



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 Europe: a quantitative study

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CONSENT

Consumer Sentiment regarding privacy on user generated content (UGC) services in the digital economy
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1. Key Findings

The following are the key findings of a study undertaken as part of the CONSENT project. The study consisted of an online survey that examined the awareness, values and attitudes of user generated content (UGC) website users towards privacy. The questionnaire was available online in several European languages between July and December 2011.

Sample Characteristics

1. A total of 8641 individuals from 26 countries completed at least a part of the questionnaire, and fourteen countries had respondent numbers which were sufficient for a meaningful quantitative analysis by country.
2. Of this total number of respondents, 45% were male and 55% female. The average age of respondents was 30 years.
3. The highest education level achieved by participants was of 34% secondary school or lower and 66% tertiary education; 45% of respondents were students.
4. 71% of respondents described their location as urban, 13% as sub-urban and 16% as rural.
5. The sample in this study is composed of above-average frequency internet users (93% using the internet every day or almost every day) with considerable online experience (mean years of internet usage 10.67, SD = 3.71), who are active online shoppers (87%) and UGC users (90%).

Social Networking Sites

6. As frequent and experienced internet users it is perhaps unsurprising that 87% of all respondents had created an account with a social networking site (SNS) at some point and almost all (97%) of these respondents had opened a Facebook account.
7. Reasons for opening Facebook accounts included the desire for social networking (31%) and Facebook's worldwide coverage (15%).
8. As a main reason for the *non*-usage of their SNS account the respondents indicated networking effects (34%), and dislike or disinterest (47%).
9. Only 8% gave trust issues as a reason for not using their SNS account. However, 30% of respondents who had deleted their SNS account did indicate trust issues and concern about personal information misuse as a reason for *deleting* it – although dislike and disinterest still remained the stronger motivator (47%). The respective figures for UGC non-usage showed a very similar picture.

Perceptions of risks association with disclosure of personal information online

10. Disclosure of personal information online was considered as generally rather risky – mostly between 5 and 6 in all countries on a scale of 1-7 (1 being the lowest risk and 7 being the highest risk).
11. The largest variation of perceived *general* risks between results in different countries occurred in respondents' perception of unexpected problems arising out of disclosure of

personal information online (Netherlands: 4.44; Czech Republic: 5.89). This suggests different levels of perceived control in different countries – although the overall high sample average (5.16) highlights a generally elevated perception of loss or lack of control.

12. Regarding *specific* risks, there was a general expectation that personal information disclosed online is used by the website owners and shared with third parties without the users' knowledge and consent (between 73% and 81% in all countries thought this likely or very likely).
13. The likelihood of *personal* risks, such as personal safety, fraud, discrimination or reputational damage arising out of disclosing personal information online, was perceived to be considerably lower (23%-32%), but with a much higher variation between the different countries. This may point at locally different political, social and economic backgrounds.

Awareness and acceptance of website owners' practices

14. The average *general* awareness of personal information being used by website owners for a number of purposes was rather elevated (74%) – however, locally ranging between 60% (Ireland) and 89% (Germany).
15. Regarding awareness of *specific* website owners' practices, on the one hand there was high awareness (72%-87%) and moderate levels of acceptance in the case of being contacted by email and the customisation of content and advertising. On the other hand, gathering in-depth information about users and making it available or selling it to others were less well known about (awareness 51%-61%) and largely seen as unacceptable even with financial compensation.
16. Noticeably below-average awareness levels of all practices could be particularly observed amongst Slovakian respondents and, to a certain extent, with Bulgarian, Romanian and Irish respondents, where a lack of experience in UGC usage, and a lack of knowledge, may be assumed.

Technical protection measures

17. The different awareness levels of website owners' practices in different countries mostly corresponded with respondents' online behaviour regarding technical protection measures in those countries. Ireland and the UK were an exception in this regard as technical protection measures appeared to be well known and commonly used, but awareness of some of the website owners' practices was rather low.
18. There was a very strong variation between countries in the awareness of cookies (which can be seen as a "marker" for technical knowledge), ranging between 46% (Slovakia) and 91% (Netherlands).
19. A similarly high spread could be observed in the practice of actually disabling cookies (57%-92%), the usage of opt-in/opt-out boxes (33%-85%) and pop-up window blockers (48%-79%) as measures to control what is being sent or received.
20. Although the sample in this study consists of experienced internet users, their general awareness of UGC website owners' practices and their knowledge of technical measures to

protect their privacy does not, to a large extent and to varying degrees in the different countries, keep up with their high-frequency usage.

Privacy settings

21. Just above 50% of all CONSENT respondents indicated that they often or always change their privacy settings, but country results varied between 77% in Germany and 38 to 42% in Italy, France, Slovakia and Romania.
22. This variability between countries may be the result of different levels of education and knowledge. However, results in countries like France and Italy, where a high proportion of respondents never or rarely change their privacy settings but showed a high level of risk awareness and knowledge of technical protection, point to a difference in attitudes towards privacy.
23. Between 75% and 85% of most countries' respondents (although ranging between 90% in Germany and 54% in Romania) who do change their privacy settings made them stricter than the default setting. If it is assumed that those who do not have sufficient experience or knowledge to change their settings would be similarly inclined, privacy settings that are stricter by default would be a better reflection of the wishes of users.
24. The technical knowledge of protective measures, including privacy settings, amongst the experienced internet users in this study appears to support perceptions of at least partial control. However, this control is perceived as limited rather than comprehensive, which is reflected in the elevated levels of perceived general risks related to information disclosure online.

Privacy policies

25. Only 24% of all respondents read privacy policies often or always. A further 23% claimed that they sometimes read privacy policies.
26. There were considerable country-specific differences in the practice of reading, or not reading, website terms & conditions and privacy policies. However, it was not the countries with the highest assumed need of increasing awareness and technical protection knowledge (Slovakia, Romania, Bulgaria) that showed the highest portion of non-readers, but Ireland and the UK – countries with established internet literacy.
27. Only 11% of privacy policy readers claimed to fully understand the privacy statement or policy they had read.
28. Less than half of all respondents answered that they ever decided not to use a website due to their dissatisfaction with the site's privacy policy.

2. Introduction

The analyses and results in this document are based on an online survey regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. This study was undertaken as part of the CONSENT¹ project.

This document highlights the overall findings from the study; other reports focusing on individual countries are available for each of the countries listed in the table below.

The online questionnaire used in this study (see Appendix A) consisted of 75 questions and sub-questions, covering general internet usage, online behaviour with a particular focus on online shopping and UGC websites, and related consumer perceptions and attitudes. Given the specific interest of this research project, attitudes and practices in the disclosure of personal information and online privacy were particularly targeted.

The questionnaire was available online between July 2011 and December 2011. A snowball technique was used to promote the study and disseminate links to the questionnaire. A total of 8641 individuals from 26 countries completed at least a part of the questionnaire. Fourteen countries had respondent numbers which were sufficient for a meaningful quantitative analysis by country:

Nationality	Number of Respondents ²	% of Total Sample
Austria	131	2%
Bulgaria	480	6%
Czech Republic	833	10%
France	388	4%
Germany	756	9%
Ireland	626	7%
Italy	204	2%
Malta	618	7%
Netherlands	392	5%
Poland	659	8%
Romania	929	11%
Slovakia	523	6%
Spain	427	5%
UK	1,339	15%
Others	336	4%
Total Sample	8,641	100%

Of the total number of respondents, 45% were male and 55% female. The average age of respondents was 30 years, and the highest education level achieved by participants was of 34%

¹ “Consumer Sentiment regarding privacy on user generated content (UGC) services in the digital economy” (CONSENT; G.A. 244643) which was co-financed by the European Union under the Seventh Framework Programme for Research and Technological Development (SSH-2009-3.2.1. “Changes in Consumption and Consumer Markets”).

² As the online questionnaire allowed respondents to leave individual questions out / not respond to all questions, these numbers can vary in the following analyses. If questions allowed – or required – more than one answer analyses may also be based on the number of responses (rather than number of respondents).

secondary school or lower and 66% tertiary education. 45% of respondents were students. 71% of respondents described their location as urban, 13% as sub-urban and 16% as rural.

This quantitative analysis does not claim to be representative of either the entire EU population or the respective individual EU countries listed above, due to the fact that the sample used was a non-probability sample. Firstly, given that an *online* questionnaire was used, the population of possible respondents was limited to individuals with internet access. Secondly, although the dissemination of links to the online questionnaire (see also chapter 3 Methodology) was targeting a wider public to include all age groups, education levels, employment situations and geographic locations, its points of origin were the partners in this project, many of which are universities. This has resulted in a sample that is more likely to be representative of experienced, frequent internet users who are very likely to also be UGC users, and it also contains a substantial proportion of students.

Consequently, the frequency of internet usage amongst CONSENT respondents is slightly higher than in studies with samples that reflect the general population. In particular Eurobarometer study *Attitudes on Data Protection and Digital Identity in the European Union*³ (henceforth Eurobarometer) and Eurostat studies⁴ *Internet usage in 2010 – Households and Individuals* (henceforth Eurostat 2010) and *Internet use in households and by individuals in 2011* (henceforth Eurostat 2011).

Internet Usage at Home	Every day / almost every day	2-3 times a week	About once a week	Less often
CONSENT Sample	93%	5%	1%	1%
Eurobarometer ⁵	71%	18%	6%	5%
Eurostat 2011 ³	75%	16%		9%

This above-average frequent usage is also supported by a comparison of the incidence of online shoppers (CONSENT total sample: 87.4% vs. Eurobarometer: 60%; Eurostat 2011: 58%) and Social Networking Site (SNS) users (CONSENT total sample: 86.7% vs. Eurobarometer 52%; Eurostat 2011: 53%).

However, throughout this report the CONSENT data are, wherever possible, compared with those from these studies in order to evaluate the “proximity” of the CONSENT results to those from surveys which aim to be representative of the EU population as a whole⁶. In order to

³ Special Eurobarometer 359 – Attitudes on Data Protection and Digital Identity in the European Union, published 06/2011.

⁴ Eurostat – Statistics in focus 50/2010: Internet usage in 2010 – Households and Individuals; Eurostat – Statistics in focus: 66/2011 – Internet use in households and by individuals in 2011.

⁵ For comparison reasons, percentages have been recalculated without those respondents who never use the internet and/or have no internet access.

⁶ In the Eurobarometer study, the total average is, obviously, based on the results in *all* 27 EU countries. Additionally – and in contrast to the total CONSENT sample, the EU27 average is a weighted average based on the respective population size in each country. Consequently, the total Eurobarometer average will be comparably closer to the country results of e.g. Germany or the UK, and less similar to the results of e.g. Slovakia or Malta. As

facilitate such comparison, the online questionnaire included a number of marker questions which are largely compatible in content and/or structure with questions set in other studies. Responses to these marker questions make comparisons between results of different studies possible and also highlight possible different interpretative standpoints.

In this context, one noticeable result of the present study is that the *general* aspects related to perceptions, attitudes and practices in UGC usage across national boundaries do vary from country to country, but they do not appear to reflect any general North/West-South/East divide as had been previously found in the Eurobarometer survey, e.g., regarding what information is perceived as personal, or high SNS usage rates versus low online shopping rates (and vice versa). Additionally, the CONSENT data did not reveal any general trend which would confirm a socio-geographic divide.

Observable variations do exist at the level of specific perceptions and practices relating to online privacy and disclosure of personal information. Rather than ascribing these to either socio-economic differences or putative “national characters” it may be more productive to depict and analyse a situation where shifting ideas and concerns are informed by different factors which merge and supersede each other – these may be both local, such as institutional, legal, and historical, as well as trans-local structures. Instead of linking CONSENT results back to assumed “cultural” differences, they can then contribute to the understanding of a, perhaps, specifically European dynamic where ideas and concerns transgress national boundaries. This aspect of the study which requires further qualitative research is addressed in a separate CONSENT study (Work Package 8). Moreover, a broader analysis of cultural differences affecting the perception of privacy on the web is provided in another CONSENT report (Work Package 13).

the CONSENT study is not aiming at representing a total EU population but a trans-European perspective on internet users, we have chosen to attribute the same weight to every European respondent.

3. Methodology

The English version of the online questionnaire used in this study may be viewed in Appendix A. The questionnaire was also translated into Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, French, Hungarian, German, Greek, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish. Respondents could choose which language to see the questionnaire in by selecting from a pull-down menu on the first page of the questionnaire.

The questionnaire was available online between July 2011 and December 2011. A snowball technique was used to promote the study and disseminate links to the questionnaire. Most partners placed advertisements on their respective university/institute website and related institutions, some also sent out a press release and placed banners or advert links in local online newspapers or magazines, posted links to the questionnaire on social networking websites, or sent the link out in circular emails (e.g. to university staff and students). Additionally, personal and professional contacts were used to promote the survey.

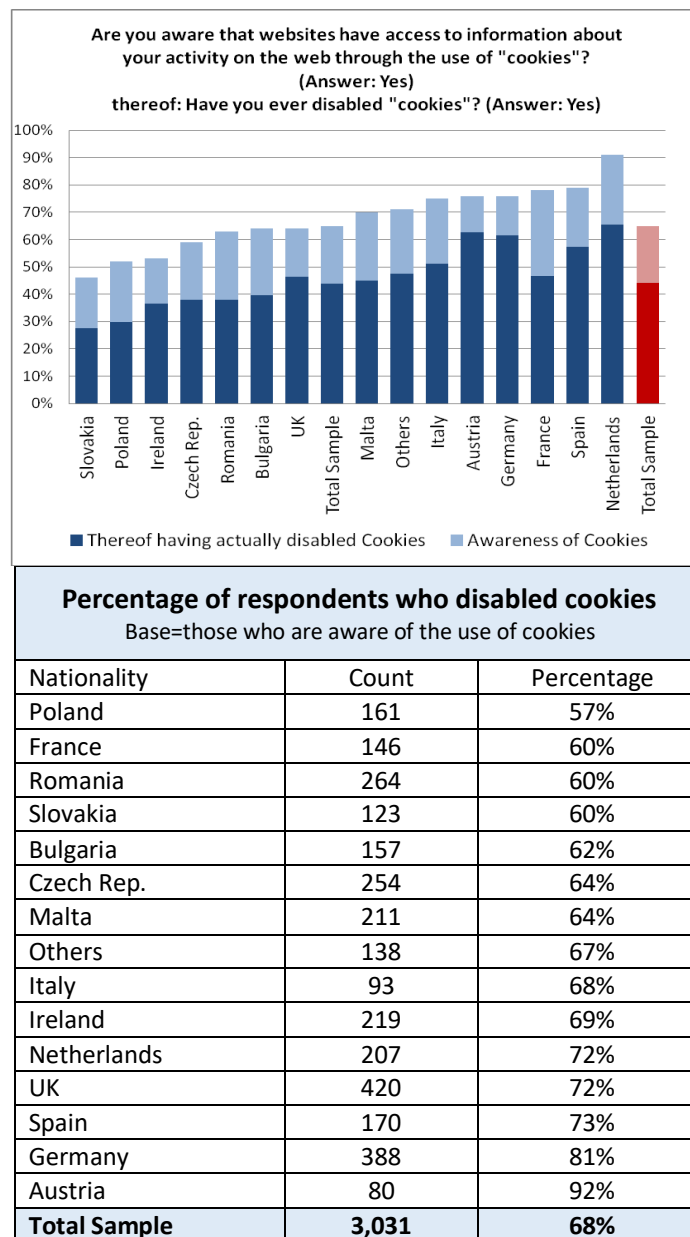
Each partner in the CONSENT project was responsible for the dissemination of links in their respective country.

4. Results

4.1 Online Behaviour

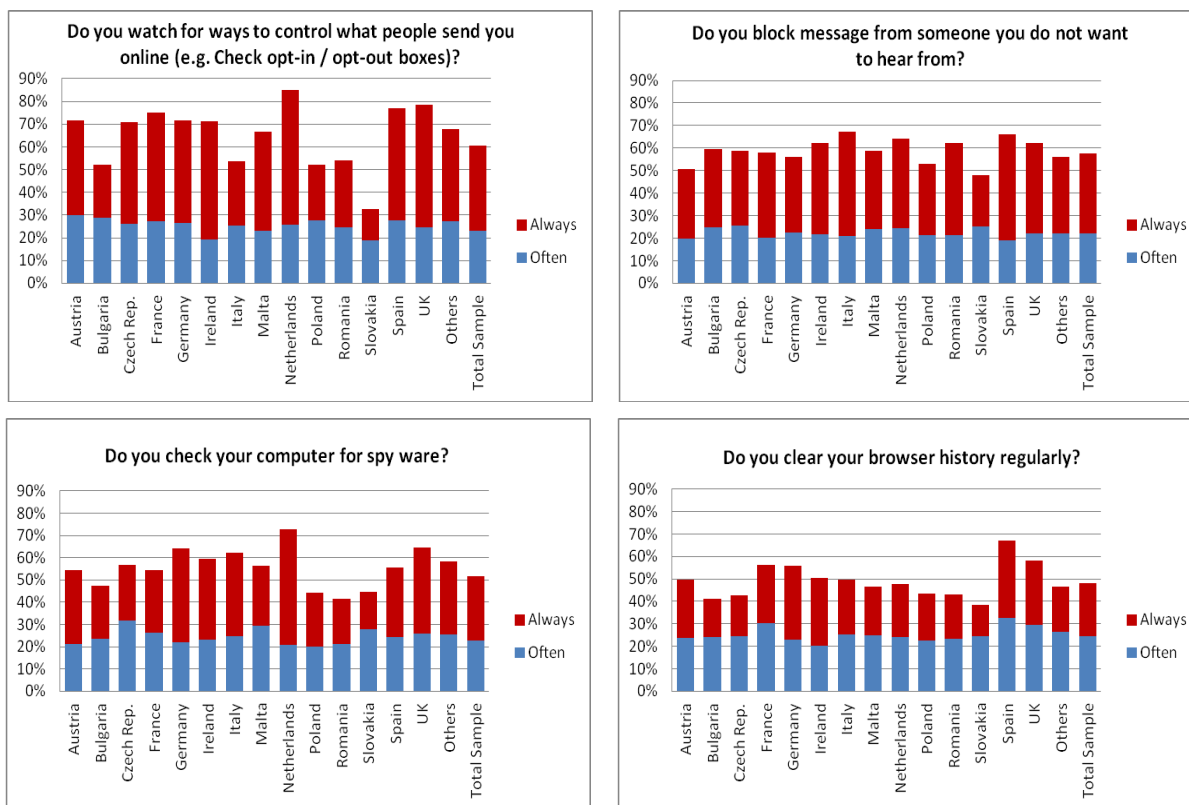
4.1.1 General Behaviour

The level of an individual’s internet literacy and that individual’s privacy concerns represent a complex (and ambivalent) relationship. Since some level of internet proficiency is required for users to be able to avail themselves of privacy options, the awareness and usage of *technical* measures to protect personal information has been targeted within the analysis of general online behaviour. In this context, the awareness and the practices of disabling or deleting “cookies” are considered as markers for such technical knowledge.

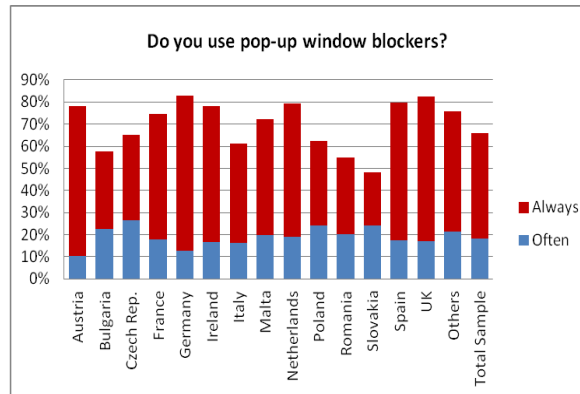


The aforementioned considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the assumption that CONSENT respondents are generally more experienced in handling technical details than average users. However, in the awareness of cookies can be observed a certain “East-West divide” (except for Ireland and the UK) that ranges between Slovakia (48%) and the Netherlands (91%). At the same time, only 68% of those respondents who were aware of the use of cookies did actually disable them. Here, the distribution between the different countries may be linked to a combination of factors, ranging from country-specific levels of technical internet experience to general user inertia⁷.

Similarly, different “technical” measures being taken to maintain or increase personal internet security cannot simply be explained by differences in geographic regions:



⁷ Differences between awareness and actual practices may also be linked to the fact that many websites do not work properly if cookies are generally disabled (rather than deleted on a selective basis). Additionally, it can also be browser-dependent how easy or difficult it is to disable cookies.



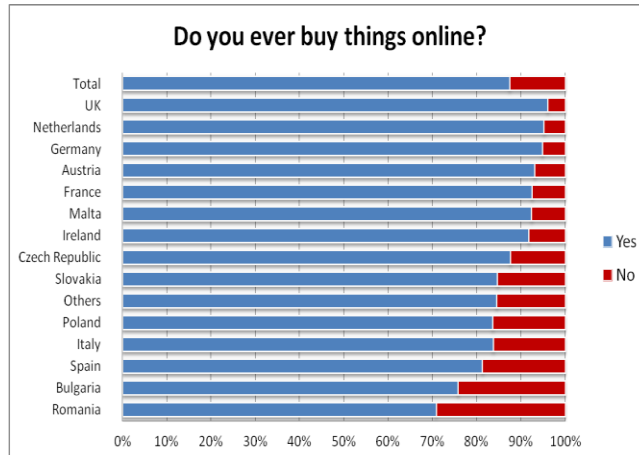
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) appeared to be more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what people send them online, to 48% of all respondents always or often clearing their browser history. The lowest spread between countries was observable in the practice of blocking messages (Slovakia 47.9%, Italy 67.3%) whilst the highest spread was in watching for ways to control what is being sent online (Slovakia 32.6%, Netherlands 85.1%).

4.1.2 Online Shopping Behaviour

The higher incidence of online shopping found in the current study when compared to previous studies may, again, reflect the fact that the sample in the CONSENT study is one of experienced internet users (and with an over-representation of higher-level educated people), whereas those in other studies is more likely to consist of general internet users.

Do you ever buy things online?				
Answer = Yes				
Nationality	CONSENT sample	Eurobarometer	Eurostat 2010	Eurostat 2011
Romania	70.8%	26%	9%	13%
Bulgaria	75.8%	21%	11%	13%
Spain	81.3%	39%	36%	38%
Italy	83.8%	35%	25%	27%
Poland	83.6%	56%	45%	45%
Others	84.5%	n.a.	n.a.	n.a.
Slovakia	84.7%	52%	41%	47%
Czech Republic	87.6%	63%	37%	39%
Ireland	91.7%	73%	52%	55%
Malta	92.4%	62%	60%	65%
France	92.5%	66%	69%	66%
Austria	93.1%	62%	60%	60%
Germany	94.8%	72%	72%	77%
Netherlands	95.2%	81%	74%	74%
UK	96.0%	79%	79%	82%
Total Sample	87.4%	60%	57%	58%

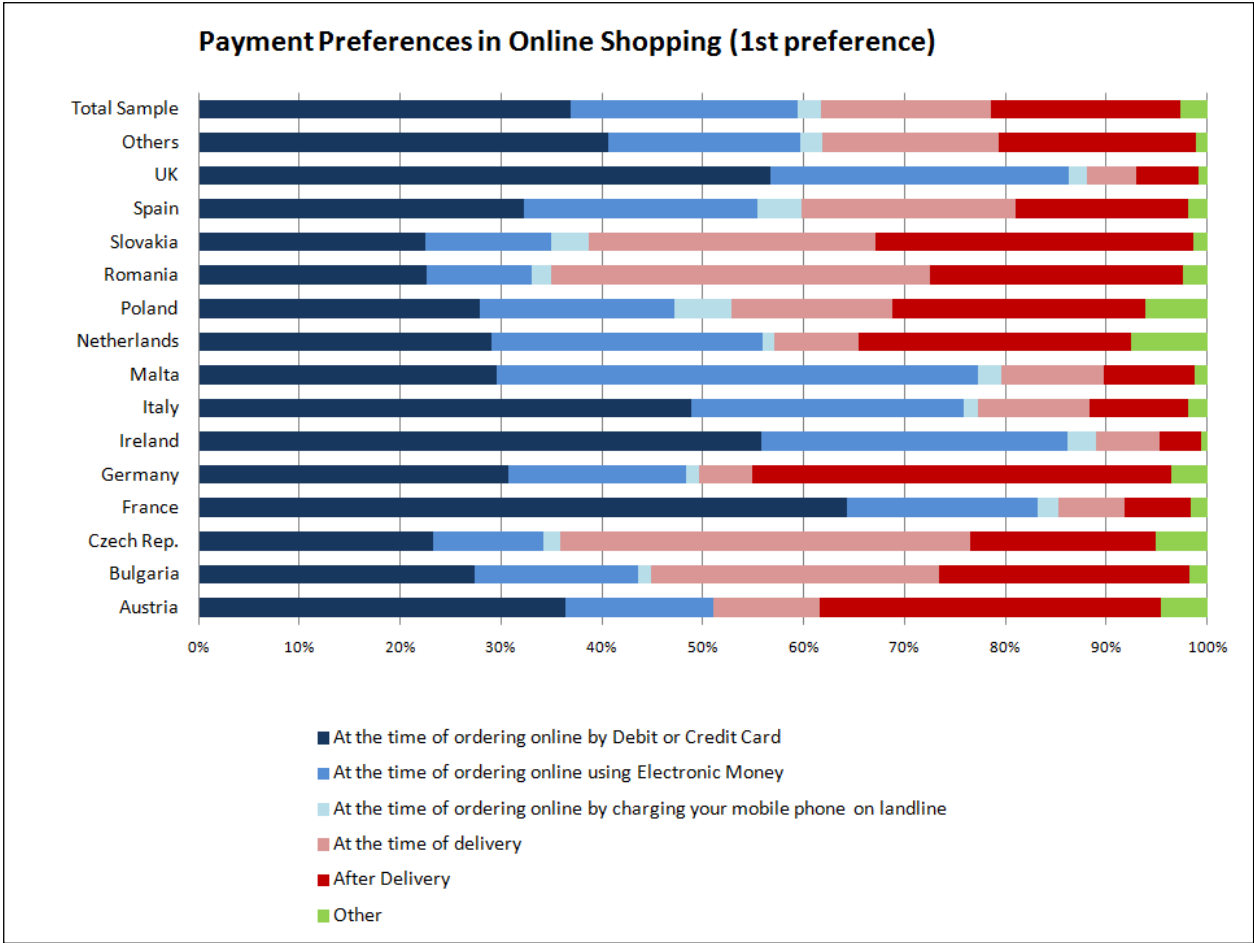
Note: The percentages applied in the Eurobarometer and Eurostat studies are all based on internet users.



Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online, and a total sample average of 87.4%. Five of the remaining seven countries which scored lower than 90% are those traditionally regarded as belonging to the former eastern bloc, the remaining two, Italy and Spain, may be seen as representative of a southern European flank. Thus, there can be observed a certain East/South-West/North divide. However, some results, e.g. the figures for Malta, do not “fit” into such classification.

Regarding online shopping *frequency*, 63.1% of respondents indicated shopping between 1 and 10 times a year, 20.5% between 11 and 20 times a year, and 16.4% more than 20 times a year.

Payment preferences showed considerable country variations. Whereas in Italy, France, Ireland and the UK could be observed a clearly above-average preference to pay at the time of ordering (via Debit/Credit card or Electronic Money), this contrasts with Germany, Austria and East European countries where respondents showed a stronger preference for payment to be made at or after the time of delivery. These differences may point at potential trust issues with online shopping providers in these countries, but it may also be a reflection of differences in the availability of the option of payment at or after delivery in different countries.



Generally, the issue of lack of trust was highlighted by a certain proportion of those respondents who had never bought anything online, 15.4% indicated a lack of trust in online sellers for refraining from online shopping, with this trust issue ranging between 5.6% (France) and 46.2% (Malta). Other than trust issues, the main reasons for not shopping online were: not owning a debit or credit card (4.6%), a fear that when receiving things bought online they will not be what was ordered (14.2%) and the shopping experience itself – not being able to “see/touch/try things” (26%).

4.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
CONSENT Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: EU27	Percentage	52%	48%

Most CONSENT respondents have opened an account with a SNS website. The high proportion of CONSENT respondents who have done so is considerably above the Eurobarometer data confirming that the CONSENT sample is made up of predominantly above-average frequency internet users.

With which UGC websites have you ever created an account for your personal use?		
	CONSENT Sample	
	Count	Percentage
Business net-working websites such as LinkedIn	2,422	16.7%
Dating websites such as parship. Com	651	4.5%
Websites where you can share photos, videos, etc, such as Youtube	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	2,574	17.8%
Micro blogging websites such as Twitter	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	1,675	11.6%
Multi-player online games	1,161	8.0%

Opening of accounts with UGC websites that are not SNS is far less commonplace. Photo/video sharing websites are the most popular non-SNS UGC websites to open an account with (27.9%), followed by recommendation/review sites (17.8%), and business networking websites (16.7%). It may be assumed that *passive* UGC (non-SNS) usage, i.e. usage without registration, is much more common in this area.

4.2 UGC Perceptions and Attitudes

Between the different SNS websites available, CONSENT respondents gave a clear preference to Facebook, (96.7% having ever opened an account). Other SNS like MySpace (13.7%) or Google+ (8.3%) played a comparatively minor role.

Why would you miss this Social Networking Site (Facebook)?		
	CONSENT Sample	
	Count	Percentage
Many people I know have an account with this site	2,751	31.0%
It's easier to use than other sites	630	7.1%
It has more features than other sites	683	7.7%
I trust this site more than other sites	311	3.5%
It's easier to meet new people on this site	405	4.6%
It is more fashionable	524	5.9%
It is used worldwide	1,347	15.2%
It gives you information quickly	1,035	11.7%
You can find out what is happening worldwide	893	10.1%
Other	301	3.4%

From the table above, it appears that for CONSENT respondents an important driver for the use of Facebook is networking and, to a lesser extent, its worldwide coverage. There was considerable variation between countries in the importance of networking as a motivator for using Facebook, ranging from the UK (25.7%) at the lower end to Malta (44.3%) at the upper end. A similar distribution of answers was given to the question why this site is being used most often.

Reasons for not using account with Social Networking Site		
	CONSENT Sample	
	Count	Percentage
I can no longer access my account	128	4.0%
This type of website no longer interests me	952	29.6%
I tried the website but found I didn't like	573	17.8%
I no longer trust the company running the website	112	3.5%
My friends / colleagues no longer use this website	1,105	34.4%
I was concerned about use of information about me	147	4.6%
Other	198	6.2%

In the reasons given for *not* using a SNS account could be observed similarly high networking effects (34.4%) which was complemented by 47.4%⁸ of respondents who indicated disinterest

⁸ Combined percentages of respondents answering "I tried the website but found I didn't like it" and "This website no longer interests me".

or dislike; only 8.1%⁹ gave trust issues as a reason (compared to the total sample average of 8.1%).

⁹ Combined percentages of respondents answering “I no longer trust the company running the website” and “I was concerned about use of information about me”.

Reasons for deleting accounts with Social Networking Site		
	CONSENT Sample	
	Count	Percentage
I tried the website but found I didn't like it	277	15.5%
The website no longer interests me	569	31.8%
I no longer trust the company running the site	130	7.3%
My friends / colleagues no longer use this website	334	18.7%
I was concerned about use of information about me	183	10.2%
I want the content that I have created on the website to be deleted	222	12.4%
Other	75	4.2%

As was the case for non-usage of the account, dislike and disinterest remained with 47.3% the major motivators for people deleting their accounts. However, in the reasons given for deleting the account trust issues and concern about information misuse and/or disclosure were more strongly indicated (29.9%¹⁰) than was the case for simply not using the account.

Reasons for deleting accounts with UGC websites		
	CONSENT Sample	
	Count	Percentage
I tried the website but found I didn't like	1,012	17.0%
The website no longer interests me	2,070	34.8%
I no longer trust the company running the site	305	5.1%
My friends no longer use this website	455	7.7%
Membership of the website is not worth the money	304	5.1%
I was concerned about use of information about me	664	11.2%
I want the content that I have created on the website to be deleted	685	11.5%
I don't want people to know that I have used this website	327	5.5%
Other	123	2.1%

The distribution of reasons for deleting an *UGC (non-SNS)* account was very similar to the one for deleting a SNS account. Dislike and disinterest (combined 51.8%) remained the strongest motivators whilst 33.3%¹¹ of CONSENT respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues.

¹⁰ Combined percentages of respondents answering "I no longer trust the company running the site", "I was concerned about use of information about me" and "I want the content that I have created on the website to be deleted".

¹¹ Combined percentages of respondents answering "I no longer trust the company running the site", "I was concerned about use of information about me", "I want the content that I have created on the website to be deleted" and "I don't want people to know that I have used this website".

4.3 Disclosure of Personal Information

4.3.1 Types of Information

Types of information already disclosed				
	CONSENT Sample		Eurobarometer EU27	
	On UGC websites		On online shopping websites	On SNS websites
	Count	Percentage	Percentage	Percentage
Medical Information	97	1%	3%	5%
Financial Information	194	3%	33%	10%
Work history	2,074	30%	5%	18%
ID card / passport number	173	3%	18%	13%
Name	5,679	83%	90%	79%
Home address	1,028	15%	89%	39%
Nationality	3,966	58%	35%	47%
Things you do (hobbies etc.)	3,626	53%	6%	39%
Tastes and opinions	3,002	44%	5%	33%
Photos of you	4,635	68%	4%	51%
Who your friends are	3,731	55%	2%	39%
Websites you visit	1,138	17%	4%	14%
Mobile phone number	1,527	22%	46%	23%
Email address	5,434	79%	n.a.	n.a.
Other	243	4%	1%	1%

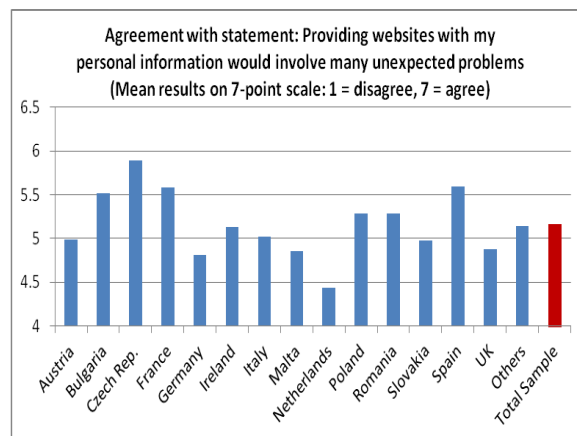
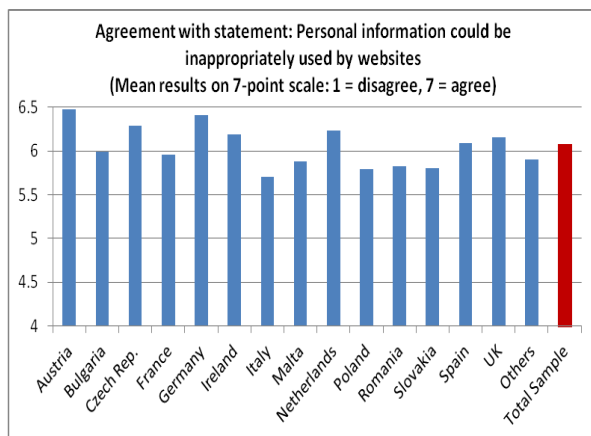
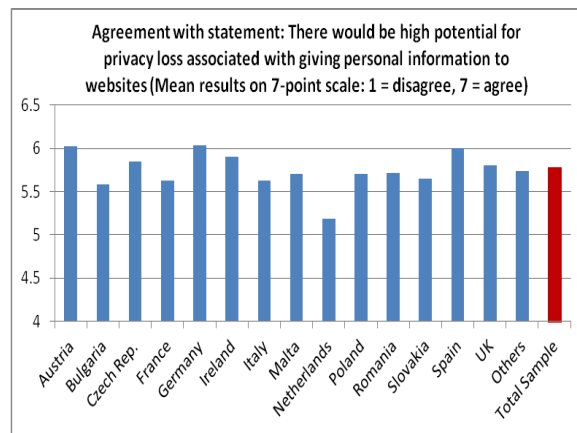
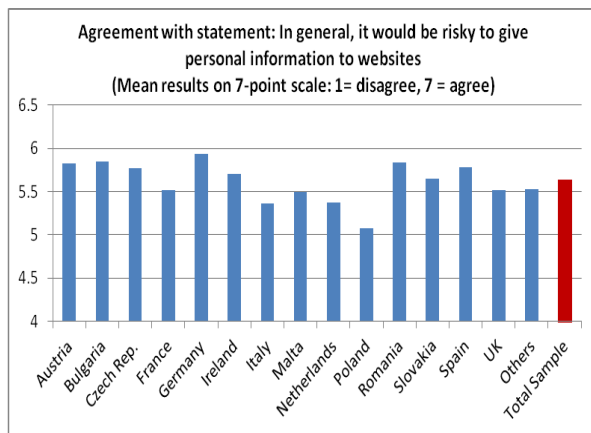
There are some differences between the CONSENT results and those of the Eurobarometer survey which may partially be due to the latter having split the question between information released on SNS websites and information given in the context of online shopping. However, when comparing the CONSENT results with the Eurobarometer figures regarding SNS websites a number of general observations may be made. Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Eurobarometer respondents are clearly lower than amongst CONSENT respondents, which may relate to the higher portion of active SNS users within the CONSENT sample. The higher percentage of CONSENT respondents having disclosed their work history may be linked to the usage of business networking sites by the increased portion of above-average educated CONSENT respondents.

There is no obvious explanation for the substantial difference between Eurobarometer and CONSENT respondents in their disclosure of ID / passport number and home address (ID card / passport number: 3% vs 13-18%; home address: 15% vs 39-89%). It does, though, support the assumption that CONSENT respondents, the majority of which are very regular SNS users, consider their home address at a different level of privacy than hobbies, tastes and opinions, photos, or friends relationships information about which they are much more likely to have disclosed.

4.3.2 Risk Perceptions

Perception of general risks related to the disclosure of personal information Rated on a 7-point scale, 1=disagree, 7=agree	
	Mean CONSENT Sample
Personal information could be inappropriately used by websites	6.08
There would be high potential for privacy loss associated with giving personal information to websites	5.78
In general, it would be risky to give personal information to websites	5.64
Providing websites with my personal information would involve many unexpected problems	5.16

Disclosure of personal information online was considered as generally rather risky – mostly between 5 and 6 in all countries on a scale of 1-7 (1 being the lowest and 7 being the highest). The largest variation between results in different countries (see below) occurred in the respondents’ perception of unexpected problems arising out of disclosure of personal information online. This suggests different levels of perceived control in different countries – although the overall high sample average (5.16) highlights a generally high perception of loss, or at least lack, of control.

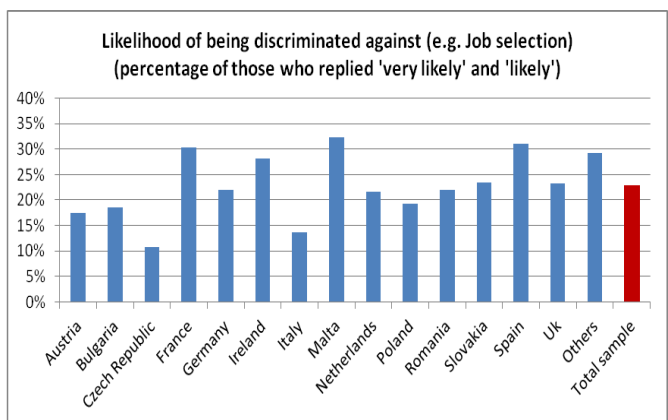
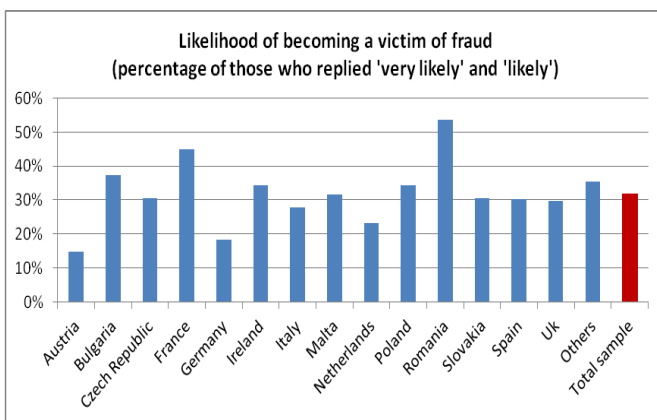
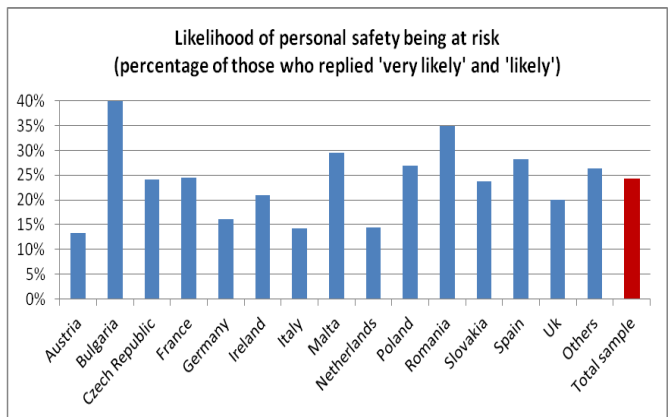
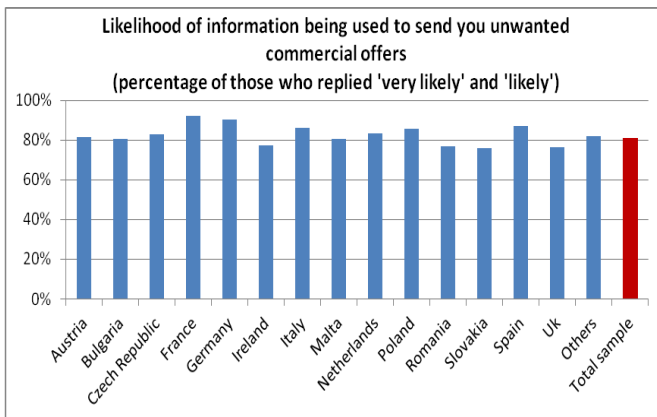
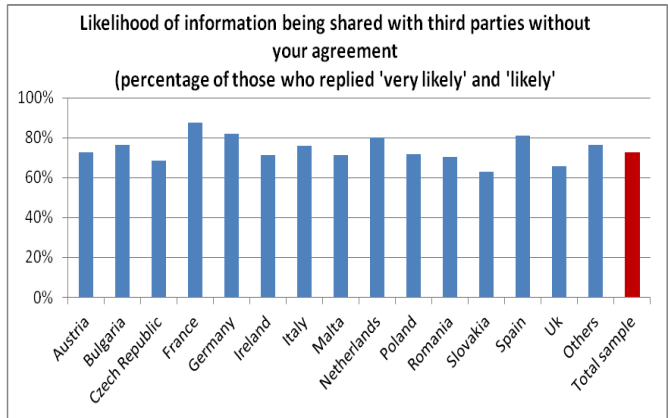
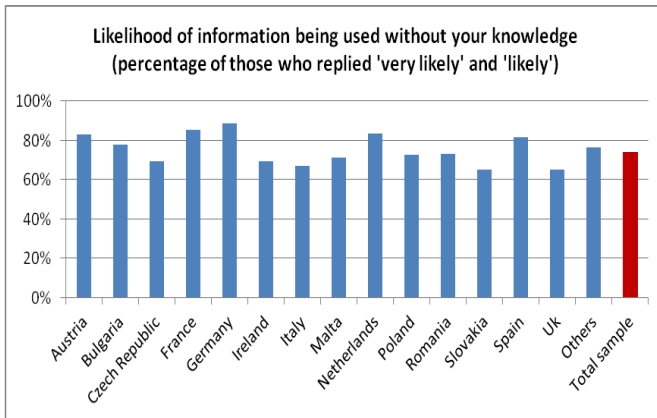


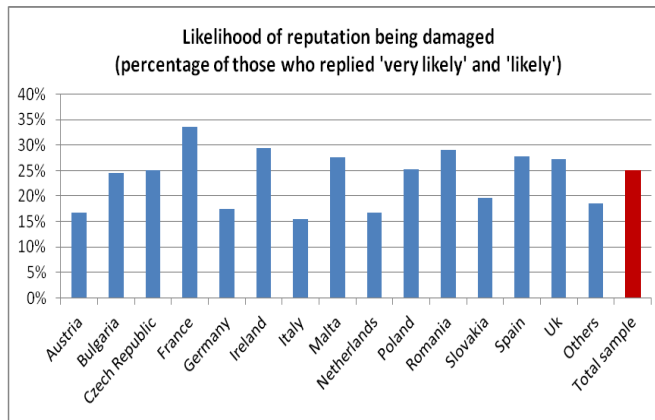
Expectations that the following is likely to happen as a result of disclosing information on UGC sites Combined answers 'likely' and 'very likely'	CONSENT Sample	
	Count	Percentage
Information being used without your knowledge	4,872	73.9%
Information being shared with third parties without your agreement	4,799	72.7%
Information being shared to send you unwanted commercial offers	5,342	80.9%
Your personal safety being at risk	1,596	24.4%
Becoming victim of fraud	2,082	31.8%
Being discriminated against (e.g. job selection)	1,491	22.9%
Reputation being damaged	1,638	25.1%

What are the most important risks connected with disclosure of personal information Respondents could choose up to 3 answers	Eurobarometer EU27	
	In Online Shopping	On SNS websites
Information being used without your knowledge	43%	44%
Information being shared with third parties without your agreement	43%	38%
Information being shared to send you unwanted commercial offers	34%	28%
Your personal safety being at risk	12%	20%
Becoming victim of fraud	55%	41%
Being discriminated against (e.g. job selection)	3%	7%
Reputation being damaged	4%	12%

Analyses on the level of *specific* risks connected with the disclosure of personal information on UGC sites show an even more differentiated picture. Whilst the statements in the CONSENT and Eurobarometer studies for the results shown in the tables above were identical, different questions were asked about the statements. This makes a direct comparison of the results from the two studies difficult. The Eurobarometer question requires selecting the most important risks up to a maximum of three answers which necessarily focuses attention on the risks more generally encountered and deemed to have the most serious consequences. By contrast, the CONSENT data may reflect a more realistic picture of the perception of the likelihood of all potential consequences. There is a higher level of perceived likelihood of all risks in the CONSENT study when compared to the importance of these risks found in Eurobarometer, except for becoming a victim of fraud. Becoming a victim of fraud is certainly an important risk (as shown from the Eurobarometer results), but it was perceived as not amongst the three risks most likely to occur in the CONSENT study.

Amongst the CONSENT sample, personal information being used/shared without the users' knowledge/consent or to send unwanted commercial offers was perceived as most likely, and on a similarly high level in all respondent countries (between 73% and 81%). However, the likelihood of personal risks, such as personal safety, fraud, discrimination or reputational damage, was perceived to be considerably lower (23-32%), but with a much higher variation between the different countries, which may point at locally different political, social and economic backgrounds.





4.3.3 Awareness and Acceptance of Website Practices

Were you aware that the information you include in your account on a website may be used by the website owners for a number of purposes?				
	Count	Yes	No	Not sure what this means
Austria	128	88.3%	6.2%	5.5%
Bulgaria	403	72.0%	18.6%	9.4%
Czech Republic	687	76.7%	15.9%	7.4%
France	319	70.8%	9.4%	19.7%
Germany	637	88.9%	6.8%	4.4%
Ireland	599	59.9%	33.4%	6.7%
Italy	182	83.5%	11.5%	4.9%
Malta	478	74.7%	18.2%	7.1%
Netherlands	326	83.1%	11.0%	5.8%
Poland	548	81.9%	13.9%	4.2%
Romania	706	76.5%	13.9%	9.6%
Slovakia	422	60.9%	28.2%	10.9%
Spain	307	82.4%	14.0%	3.6%
UK	957	64.9%	28.8%	6.3%
Others	294	74.1%	17.0%	8.8%
Total Sample	6,993	74.3%	18.2%	7.5%

The average *general* awareness that personal information may be used by website owners for a number of purposes was rather elevated (74.3%) – however, locally ranging between 59.9% (Ireland) and Germany (88.9%).

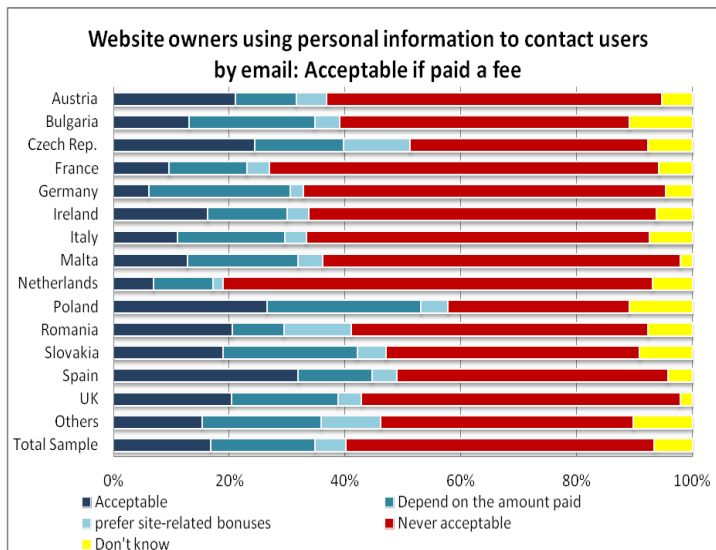
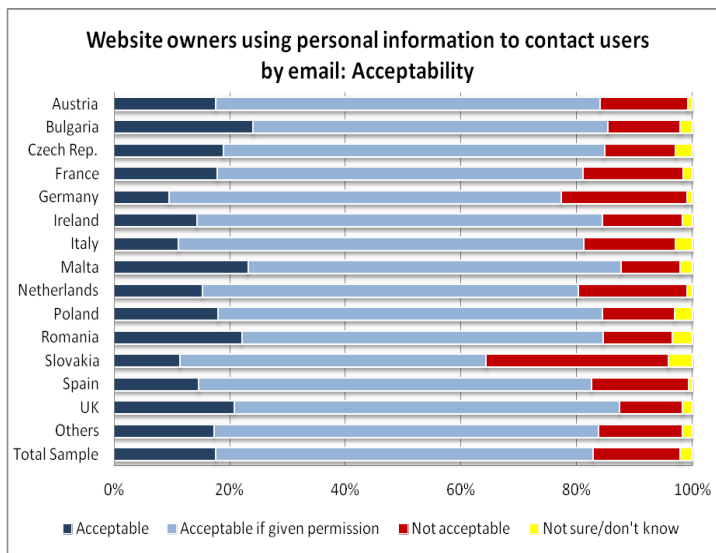
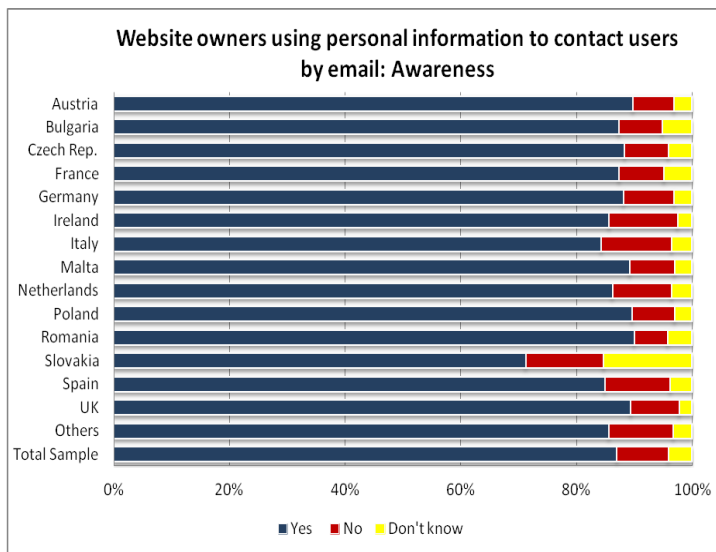
Regarding the *specific* awareness of the different website owners’ practices, there could be observed a general shift from high awareness and a relatively high acceptance in the case of being contacted by email and the customization of content/advertising, to a comparatively lower awareness and very low acceptance in the case of selling and in-depth gathering of user information.

CONSENT sample	Contact users by email	Customising of content	Customising of advertising	Sharing information with third parties	Selling of user information	Gathering in-depth user information
Awareness	87%	72%	79%	61%	54%	51%
Acceptance	18%	30%	38%	7%	7%	3%
Acceptance if consent is given	65%	44%	39%	41%	28%	22%

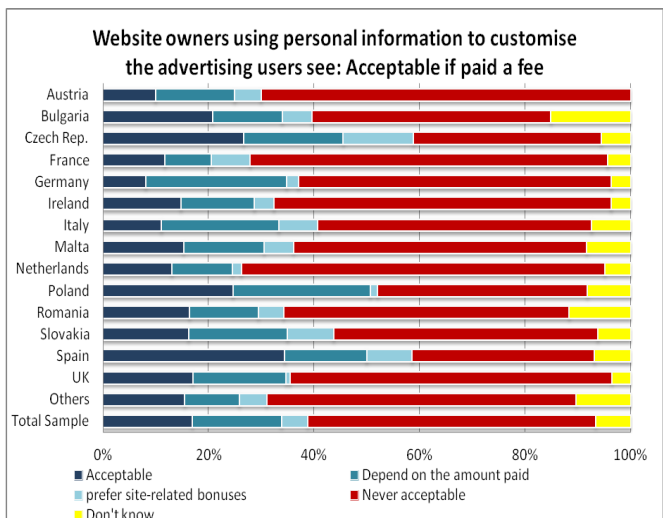
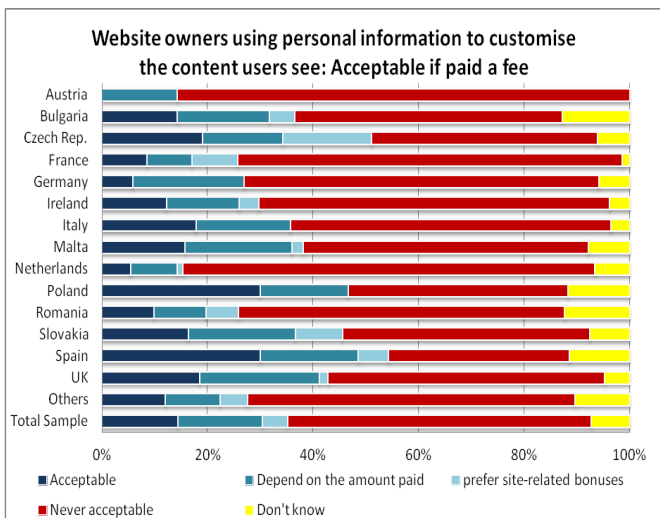
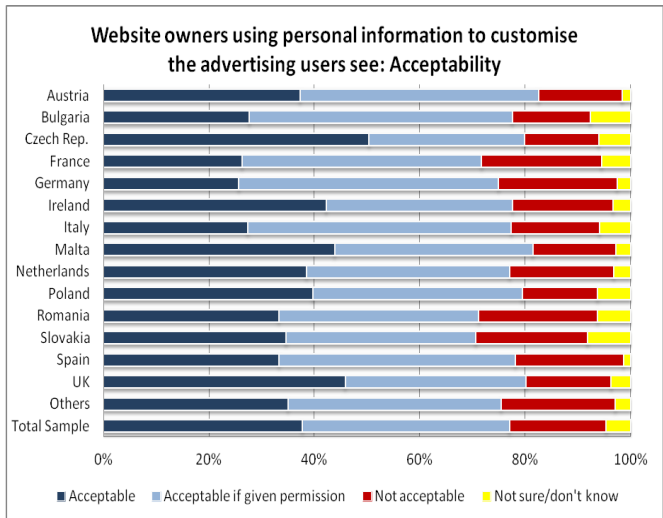
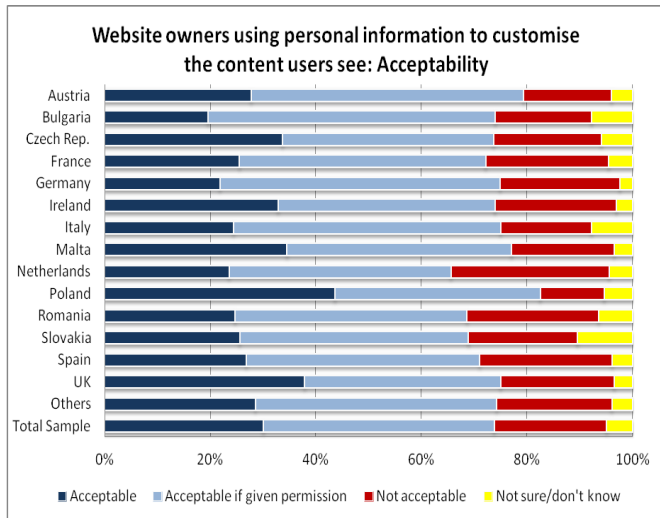
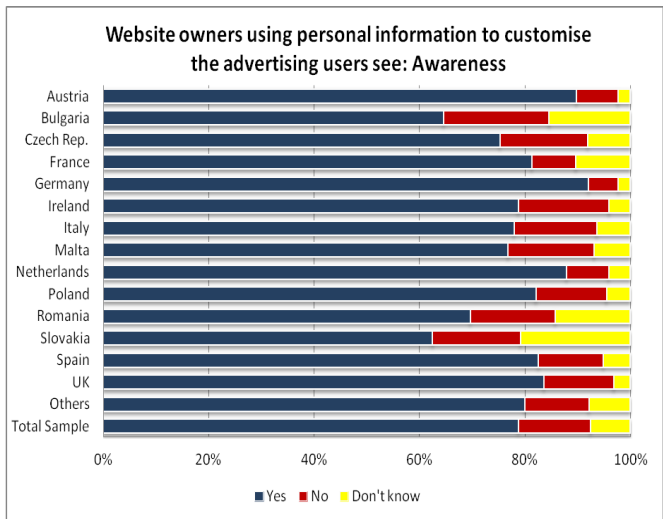
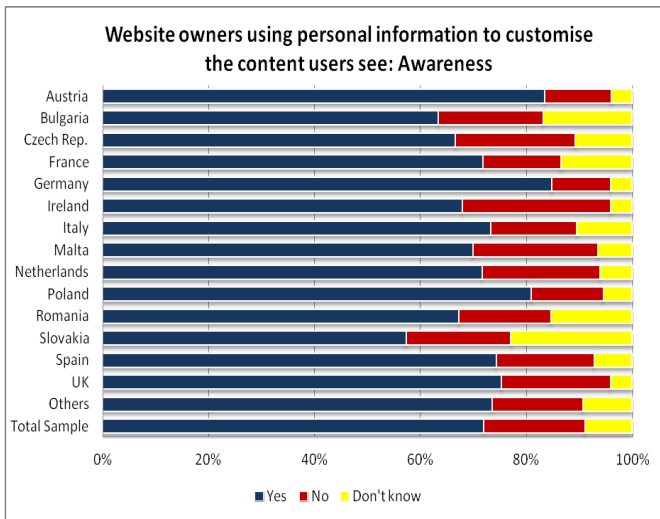
In detail (see set of graphs on the following pages), the use of personal information by website owners to contact users by email appears to be known about and accepted by most respondents. There were uniform high levels of awareness (above 84%) and acceptance (above 77%) of use of information by website owners to contact users by email in all respondent countries, and the large majority of those who deemed it acceptable for website owners to use information to contact users by email thought that this should only be done if permission had been granted by users. Of those who did not deem it acceptable for information to be used to contact them by email, in most countries the majority still perceived it as unacceptable even if they were to be paid a fee, and there was also little support for the idea of receiving site related bonuses in return for information being used to contact users by email.

Awareness and acceptance of the use of personal information to customise content and advertising was high as well, though not at the levels of use of information to contact users by email, and with more variability between countries. Interestingly, it appears that most CONSENT respondents were generally more willing to consider commercial trade-offs in advertising than in the customisation of content. This may relate to the comparatively higher awareness of advertising, but, potentially, also to a privacy-related fine line drawn between the sphere of “private” (and not to be commercialised) content and the “public” sphere of advertising.

However, whereas in being contacted by email as well as in the customisation of content and advertising there still appeared to be some form of “balance” between user awareness and user acceptance, overall acceptance levels were clearly decreasing when personal information (both linked and not linked to the user’s name) was being shared with other parts of the website owner’s company. Gathering in-depth information about users and making it available or selling it to others was largely seen as unacceptable, and commercial trade-offs in this respect also met little acceptance by all CONSENT respondents.

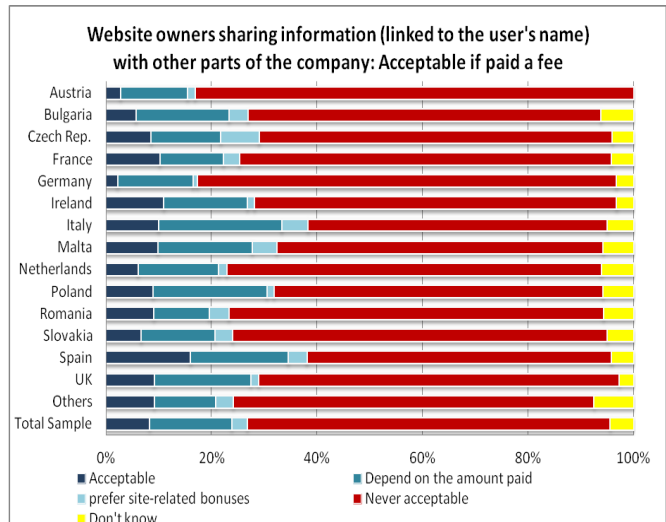
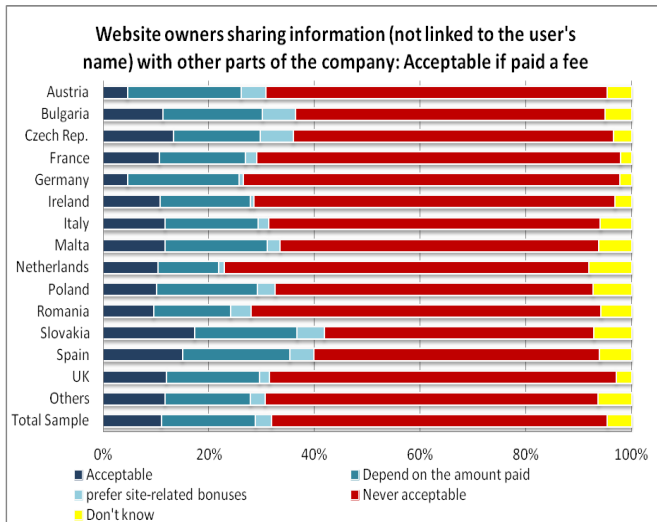
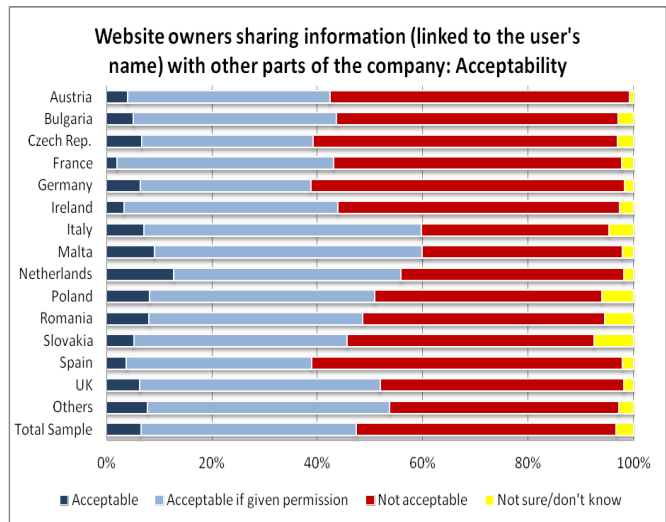
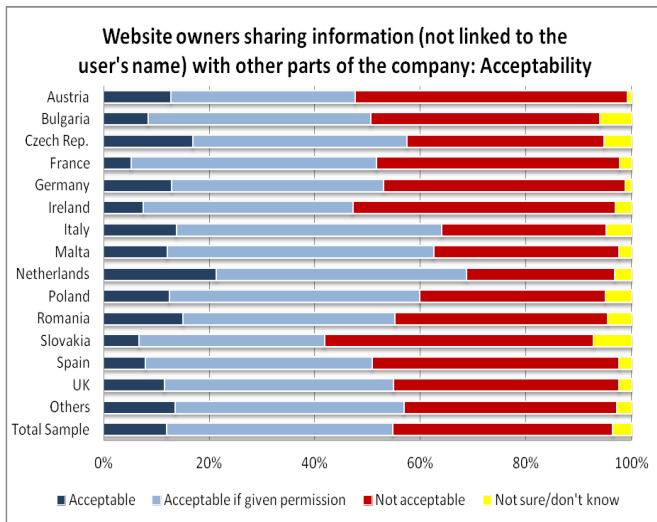
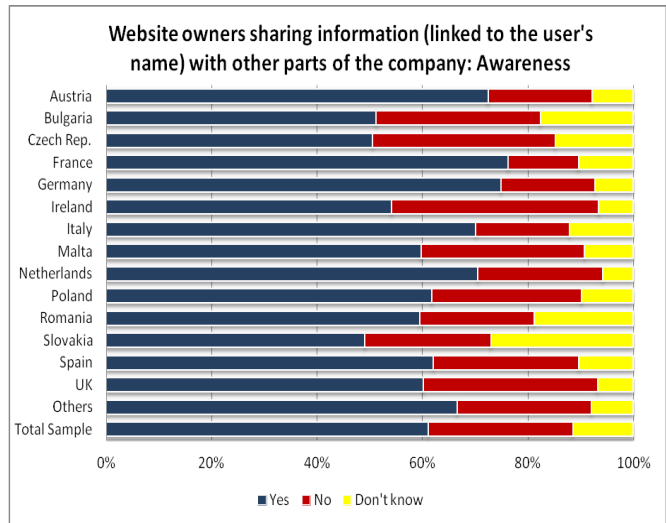
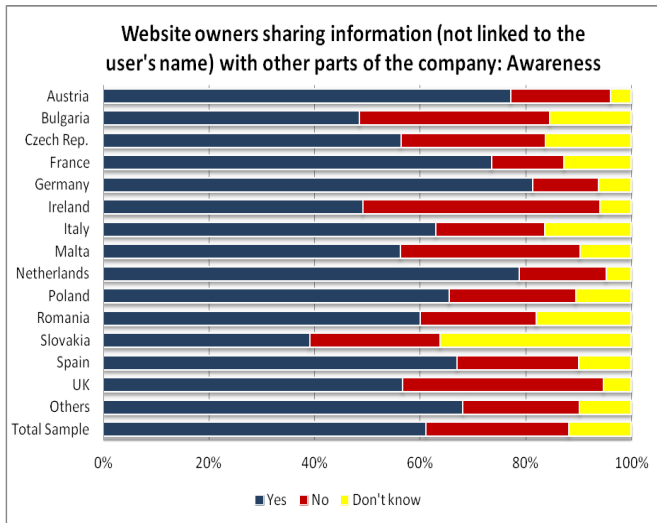


Base: Only respondents who answered that it was unacceptable to contact users by email.



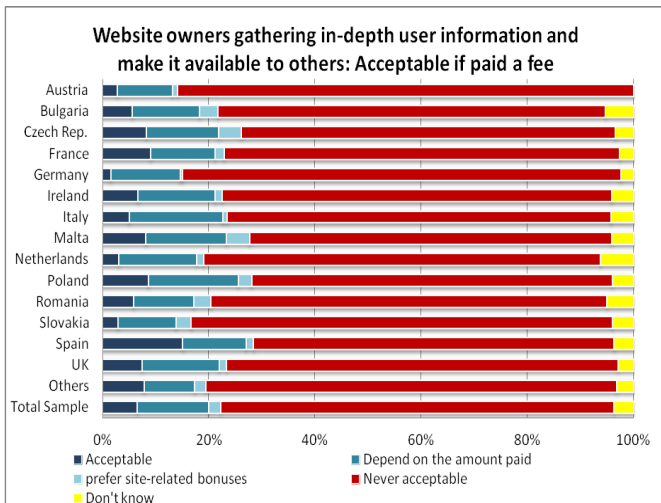
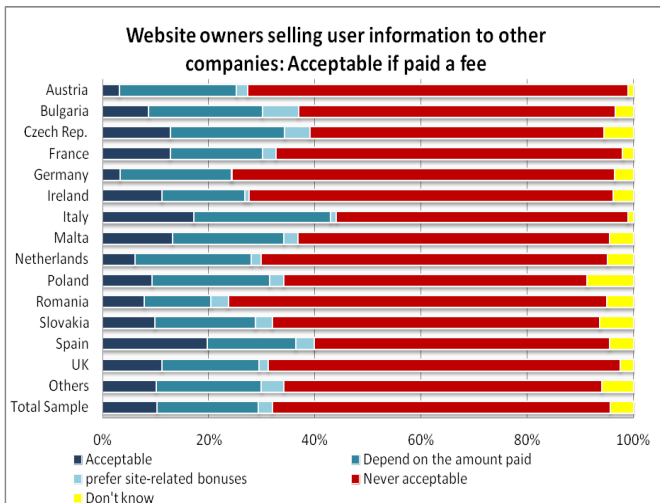
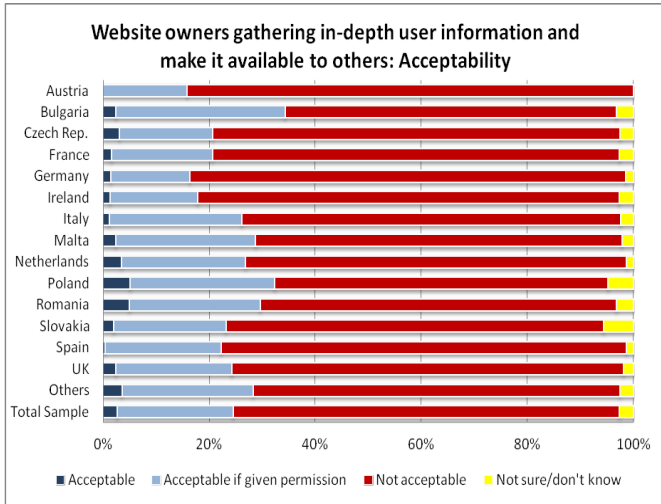
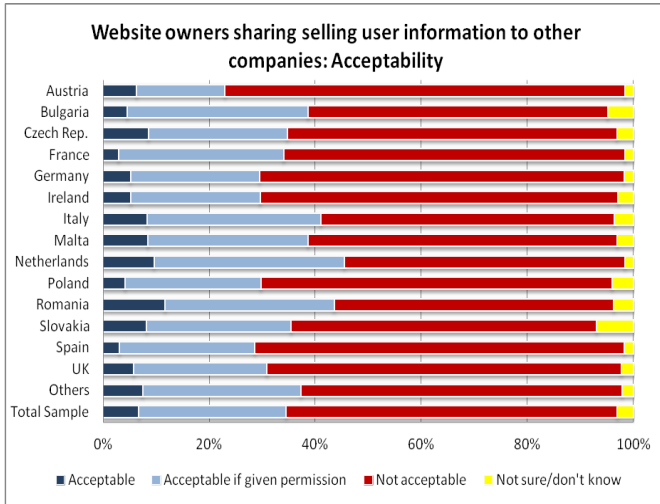
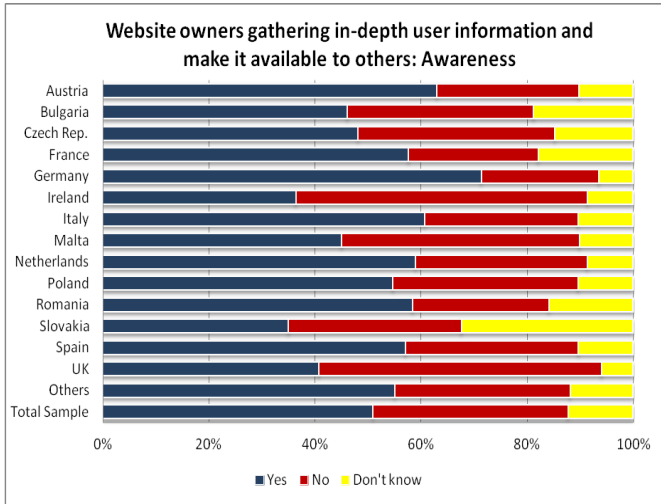
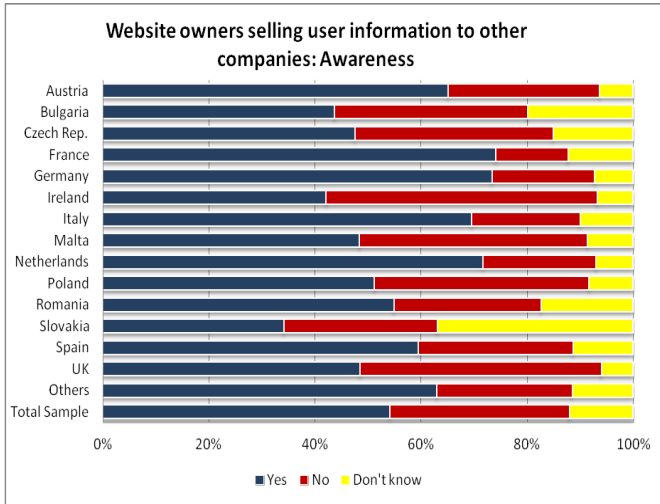
Base: Only respondents who answered it was unacceptable to customize the content users see.

Base: Only respondents who answered it was unacceptable to customize the advertising users see.



Base: Only respondents who answered it was unacceptable that website owners share information (not linked to the user's name) with other parts of the company.

Base: Only respondents who answered it was unacceptable that website owners share information (linked to the user's name) with other parts of the company.



Base: Only respondents who answered it was unacceptable that website owners sell information to other companies.

Base: Only respondents who answered it was unacceptable that website owners gather in-depth information and make it available to others.

4.4 Privacy

4.4.1 Experience of Privacy Invasions

Perceived privacy invasions / information misuse Mean Scores		
	How frequently have you been victim of what you felt was an improper invasion of privacy on the internet? Rating on a 7-point scale 1 = never, 7 = very frequently	How much have you heard or read about the potential misuse of the information collected from the internet? Rating on a 7-point scale 1 = not at all, 7 = very much
Austria	3.31	5.86
Bulgaria	3.06	4.82
Czech Rep.	2.87	5.43
France	3.15	4.74
Germany	3.36	5.86
Ireland	2.63	4.55
Italy	3.05	4.60
Malta	2.60	4.43
Netherlands	2.92	5.38
Poland	2.83	4.45
Romania	3.01	4.68
Slovakia	2.60	4.49
Spain	3.22	5.17
UK	2.60	4.67
Others	2.79	5.00
Total Sample	2.89	5.13

Actual experiences of invasions of privacy were, as it was to be expected, much lower than second-hand experience of misuse of information on the internet. The Eurobarometer study shows similar results: 55% of EU27 respondents had “heard” about violation of privacy or fraud, but only 12% had been affected themselves (or family/friends).

4.4.2 Safeguarding Privacy

Have you ever changed the privacy settings of your personal profile on a UGC site?						
Nationality	Count	Never	Rarely	Sometimes	Often	Always
Austria	114	4.4%	7.9%	22.8%	23.7%	41.2%
Bulgaria	395	7.3%	13.9%	32.7%	23.8%	22.3%
Czech Rep.	631	12.2%	11.6%	30.7%	23.6%	21.9%
France	279	15.4%	17.6%	24.7%	25.8%	16.5%
Germany	615	2.4%	3.9%	16.6%	22.8%	54.3%
Ireland	587	7.0%	8.5%	23.0%	22.1%	39.4%
Italy	169	16.6%	12.4%	32.5%	18.3%	20.1%
Malta	466	7.1%	7.7%	32.0%	25.1%	28.1%
Netherlands	312	12.2%	6.4%	23.4%	27.6%	30.4%
Poland	536	6.0%	14.2%	29.7%	25.9%	24.3%
Romania	711	11.3%	12.2%	33.9%	20.1%	22.5%
Slovakia	414	7.7%	12.1%	39.9%	23.7%	16.7%
Spain	300	4.7%	9.7%	28.0%	22.0%	35.7%
UK	957	6.9%	6.1%	26.9%	24.2%	35.9%
Others	284	6.3%	12.3%	30.3%	26.4%	24.6%
Total Sample	6,770	8.1%	9.9%	28.4%	23.6%	29.9%

In respect to the question how respondents safeguard their privacy, just over half of the CONSENT respondents often or always changed the privacy settings of their personal profiles on UGC sites; respondents who never or rarely changed privacy settings amounted to 18%. The Eurobarometer survey included a similar question, asking whether the respondents “ever tried to change the privacy settings”. There, EU27 respondents gave a similar picture (44%); however, “trying” is a vaguer expression which asks more for (more or less serious) intentions rather than actual practices.

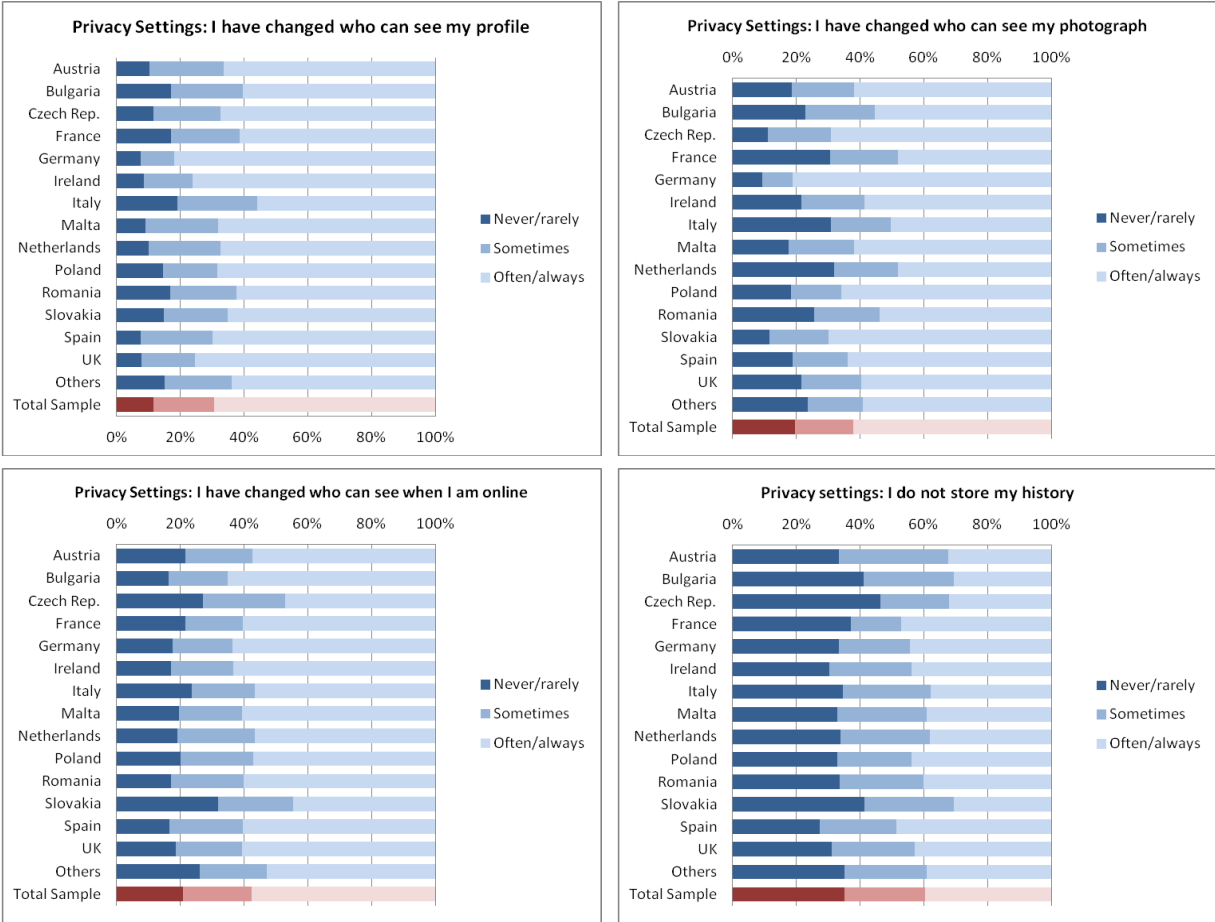
At an overall level, the CONSENT data reveal a strong confidence in providers’ practices of those users who never changed privacy settings: 38.6% of respondents either trusted the site to set appropriate privacy settings, or they were happy with the standard settings. Another 14.7% “did not find the time to look at the available options”, revealing a certain user inertia.

Given that only 8.1% of respondents stated that they had never changed privacy settings, a focus on the practices of those who actually *did* change their settings revealed more detailed results:

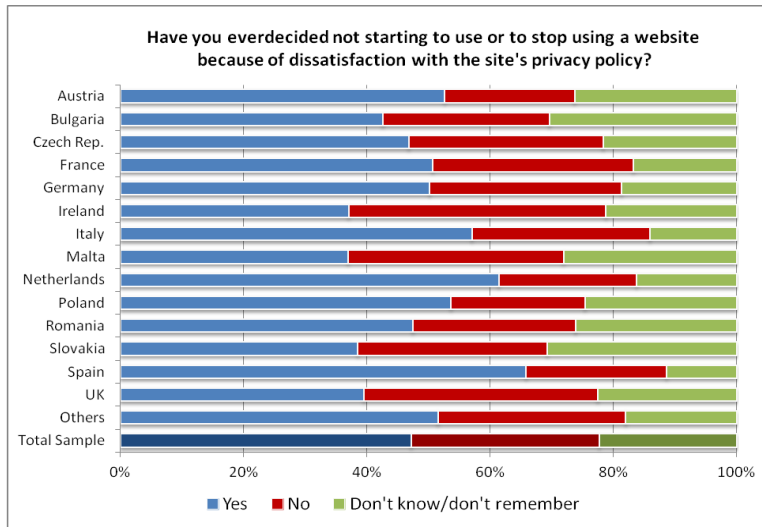
Changes in Privacy Settings				
		I have made the privacy settings less strict such that more information about me is available to others	Sometimes I have made the privacy settings stricter and sometimes less strict	I have made the privacy settings stricter so that others can see less information about me
CONSENT Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

Here, the “average” CONSENT respondent strongly tended to change the privacy settings to a stricter level (79.7%), although individual country results ranged from 63.8% (Romania) to 89.9% (Germany)..

Regarding what specific settings were actually being changed, a comparison showed that some practices, in particular changing who can see a personal profile, are significantly more established than others (particularly storing one’s history). It was in the setting of who can see one’s photograph where the widest disparities between country results could be observed, allowing for the assumption that, here, levels of technical experience merge with different perspectives on the privacy of personal pictures.



4.4.3 Dealing with Privacy Policies

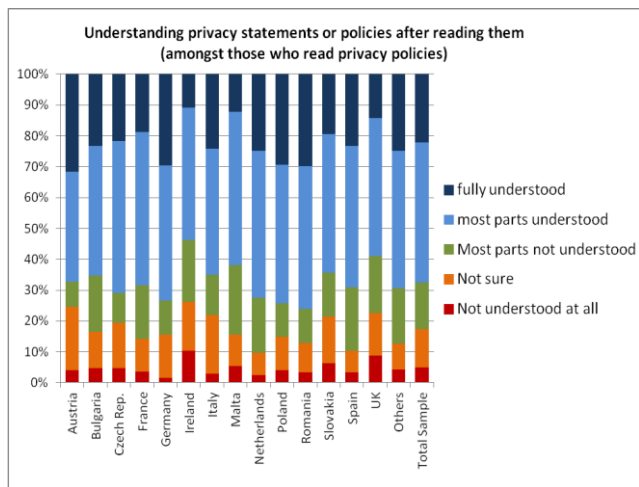
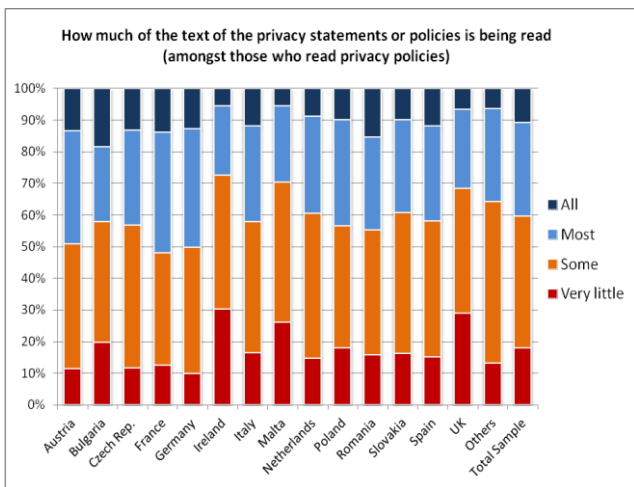
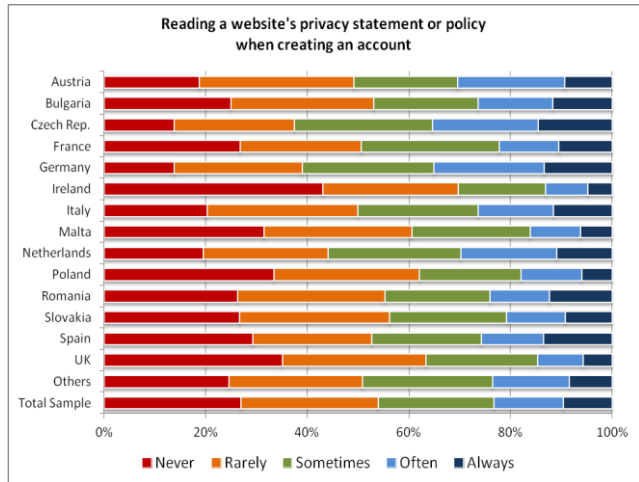
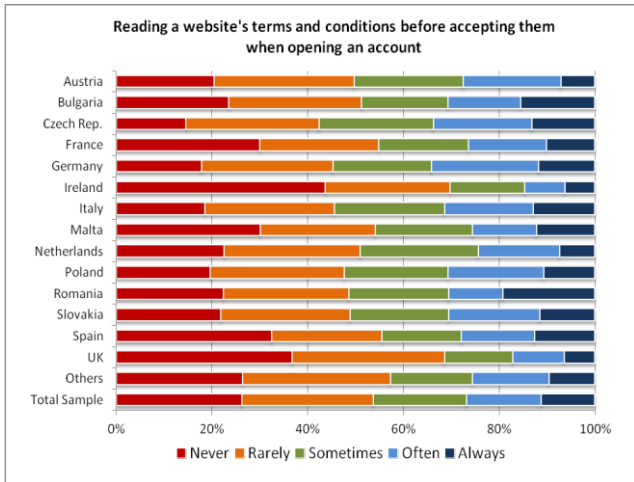


There was also much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. Less than half of all respondents answered that they ever decided not to use a website due to their dissatisfaction with the site's privacy policy, with country results varying between 37% and 66%.

Results from the set of graphs below suggest that many respondents are giving consent without, potentially, being aware of what they are consenting to. A significant proportion of respondents rarely or never read a website's terms and conditions before accepting them – at one end of the range, around 45% of respondents in the Czech Republic, Germany and Italy rarely or never read the terms and conditions. At the other end of the range, 70% of Irish respondents and 69% of UK respondents rarely or never read websites' terms and conditions. Interestingly, it was not the countries with the highest assumed need of education in awareness and technical protection measures that showed the highest portion of non-readers, but countries with established internet literacy.

Only a small core of respondents indicated that they always read terms and conditions (11.3%); a fairly similar pattern of results was recorded for reading of websites' privacy policies when creating an account.

Additionally, the vast majority of those who do read privacy policies do not read the whole text (89.2%). However, despite the generally low number of respondents who read all of the text of privacy policies, there was a fair deal of confidence that what is read in privacy policies is fully or mostly understood (63.6%).



5. Conclusion

Although the CONSENT WP7 sample consists of experienced internet users, their general awareness towards UGC website owners' practices and their knowledge of technical measures to protect their privacy does not, to a large extent and to varying degrees in the different countries, keep up with their high-frequency usage.

Whereas the technical knowledge of protective measures, including privacy settings, appears to support perceptions of at least partial control, at the same time this control is perceived as limited rather than comprehensive. This is reflected in the elevated levels of perceived general risks related to information disclosure online.

The observed limited awareness of the various website owners' practices in a number of countries is also not directly relatable to user inertia or intended ignorance, as acceptance levels of most of these practices are, in all countries, very low.

Finally, user attitudes and perceptions regarding privacy policies require further qualitative analysis (as set out in the interview-based research planned in CONSENT Work Package 8), because the indicated practices of (non-)reading cannot solely be linked to general internet literacy and experience, but confirm again that different countries may have different educational needs – and may require different measures to be taken – in relation to securing online privacy.

Acknowledgements

This research was carried out as part of CONSENT (Consumer sentiment regarding privacy on user generated content (UGC) services in the digital economy) a project that was funded by the European Union under the Seventh Framework Programme (2007-2013), Grant Agreement Number 244643.

Appendix A: English Online Questionnaire

0.0 Introduction

Make your views count!

And help in strengthening the legal protection of consumers and online users.

This survey is part of the CONSENT project – a collaborative project co-funded by the European Union under the FP7 programme – that aims to gather the views of internet users from all countries of the EU on the use of personal information, privacy, and giving consent online.

This information will be used to prepare briefings to European policy makers and legal experts aimed at encouraging the strengthening of the legal protection of consumers and online users. Results will also be published on the CONSENT website.

Filling in this questionnaire takes about 15 minutes. All responses are anonymous and no personal details such as your name, email address or IP address will be processed. You may stop and return to the questionnaire at a later point. Your assistance in this project is much appreciated.

Thank you for taking the time to participate in this project.

For more information visit the CONSENT website at www.consent.law.muni.cz

Privacy Policy

No personal information (such as name or e-mail) is collected in this questionnaire. All data collected are anonymous and are not linked to any personal information. This site uses a “cookie” to allow you to return to the questionnaire and continue from the same place you were before if you do not complete and submit it the first time you visit.

This questionnaire is hosted by Qualtrics. The Qualtrics privacy policy may be viewed at www.qualtrics.com/privacy-statement.

1.0 Internet experience

1.1 For how many years have you used the Internet? ___ years.

1.2 How often do you use the internet in the following situations?

1=Everyday/almost every day;

2=Two or three times a week;

3=about once a week;

4=two or three times a month;

5=less often;

6=never

1. At home
2. At your place of work
3. Somewhere else (school, university, cyber-café, etc)

ALT.1.3 Do you ever buy things online?

1=yes 2=no

1.3.H.1 How many times a year do you buy items online?

1.3.H.2 When making purchases online how do you prefer to pay?

1st preference, 2nd preference, 3rd preferences.

1. At the time of ordering online by Debit card or Credit card
2. At the time of ordering online using Electronic Money such as PayPal, Moneybookers, etc.
3. At the time of ordering online by charging your mobile phone or landline
4. At the time of delivery
5. After delivery
6. Other - please give details

1.3.H.3 Why haven't you ever bought anything online?

1. I don't trust online sellers
2. I would like to buy online but I do not have a debit or credit card
3. I would like to buy online but online purchase websites are difficult to use
4. I don't like disclosing my financial details online
5. I don't like disclosing details of where I live online
6. I fear that when I receive the things I bought they will not be what I ordered
7. I don't like the idea of having to return things to online shops
8. I prefer to be able to see/touch/try things before I buy them
9. I dislike paying for delivery of items I've bought online
10. Other reason (please give details)

1.3.H.4 How likely are you to purchase items online in the next six months?

1=very unlikely

2=unlikely

3=neutral

4=likely

5=very likely

ALT 2.0 UGC services usage

ALT.2.1. Have you ever created an account with a social networking website such as Facebook, MySpace, classmates, etc

1=yes 2=no

ALT.2.2 Which social networking websites have you opened an account with?

Facebook, MySpace <Please also include the top local website/s identified for your country as reported in WP2.> Other 1 (please give details). Other 2 (please give details)

ALT.2.2.1 Why did you choose to open an account with rather than any other site?

1. Many people I know have an account with this site
2. It's easier to use than other sites
3. It has more features than other sites
4. I trust this site more than other sites
5. It's easier to meet new people on this site
6. It is more fashionable
7. It is used worldwide
8. It's in the language I prefer to use
9. Other (please give details)

ALT.2.2.2 Do you still have and use the account you opened with <website mentioned>?

1. I still have it and use it everyday/ almost everyday
2. I still have it and use it every week
3. I still have it but use it less often than once a week
4. I still have it but don't use it
5. I deleted the account

ALT.2.2.2.1 Why don't you use your account with <website mentioned>?

1. This type of website no longer interests me
2. I can no longer access my account
3. I tried the website but found I didn't like it
4. I no longer trust the company running the website
5. My friends/ colleagues no longer use this website
6. I was concerned about use of information about me
7. Other (please give details)

ALT.2.2.2.2 Why did you delete your account with <website mentioned>?

1. The website no longer interests me
2. I tried the website but found I didn't like it
3. I no longer trust the company running the website
4. My friend/ colleagues no longer use this website
5. I was concerned about use of information about me
6. I want the content that I have created on the website to be deleted
7. Other (please give details)

ALT.2.2.3 Do you still have and use the accounts you opened with social networking websites?

1. I still have it and use it everyday or almost everyday
2. I still have it and use it every week
3. I still have it but use it less often than once a week
4. I still have it but don't use it
5. I deleted the account

ALT.2.2.3.1 If one of these sites were to close down, which would you miss most?

ALT 2.2.3.1.1 Why would you miss this site?

1. Many people I know have an account with this site
2. It's easier to use than other sites
3. It has more features than other sites
4. I trust this site more than other sites
5. It's easier to meet new people on this site
6. It is more fashionable
7. It is used worldwide
8. It gives you information quickly
9. You can find out what is happening worldwide
10. Other <please give details>

ALT.2.2.3.2 Why do you use this site most often?

1. Many people I know have an account with this site
2. It's easier to use than other sites
3. It has more features than other sites
4. I trust this site more than other sites
5. It's easier to meet new people on this site
6. It is more fashionable
7. It is used worldwide
8. It gives you information quickly
9. You can find out what is happening worldwide
10. Other <please give details>

ALT.2.2.3.3 Why don't you use your account with <website mentioned>?

1. I can no longer access my account
2. This type of website no longer interests me
3. I tried the website but found I didn't like it
4. I no longer trust the company running the website
5. My friends/ colleagues no longer use this website
6. I was concerned about use of information about me
7. Other (please give details)

ALT.2.2.2.2 Why did you delete your account with <website mentioned>?

1. I tried the website but found I didn't like it

2. The website no longer interests me
3. I no longer trust the company running the website
4. My friend/ colleagues no longer use this website
5. I was concerned about use of information about me

Open information box on UGC SITES

Some types of websites allow users to edit or add to the content of the website which can then be read by other users of the website. This is done by, for example, posting comments (e.g., Facebook) or reviews (e.g., tripadvisor), joining discussions, uploading video and digital material (e.g., YouTube, Flickr), editing material (e.g., Wikipedia) etc. These types of websites are called User Generated Content (UGC) sites.

ALT 2.9 With which of the following User Generated Content (UGC) websites have you ever created an account (not just visited the site) for your personal use?

- 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**

ALT 2.9.1 Why haven't you ever opened an account on this kind of website/these kinds of websites?

1. This kind of website does not interest me
2. Hadn't heard of this type of website before now
3. Didn't know you could open an account with websites like this before now
4. None of my friends use this website
5. It is not worth the money
6. I was concerned about use of information about me
7. I visit these sites but don't feel the need to become a member
8. Other

ALT.2.9.2 Do you still have all the accounts you opened with UGC websites?

- 1=I still have all the accounts I've opened with UGC sites
- 2=I have some but have deleted others
- 3=no, I've deleted them all

ALT.2.9.2.1 Have you used ALL the accounts you have with UGC websites in the past 6 months?

- 1=yes 2=no

ALT.2.9.2.1.1 Why haven't you used some of the accounts in the past 6 months?

1. I can no longer access my account
2. It's not the kind of website that I use regularly
3. I tried the website but found I didn't like it
4. Website no longer interests me
5. I no longer trust the company running the website
6. My friends no longer use this website
7. I was concerned about use of information about me
8. Other (please give details)

ALT.2.9.2.2 Why did you delete your accounts with UGC websites?

1. I tried the website but found I didn't like it
2. The website no longer interests me
3. I no longer trusted the company running the website
4. My friends no longer use the website
5. Membership of the website is not worth the money
6. I was concerned about use of information about me
7. I want the content that I have created on the website to be deleted
8. I don't want people to know that I have used this website
9. Other (please give details)

3.0 Disclosure Behaviour on UGCs

3.1 Thinking of your usage of UGC sites (such as social networking sites, sharing sites, and gaming sites), which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?

1. Medical information (patient record, health information)
2. Financial information (e. g salary, bank details, credit record)
3. Your work history
4. Your national identity number (*USE APPROPRIATE TERM IN EACH COUNTRY*)\ card number\ passport number
5. Your name
6. Your home address
7. Your nationality
8. Things you do (e.g. hobbies, sports, places you go)
9. Your tastes and opinions
10. Photos of you
11. Who your friends are
12. Websites you visit
13. Your mobile phone number
14. Your email address
15. Other (write in)

16. Don't know

4.0 Perceived Risks

4.1 For each of these situations please indicate how likely you think that this could happen as a result of your putting personal information on UGC sites.

1=very unlikely 2=unlikely 3=neutral 4=likely 5=very likely

- 1. Your information being used without your knowledge**
- 2. Your information being shared with third parties without your agreement**
- 3. Your information being used to send you unwanted commercial offers**
- 4. Your personal safety being at risk**
- 5. You becoming a victim of fraud**
- 6. You being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)**
- 7. Your reputation being damaged**

5.0 Behaviour relating to Privacy Settings

Open information box on PERSONAL PROFILES

A personal profile on a UGC site (such as social networking sites, sharing sites, and gaming sites) consists of information such as your age, location, interests, an uploaded photo and an "about me" section. Profile visibility – who can see your information and interact with you - can in some cases be personalised by managing the privacy settings offered by the site.

5.1 Have you ever changed any of the privacy settings of your personal profile on a UGC site?

1=Never, 2= Rarely, 3= Sometimes, 4= Often, 5=Always

5.1.1 Why haven't you ever changed the privacy settings?

1. I did not know that privacy settings existed
2. I do not know how to change the settings
3. I am afraid that if I change the privacy settings the site will not work properly
4. I did not know that I could change the settings
5. I trust the site to set appropriate privacy settings
6. I am happy with the standard privacy settings
7. I did not find the time to look at the available options
8. Other (please give details)

5.1.2 How have you changed the privacy settings?

1. I have made the privacy settings less strict such that *more information about me is available* to others.
2. Sometimes I have made the privacy settings stricter and sometimes less strict.
3. I have made the privacy settings stricter so that others can see *less information about me*.

5.1.3 Which of these privacy settings have you changed?

“never” “rarely” “sometimes” “often” “always”

1. I have changed who can see my profile
2. I have changed who can see my photograph
3. I have changed who can see when I am online
4. I do not store my history
5. Other (please give details)

6.0 Perceived Playfulness/Ease of Use/Critical Mass

Thinking of the UGC site you use, or if you use more than one your favourite UGC site, please indicate the extent to which you agree with the following statements by clicking on the point on the scale that best represents your views where 1=disagree and 7=agree.

6.2 Using UGC sites is fun

7.3 This website is simple to use.

7.4 I easily remember how to use this website.

8.1 Many people I am in touch with use this website.

9.0 Behaviour relating to Terms & Conditions and Privacy Policies

Most internet websites require that users accept, normally by ticking a box, the website's Terms & Conditions before giving you access to the website.

9.1 When you create an account with a website how do you accept the site's terms and conditions

5=I **always read** the terms & conditions before accepting them

4= I **often read** the terms & conditions before accepting them

3= I **sometimes read** the terms & conditions before accepting them

2=I **rarely read** the terms & conditions before accepting them

1=I **never read** the terms & conditions before accepting them

6= don't know/not sure what this means

9.2 When you create an account with a website you have not used before do you read that website's privacy statement or policy?

Open information box on PRIVACY POLICIES

On internet websites, apart from Terms & Conditions (or sometimes as part of them) privacy statements or privacy policies set out how the personal information users enter online will be used and who will have access to it.

1=I never read privacy policies

2=I rarely read privacy policies

3=I sometimes read privacy policies

4=I often read privacy policies

5=I always read privacy policies

9.2.1 When you read privacy statements/privacy policies do you usually:

1=read very little of the text 2=read some of the text 3=read most of the text 4=read all of the text

9.2.2 When you have read privacy statements or privacy policies would you say that:

1. I'm not sure whether I understood them or not
2. I usually did not understand them at all
3. I usually did not understand most parts of them
4. I usually understood most parts of them
5. I usually understood them fully
6. Don't know/don't remember

9.2.3 Have you ever decided to not start using a website or to stop using a website because you were dissatisfied with the site's privacy policy?

1=yes, 2=no 3=don't know/don't remember

9.3.1 Why don't you ever read privacy statements or privacy policies?

1. I did not know about privacy policies before now
2. I do not know where to find privacy policies on a website
3. Privacy policies are too long to read
4. Privacy policies are too difficult to understand
5. If I want an account with a website I don't care about its privacy policy
6. The privacy policy on a website makes no difference to me because I have nothing to hide
7. The privacy policy on a website makes no difference to me because websites ignore the policies anyway
8. If the website violates my privacy the law will protect me in any case
9. Other (write in)

10.0 Awareness & Attitudes – Processing of Information

10.1 The information you include in your account or profile on a website may be used by the website owners for a number of purposes. Were you aware of this?

1=yes, 2=no, 3=not sure what this means

10.2.A Please indicate whether you were aware that websites owners can use the information you include in your account or profile to:

1=Yes 2=No 3=Don't know

10.2.B Please indicate what you think about website owners making use of the personal information you include in your account/profile to:

1= It's an acceptable thing to do, they don't have to ask me; 2=It's acceptable but only if I give permission; 3=Not acceptable; 4=not sure/ don't know

1. customize the content you see
2. customize the advertising you see

3. contact you by email
4. share information (not linked to your name) about your behaviour with other parts of the company
5. share your information (linked to your name) with other parts of the company
6. sell information (not linked to your name) about your behaviour to other companies
7. gather in-depth personal information about you from their own and other websites and make it available to others

10.3 Would it be acceptable to you if you were paid a fee to allow the website to:

1=yes it would be acceptable 2=no it would never be acceptable 3=it would depend on the amount paid 4=I would prefer to be given site related bonuses rather than money fee 5=don't know

1. customize the content you see
2. customize the advertising you see
3. contact you by email
4. share information (not linked to your name) about your behaviour with other parts of the company
5. share your information (linked to your name with other parts of the company
6. sell information (not linked to your name) about your behaviour to other companies
7. gather in-depth personal information about you from their own and other websites and make it available to others

Open information box on COOKIES

In addition to information you yourself have provided in your account or profile, websites can also have access to information about your activity on the web such as which sites you have visited, your preferences on a website, etc. Websites do this through information (sometimes referred to as a "cookie") stored by the program (web browsers such as Internet Explorer, Firefox, Safari, etc) you use to surf the internet

10.4 Are you aware that websites have access to information about your activity on the web through the use of "cookies"?

1=yes, 2=no 3=not sure what this means

10.4.1 Web browsers give you the option of refusing permission to websites to store information about your activities by disabling cookies in your web browser. Have you ever disabled cookies in your web browser

1=yes, 2=no, 3=don't remember/don't know

11.0 Perceived privacy risks

Please indicate the extent to which you agree or disagree with the following statements about personal information and the internet by clicking on the point on the scale that best represents your views where 1=disagree and 7=agree.

11.1 In general, it would be risky to give personal information to websites.

11.2 There would be high potential for privacy loss associated with giving personal information to websites.

11.3 Personal information could be inappropriately used by websites.

11.4 Providing websites with my personal information would involve many unexpected problems.

12.0 Technical Protection

Thinking of how you behave online, please indicate how often you do the following:

1=never 2=rarely 3=sometimes 4=often 5=always 6=don't know what this is 7=don't know how

12.1 Do you watch for ways to control what people send you online (such as check boxes that allow you to opt-in or opt-out of certain offers)?

12.2 Do you use a pop up window blocker?

12.3 Do you check your computer for spy ware?

12.4 Do you clear your browser history regularly?

12.5 Do you block messages/emails from someone you do not want to hear from?

14.0 Privacy victim

14.1 How frequently have you personally been the victim of what you felt was an improper invasion of privacy on the internet where 1=never and 7=very frequently?

15.0 Media exposure

15.1 How much have you heard or read during the last year about the potential misuse of the information collected from the internet where 1=not at all and 7=very much?

16.0 Disposition to value privacy

Please indicate the extent to which you agree or disagree with the following statements about personal information where 1=disagree and 7=agree.

16.1 Compared to my friends, I am more sensitive about the way online companies handle my personal information.

16.2 To me, it is the most important thing to keep my online privacy.

16.3 Compared to my friends, I tend to be more concerned about threats to my personal privacy.

17.0 Social Norms

17.1 People whose opinion I value think that keeping personal information private is very important.

17.2 My friends believe I should care about my privacy.

17.3 People who are important to me think I should be careful when revealing personal information online.

For the next questions please think about your behaviour in general, not just online.

18.0 Tendency to Self-Disclosure

Indicate the degree to which the following statements reflect how you communicate with people where 1=disagree and 5=agree

18.1 I do not often talk about myself. (R)

18.2 I usually talk about myself for fairly long periods of time.

18.3 Only infrequently do I express my personal beliefs and opinions. (R)

18.4 Once I get started, I intimately and fully reveal myself in my disclosures.

18.5 I often disclose intimate, personal things about myself without hesitation.

19.0 General caution

Thinking about your behaviour generally, not just online

1=never 2=rarely 3=sometimes 4=often 5=always

19.1 Do you shred/burn your personal documents when you are disposing of them?

19.2 Do you hide your bank card PIN number when using cash machines/making purchases?

19.3 Do you only register for websites that have a privacy policy?

19.4 Do you look for a privacy certification on a website before you register your information?

19.5 Do you read license agreements fully before you agree to them?

20.0 Demographics

This section relates to information about you. It may be left blank but it would greatly assist our research if you do complete it.

20.1 Sex 1=male; 2=female

20.2 Age ___ years

20.3 What is the highest level of education you have completed?

1=no formal schooling

2=Primary school

3=Secondary/High School

4=Tertiary Education (University, Technical College, etc)

20.4 Employment

NON-ACTIVE	
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Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	1
Student	2
Unemployed or temporarily not working	3
Retired or unable to work through illness	4
SELF EMPLOYED	
Farmer	5
Fisherman	6
Professional (lawyer, medical practitioner, accountant, architect, etc.)	7
Owner of a shop, craftsmen, other self-employed person	8
Business proprietors, owner (full or partner) of a company	9
EMPLOYED	
Employed professional (employed doctor, lawyer, accountant, architect)	10
General management, director or top management (managing directors, director general, other director)	11
Middle management, other management (department head, junior manager, teacher, technician)	12
Employed position, working mainly at a desk	13
Employed position, not at a desk but travelling (salesmen, driver, etc.)	14
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, etc.)	15
Supervisor	16
Skilled manual worker	17
Other (unskilled) manual worker, servant	18

20.5 Nationality

Austrian, Belgian, British, Bulgarian, Cypriot, Czech, Danish, Dutch, Estonian, Finnish, French, German, Greek, Hungarian, Irish Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovakian, Slovenian, Spanish, Swedish, Other

20.6 Country of residence

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Netherlands, Poland,

Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK, Other

20.7 Is the area where you live: Urban/Rural/Suburban?

20.8 Main Language spoken at home

Basque, Bulgarian, Catalan, Czech, Danish, Dutch, English, Estonian, Finnish, French, Galician, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Luxembourgish, Maltese, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish, Swedish, Other <Please give details>

20.9 Religion 1=Buddhist, 2=Christian 3= Hindu, 4=Jewish, 5=Muslim, 6=Sikh, 7=no religion, 8=Other religion (please give details)