the account**		☐ **Acceptable** ☐ **Not acceptable** ☐ **Acceptable under conditions**	
	No				
Selling personal information to other companies	**Yes**	☐ **Before opening the account** ☐ **After opening the account**		☐ **Acceptable** ☐ **Not acceptable** ☐ **Acceptable under conditions**	
	No				
Gather in-depth information about users	**Yes**	☐ **Before opening the account** ☐ **After opening the account**		☐ **Acceptable** ☐ **Not acceptable** ☐ **Acceptable under conditions**	
	No				

Specific Quotes:

G.9 Privacy Policies (Q20)

G.9.1 Reading privacy policies

Reading privacy policies before signing up	Reasons
Mostly yes	
Mostly not	

G.9.2 Content of privacy policies

Beliefs about privacy policies ("What do you think about privacy policies")	
Content expected to find ("What do you look for")	
Action taken if not found	
Other comments	

Specific Quotes: