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 France: a qualitative study

Noellie Brockdorff[1], Sandra Appleby-Arnold[1], Bogdan Manolea[2], Ioana Vasiu[3], F Peron

[1] Department of Cognitive Science, University of Malta, Msida, Malta
[2] Association for Technology and Internet, Bucharest, Romania
[3] Faculty of Law, Babeş-Bolyai University, Cluj-Napoca, Romania

January 2013

Correspondence about this report should be addressed to
Noellie Brockdorff, Department of Cognitive Science, University of Malta, Msida, MSD2080, Malta
noellie.brockdorff@um.edu.mt

Table of Contents

1.   Key Findings

This document presents the French 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 (including two UGC (non-SNS) users), an even gender distribution, and a further split by location (urban/sub-urban/rural) and age group to ensure as wide a representation as possible. However, the data did not reveal any links between the respondents' attitudes and their different gender, age or location, confirming the result from a 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, in particular UGC (non-SNS) users consciously disconnected sharing information online – often perceived as a form of "digital citizenship" – from social networking.

Being strongly engaged in social networking did not necessarily go alongside with a greater willingness to disclose information online for commercial trade-off's, and being open to commercial trade-off's 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, respondents mostly accepted the customising of website content, as long as it was linked to an active information search from the user's side. However, the customising of content based on an exchange of private information between users was explicitly perceived as "spying" and a privacy invasion, transferring established social norms directly from offline to online contexts. Website owners' sharing and selling personal and private information was accepted by the majority of respondents only under the condition that prior consent would be sought – some interviewees would even accept that their information was turned into marketable goods whose pricing may be linked to some form of risk compensation, but most others were more hesitant and insisted on their right to be free to decide.

Here, an ambivalence was revealed that derives not from the fact itself that personal information may be shared or sold, but from the users' uncertainty about what exactly is happening with their information, affirming that privacy is closely related to wanting to maintain a sense of control. Disclosing personal or private information does not mean that

users want to give up this control, and sharing personal information does not necessarily violate one's privacy – but not being able to keep control does. Users appear to struggle, as many of them do understand that they are currently giving up this control when accessing and registering with UGC websites. They are aware and mostly accepting that these websites are working under commercial principles, but they feel a lack of power balance in this commercial relationship. They do not necessarily claim a right of complete "secrecy", but they do claim the right to individually define who should be included in and who should be excluded from their private sphere. Here, particularly UGC non-users showed an increased awareness that potential misuse may be caused by privacy itself being defined and perceived differently by different people and institutions.

It appeared, though, that there was little belief in the efficiency of data protection regulations and measures already available. Respondents expressed the need to "privatise" one's private profile, and the demand for a "privacy by default". Regarding the respondents' concerns about future unforeseeable – or unexpected – (mis-)use of their information, it may also be worth further considerations and research on the extent to which it would be technically possible to for example implement a form of "default forgetfulness" into privacy settings which allows users to decide themselves for how long their information should be kept.

Ultimately, as much as providing privacy policies (including the information about privacy settings) with a clear structure and a simple wording will facilitate reading them – and introducing search functions which highlight and help to find the expected clauses quickly and easily – increasing the proportion of readers substantially may foremost depend on establishing measures which increase an awareness of the possibilities, and limitations, which is linked to a grounded belief that an efficient personal data protection online itself is, actually, achievable.

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 France. Other separate reports are available for Bulgaria, Czech Republic, Denmark, Germany, Italy, Malta, the Netherlands, 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 (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 as 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.

---

[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 France 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	20	15-24	Rural	UGC user
I-2	Male	27	25-34	Urban/Suburban	UGC user
I-3	Male	55	45+	Urban/Suburban	UGC non-user
I-4	Male	70	45+	Urban/Suburban	UGC (non-SNS) user
I-5	Female	22	15-24	Urban/Suburban	UGC user
I-6	Female	43	35-44	Urban/Suburban	UGC user
I-7	Male	31	25-34	Urban/Suburban	UGC user
I-8	Female	36	35-44	Urban/Suburban	UC user
I-9	Female	22	15-24	Rural	UGC (non-SNS) user
I-10	Female	26	25-34	Urban/Suburban	UGC non-user

Within the age group of 15-24, though, young users at the lower end of this range are not represented, as all interviewees are at least 20 years old, but in all other age categories a comparably even split was achieved.

All interviews were conducted in public spaces (bar, park, library, lounge), for six interviewees these locations represented simultaneously their working space. Nevertheless, the interviewer described all respondents as relaxed and keen to respond, with the exception of interviewee no. 4 (I-4, 70 years, male) who was described as reserved and anxious. However, it appears that there was a certain tension due to the research subject itself: Whereas the majority of interviewees who were UGC users (five out of six) were reported as using informal language, all UGC non-users and UGC (non-SNS) users reportedly used rather formal language.

All interviewees (with the exception of I-9 who indicated six to seven years of usage) 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	20	10-11	10-11	UGC user
I-2	27	15	12	UGC user
I-3	55	10	45	UGC non-user
I-4	70	30	40	UGC (non-SNS) user
I-5	22	6-7	15-16	UGC user
I-6	43	10-15	28-33	UGC user
I-7	31	10	21	UGC user
I-8	36	15	21	UC user
I-9	22	15	7	UGC (non-SNS) user
I-10	26	10	16	UGC non-user

3. Results

3.1 General Online Attitudes

Of those six interviewees who are UGC users, four declared that they perceived a certain peer pressure to join into a social networking site (primarily Facebook) – they already felt excluded (I-5, UGC user), wanted to *"avoid exclusion"* (I-2, UGC user), or avoid becoming subject to mistaken identification:

> *"I had plenty of invitations to join Facebook in my email box. For two years, I resisted and then I finally signed up: One day, a friend of mine asked me if I was 'Philou'. [...] I answered that I hadn't yet signed up for Facebook. She asked that guy 'Philou' to send her a picture and it was not me. To remedy, I decided to create an account"* (I-7, UGC user).

Additionally, the main reason given was to re-establish or maintain contact with old or distant friends and contact occasional acquaintances from travelling or events; respondents also described it as easier to maintain online contacts than offline contacts, as people would change phone numbers or (email) addresses on a regular basis.

Those respondents who didn't use SNS websites, gave as reasons that they were *"not convinced of the idea"* of sharing any personal or private information with *"people they barely know"* (I-10, UGC non-user), and that they were uncomfortable about such data being potentially held by someone else for an indefinite time. Generally, these reservations were strongly linked to who is holding control over this information – *"I don't like that some parts of your private life can be disclosed without monitoring or control. [...] You may give out, for instance, some elements of your private [life] that may be used by someone who does not see their private character"* (I-3, UGC non-user). Thus, there is also a strong awareness that privacy itself is a subjective perception.

Regarding other UGC websites, the respondents mostly stated that they were either not interested or just wanted to be passive users; those who particularly stated that they held accounts with review sites gave as their primary reason a certain form of social responsibility: *"It's important to give your point of view when you've been disappointed or nicely surprised, giving correct information and without filters"* (I-8, UGC user). Photo and video sharing websites were perceived as *"practical"* (I-9, UGC (non-SNS) user).

3.2 Information Disclosure – "Offline" and Online

In "offline" situations[3], the majority of interviewees gave similar answers regarding whether or not they would disclose certain personal or private information[4] to a stranger. Being

---

[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

asked for their marital status was mostly considered to be a "common" question, and as giving away a piece of information that could not be abused. In contrary, information about income and the ID card number would generally not be revealed – although for substantially different reasons: Being asked by a stranger for one's salary was considered as too personal, impolite and a question that violates social norms, whereas being asked for one's ID card number was perceived as intrusive and violating privacy, combined with a perceived risk of becoming subject to fraud.

Similarly, the interviewees responded that, in a conversation with friends, they would reveal their marital status, but mostly not reveal their ID card number: *"Even friends don't need to know this"* (I-1, UGC user). However, they were more willing to respond to the question regarding their income, arguing that – although still being perceived as a somewhat "uncomfortable" situation – it could become subject to mutual trust and the principle of reciprocity within friendship relations.

Whereas the interviewees' responses revealed a comparably homogeneous pattern of answering in offline situations with both strangers and friends, there is 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 as well as the number and age of their kids. Whether or not they would reveal their own date of birth depended on whether they felt that this would restrict their access to certain commercial offers. This type of information was considered as "not important" and "no need to hide".

All other information was mostly indicated as not to be disclosed; here, privacy as a reason for non-disclosure can be divided into different – though partially overlapping – categories:

(a) Information was perceived as generally "too private" (in particular one's income),
(b) the disclosure was linked to the perceived risk of fraud (insurances and ID card number),
(c) the disclosure was linked to the perceived risk of receiving unwanted commercial offers, though mostly referring to becoming target of "offline" advertising (primarily receiving unwanted phone calls), and
(d) the information requested was considered as "not relevant" for the website owner – something "they don't need to know", and it wasn't understood why they would want such information.

Overall, it appears that offline attitudes (towards strangers) and online attitudes (in the situation of commercial trade-off's) are comparably coherent, differentiating between

---

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.
[5] For commercial trade-off's, 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.

(a) information that is perceived as personal but not very private (marital status),

(b) information that is perceive as private and its privacy status being a social norm (income),

(c) and information which is considered as private and critical, its disclosure being associated with potential personal risks (ID card number).

Regarding the disclosure of personal and private information on UGC websites, another level of perception comes 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: Particularly UGC (non-SNS) users revealed attitudes where providing personal information was held up as an ideal of "digital citizenship"[6] – e.g. through blogging opinions, posting on medical forums, reviewing sites, and ascribing to online-posted videos a *"testifying"* function of events that *"deserve"* to be highlighted (I-9, UGC (non-SNS) user). These users appeared to consciously disconnect sharing information online from social networking, indicating a belief that on SNS websites privacy can't be preserved, and it was also these UGC (non-SNS) users who were not willing to disclose any personal or private information for commercial trade-off's.

However, although most SNS users appeared to be generally more willing to disclose, in particular, information about their hobbies, sports and tastes, the described practices regarding photo sharing varied widely – ranging from unconditioned disclosure to distributing photos only via email. The most coherent attitude amongst SNS users was represented by the non-disclosure of their address, as a measure of protecting privacy.

Finally, being strongly engaged in social networking didn't necessarily go alongside with a greater willingness to disclose information for commercial trade-off's, and being open to commercial trade-off's was not visibly linked to a more "generous" disclosure of personal and private information on UGC sites. As such, the interviewed UGC non-users, whilst treating UGC websites and their users similarly to treating offline strangers, still revealed a certain willingness to give away information they considered as *"not important"* – even including their address (I-10, UGC non-user).

3.3   Privacy Matters

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

Only four respondents 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. However, with one exception (learning through noticing the changing content on Facebook), there was little information given by the interviewees how this specific awareness was actually achieved, nor when and how the interviewees became

---

[6] Digital Citizenship is a concept of belonging where internet users apply their skills regularly and effectively to participate in society, e.g. through political and economic information or civic engagement; see e.g. Mossberger, Karen et al (2008) Digital Citizenship. The Internet, Society, and Participation, Cambridge: MIT Press.

aware of the other prevailing practices of website owners: passing on personal information to third parties without the user's permission, sending unwanted emails or newsletters, selling personal or private information to other companies, or gathering in-depth information about users.[7]

Acceptance levels – and the underlying motivation for acceptance – differed depending on the respective website owners' practice. The customising of content was mostly accepted – either as the acceptance of an *"inevitable"* practice (I-8, UGC user) one *"gets used to"* (I-2, UGC user) and which *"doesn't matter"* (I-6, UGC user). Or it was considered as a, though annoying, *"fair exchange when using a free site"* (I-1, UGC user) – as long as it was linked to an active information search from the user's side, e.g. via Google. It was, however, not considered as acceptable if the information used to customise website content was based on private information exchange between friends – which was explicitly perceived as a privacy invasion and being *"spied on"* (I-5, UGC user). Here, established social norms in "offline" behaviour are directly transferred to expected online behaviour, which represented also the primary reason of UGC non-users and UGC (non-SNS) users to underline their non-acceptance of such website owners' general practice.

However perceptions appear to be different when personal information is being shared – even without the user's permission – in a business networking context. Here, eight respondents (all UGC users, one UGC (non-SNS) users, and one UGC non-user) agreed that it may be beneficial or even necessary if seeking employment, or, at least, considered as a *"useful tool"* (I-9, UGC (non-SNS) user). On the other side, those two interviewees who considered such sharing of information without users' consent as unacceptable, gave as reasons that non-users of such business networking websites may experience professional disadvantages (I-3, UGC non-user), or they generally disapproved of an online entwinement between professional and private life through networking sites.

Finally, selling personal and private information to other companies was accepted by the majority of respondents only under the condition, that prior consent would be sought, and the to-be-sold information explicitly not being linked to the user's name. Additionally, four respondents linked their conditions with the expectation that (monetary) profits from selling their information would be shared with the users. Only two respondents considered such practice as completely unacceptable and immoral.

However, the statements of two other interviewees point to a direction that acceptance, here, is not a simple binary decision: the demand to be free to decide whether or not one's information is being sold (I-4, UGC (non-SNS) user), leaves it unclear whether such "freedom" is considered as a condition for actually possible acceptance, or whether it is rather deemed to be hypothetical and a sale of personal or private information is not considered as a realistic option. Similarly ambivalent is the statement of another interviewee (I-7, UGC user), who considers the practice of selling personal and/or private information as "dangerous": *"It is part of my privacy so it is dangerous for me if they sell my information. They sell people's private life, I don't really accept it."* But, then, the same interviewee

---

[7] There were also no responses provided regarding the acceptance or non-acceptance of being sent unwanted emails or newsletters, and regarding the gathering of in-depth user information, as well as any resulting user behaviour.

appears to change his mind: *"Why not? They would pay me directly for the information regarding my private life. I would earn a real compensation so it is more acceptable"* (I-7, UGC user).

Here, personal and private information is turned into marketable goods whose pricing may be linked to some form of risk compensation. However, whilst it remains questionable to what extent potential acceptability would be transformed into actual acceptance, these statements reveal the messy reconfiguration of privacy in commercialised online contexts. It is a messiness which appears to be derived, though, not from the fact itself that personal information may be sold, but from the users' uncertainty what exactly is happening with their information:

> *"I know that without information trade, Facebook wouldn't be a service for free. The fact that a company takes my personal information without asking for approval, just to send me advertising, I don't mind [...] It is normal that information may be used to serve advertising purposes, but it bothers me when their purposes are less clear or easy to know"* (I-1, UGC user).

> *"On the side of the screen when I'm on Facebook or on other websites, there are advertisements in relation with research I've previously made [...] It's disturbing, because every piece of information is gathered. We have no control over our information"* (I-5, UGC user).

These quotes affirm that wanting privacy is closely related to wanting to maintain a sense of control and, at the same time, that disclosing personal or private information does not mean that users want to give up control.

3.3.2   How Privacy matters: Protective Measures

Specific privacy concerns of UGC non-users primarily circulate around two topics. First, there is a perceived uncertainty who has access to personal and private information online: *"We don't know who is behind the website. There is a real shadow on who is consulting your information"* (I-3, UGC non-user). 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), but – even if users could (or partially can) tag their "actively disclosed personal or private data with specific instructions – unintentionally left data traces, as e.g. the social media researcher Danah Boyd[8] points out, currently don't hold the information for website owners whether these users want to have their information public or private. Second, it is perceived that *"personal and private data are used for commercial purposes, selecting them, and putting people into a targeted category"* (I-10, UGC non-user).

In order to "disconnect" – rather than protect – the revealed information from potential personal consequences, a method chosen by some (four) UGC users was not to reveal their real name on SNS websites but using nicknames, and nine of the interviewees have used a nickname on a UGC website. These respondents did consider using nicknames as a form of

---

[8]   Boyd, Dinah (2010) Making Sense of Privacy and Publicity, SXSW, Austin, Texas, March 13, http://www.danah.org/papers/talks/2010/SXSW2010.html, accessed 07/2012.

privacy protection, e.g., when posting content where they don't want to be identified – a *"mask"* which makes it *"easier to hide"* (I-8, UGC user) – or a protective measure against being found via search engines:

> *"I do not necessarily want that when you type my name on Google everybody knows what advice I posted, in what restaurant I have been on such [and such] date. I do not want to be constantly monitored, and that anyone using a search engine knows the details of my private and professional life"* (I-5, UGC user).

Only one of them was stating that *"[...] you should always use a pseudonym. But often this is coupled with personal information [...] so it is not a guarantee of absolute anonymity"* (I-1, UGC user), representing a certain awareness that a full disconnection may often be an illusion, as the (real) name is only one of many possible personal identifiers.

Another possible strategy to deal with the aforementioned uncertainty is to adapt the privacy settings of UGC websites – if such option is available (and known of). Here, all interviewed UGC users declared that they limited access to their profile to 'only friends'. Only one of them, however, stated that he recently changed it additionally to 'friends but not friends of friends':

> *"I want to avoid situations where people who don't know me and whom I don't know can have access to my profile. Even people from my professional background. I also want to avoid adding ambiguous or dangerous contacts to my list of friends. Plus I don't want colleagues I don't appreciate to have access to my profile. I want to protect my privacy and my private life"* (I-7, UGC user).

This quote contains a variety of different aspects: On one side, there is an awareness of the possibility that personal and/or private data may be accessed by people for whom the information was not destined – either because they are completely unknown, or they are meant to be explicitly excluded to have such access. This applies in particular to employers and fellow employees – most of the respondents specifically stated that they want to prevent their employer having any access to their data, as they feared that private information could be used against them. Then, there is a consideration that also friends – and not only oneself – may be affected by keeping a friends' network widely open, and, simultaneously, one respondent admitted that, although *"I work under the assumption that I'm the one who decides who is integrated in my network – and not the reverse"*, it can be difficult to keep control: *"We can often be overwhelmed with friends' requests"* (I-8, UGC user).

But such general awareness does not guarantee that one can always foresee potential damage: *"The risk lies in the possibility to publish information which might be harmful to me or other persons, without us being aware"* (I-1, UGC user). Thus, the risk of unexpected problems arising from the disclosure of personal and private information remains, and a number of interviewees described situations where they felt precisely these effects. Even if being "careful" publishing own pictures and opinions may result in potentially serious consequences:

"Pictures posted during the presidential campaign – they showed my political opinion. I was really careful and tried to filter as many pictures as possible. I regret some of them in certain respects, because of the violent reactions of some people who don't share my political [opinion]. [...] I realised how hard it can be to understand that your posts on this kind of websites can be seen by all of your friends. I personally have 400 friends who have themselves many other friends. Therefore, everything may be possible" (I-7, UGC user).

Such uncertainty increases even further in the context of pictures posted by someone else: *"I actually have some regrets [...] because of someone who published something without my approval. I could still have removed the tag on the picture but I know it will stay on the internet anyway"* (I-2, UGC user). Here, another perspective on information disclosure is revealed, which add a time-related risk to even the most considerate and thoughtful information disclosure:

"If I publish something online [...] someone can point out my own contradictions – you have to be sure of what you say. Unfortunately, those data can stay on the internet for a long time, and I won't remember in twenty years. Human memory can forget, but the internet's memory does not" (I-2, UGC user).

Consequently, dealing with privacy matters requires also the respect towards users' concerns about a potential future (mis-)use of their information which, perhaps, cannot be fully foreseen or avoided. However, it may be worth further considerations and research to what extent it would be technically possible to for example implement a form of "default forgetfulness" into privacy settings which allows users to decide themselves for how long their information should be kept.

3.3.3 Making Privacy matter: Evaluating Privacy Policies

Five out of the six UGC users interviewed claimed that they mostly read privacy policies; both UGC non-users and one of the two UGC (non-SNS) 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 and illegible due to being written in very small letters – a perception which they share also with those who *do* read them. Dealing with such lengthy policies, the latter indicated that they either read very fast, read only parts, or just *"screen the text for strange or unusual clauses"* (I1-UGC user). Additionally, they stated that the wording itself and a complicated structure makes privacy policies hard to read.

However, as both readers *and* non-readers perceive these 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, and to what extent it was believed that website owners actually adhere to their own policies. Another motivator given was specific public controversies around the protection of personal information, such as around Facebook, pointing at the role of the mass media in this context. At the same time, those interviewees who claim that they do read privacy policies revealed a certain reflectivity towards the *tension* between facts that these would be *"rules of confidentiality"*

(I4-UGC (non-SNS) user) which are a must but do not "guarantee" a full protection – *"we're protected but it's not quite rigorous"* (I6-UGC user).

Reading or non-reading may also depend on to what extent there is a belief that certain protective measures can actually be found: Most readers stated that they particularly search for the possibility of changing privacy settings (accessibility of their personal profiles), the confidential treatment of personal data, and that personal data explicitly cannot be sold. However, only three respondents clearly affirmed that they won't use or stop using a website if they don't find the expected clauses. Ultimately, it appears that whether or not privacy policies are evaluated as worth reading (or not) is strongly linked to a deeper uncertainty which raises general concern and mistrust: *"No one knows clearly who is behind the websites and has access to the user's information […] there is no way to control these unknown people"* (I3-UGC non-user), which may result in *"unexpected consequences"* (I10-UGC non-user).

Thus, as much as providing policies with a clear structure and a simple wording will facilitate reading them – and introducing search functions which highlight and help to find the expected clauses quickly and easily – increasing the proportion of readers substantially may foremost depend on establishing measures which increase an awareness of the possibilities, and limitations, which is linked to a grounded belief that an efficient personal data protection online itself is, actually, achievable.

4.   Conclusion: *"Under a microscope"*

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 show a particularly interesting contrast between the first and the last of them – honesty and privacy. Whereas honesty was mostly described as a value and a social norm, the respondents' associations with privacy were substantially different: Privacy was depicted as a *practice*, embedded in everyday life. Rather than being ascribed a normative character, privacy appeared in these descriptions also as a feeling that was shifting between family and friends – but also work – relationships, something "important", "intimate", "secret" and "confidential" that should be "preserved" and "protected".

Now, if privacy is, actually, a dynamic everyday process related to individual attitudes and feelings rather than a social norm, this doesn't diminish its importance, nor can it dismissed as being "no longer a social norm" (Zuckerberg 2010). If respondents show their concern about online privacy, they do not necessarily claim a right of complete "secrecy", but they do claim the right to individually define and control who should be included in and who should be excluded from their private sphere. Sharing personal information does not necessarily violate one's privacy, but not being able to keep control – as the concept of "personal" describes the characteristic of ownership – does: *"We don't realise precisely to what extent this system is wide [open] and can work against you"* (I-7, UGC user).

Users appear to struggle, as many of them do understand that, currently, they are giving up this control when accessing and registering with UGC websites: *"I'm aware of the fact that, tomorrow, someone can try to harm me on Facebook"* (I-6, UGC user). They are also aware that UGC websites are working under commercial principles, and most of the respondents do accept this – but they feel a lack of power balance in this commercial relationship: *"I think this commercial strategy is actually working, because when I'm looking for dresses and then I find an advertising with beautiful ones I want to click on it. But there is no more intimacy – we cannot make mistakes, we are always observed – as if we were under a microscope"* (I-5, UGC user).

In spite of such perceived helplessness, most users did not simply accept this situation but did "their best" to protect themselves; it appeared, though, that there was little belief in the efficiency of data protection regulations and measures already available. The perceived need to *"privatise"* one's profile (I-1, UGC user) and the demand to *"reverse the situation and protect those who have just created their profile"* (I-7, UGC user) –a "privacy by default" – shows perhaps best the current topsy-turvy situation in online privacy.

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.1.1Now 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 you 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 to 75% 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 <u>NOT</u> 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.* <u>*If privacy/information use/trust related issues not mentioned as a reason for not using (anymore)UGC sites ask:*</u> **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;* <u>*If any privacy/information use/trust related issues mentioned ask:*</u> **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 <u>in depth</u> 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*

UGC use	Q.13 Who can see your profile and/or your photos?

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

23

aliases/nicknames [about 2 min] - explore attitudes towards revealing personal information in different situations	**haven't, what do you think about it?** *Probe more in detail.* *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 each purpose 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 (French)

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	Je voudrais tout d'abord vous remercier pour le temps que vous me consacrez aujourd'hui. Je m'appelle ------------------------- et j'aimerais vous parler d'internet, de ce qui vous plait et ce qui ne vous plait pas sur ce moyen technologique et de la manière dont vous l'utilisez. Comme il était mentionné lors de la prise de ce rendez-vous, cet entretien est mené en partenariat avec le projet CONSENT en co-fondation avec la Union Européenne. Le projet CONSENT a pour but de réunir plusieurs points de vue d'utilisateurs d'Internet venant de tous les pays de l'UE. Si vous le désirez, je peux vous donner plus d'informations sur ce projet à la fin de l'entretien. Votre opinion est très précieuse pour notre étude and sera prise en compte lorsque sera rédigé le rapport final. L'entretien devrait prendre moins d'une heure. J'enregistrerai le contenu de la session pour ne rien perdre de vos commentaires. Bien que je prenne des notes, il se peut que je n'écrive pas assez vite pour tout retenir. Parce que nous sommes sur enregistrement, soyez sûr de parler haut de façon à ce que nous ne manquions pas vos commentaires. Toutes les réponses seront gardées confidentielles. Cela veut dire que vos réponses à l'entretien seront partagées seulement avec d'autres chercheurs et nous nous assurerons qu'aucune information incluse dans notre rapport ne vous identifie personnellement comme participant. Votre nom ne sera en aucune façon mis en connexion avec les réponses. Veuillez, s'il vous plait, lire et signer ce formulaire attestant votre consentement. Avez-vous d'autres questions à ce sujet ? Souvenez-vous, vous n'êtes pas tenu de parler de ce dont vous ne voulez pas parler et vous pouvez terminer l'entretien à n'importe quel moment. Est-ce d'accord? *Running Total: 5 min*
Objectives	**Questions**
ALL RESPONDENTS **Word-association exercise** [about 3 min] - establish top of mind associations	Q.1 Pour commencer, nous allons procéder à un petit jeu/à un court exercice : je lirai à haute voix un mot et j'aimerais que vous me disiez les premières choses qui vous viennent à l'esprit/en tête lorsque vous entendez ce mot. Faisons un premier essai comme exemple : quelle est la première chose qui vous vient en tête quand je vous dis le mot « été » ? *Encourager les participants à utiliser des phrases courtes ou des*

with privacy	*mots simples et d'éviter les longues descriptions et déclarations* *Exemple de mots :* honnêteté, internet, travail, famille, sphère/vie privée. *Running Total: 8 min*
ALL RESPONDENTS **Willingness to disclose personal information in various situations.** [about 8 min]	**Q.1 Pour commencer, nous allons procéder à un petit jeu/à un court exercice : je lirai à haute voix un mot et j'aimerais que vous me disiez les premières choses qui vous viennent à l'esprit/en tête lorsque vous entendez ce mot. Faisons un premier essai comme exemple : quelle est la première chose qui vous vient en tête quand je vous dis le mot « été » ?** *Encourager les participants à utiliser des phrases courtes ou des mots simples et d'éviter les longues descriptions et déclarations* *Exemple de mots :* honnêteté, internet, travail, famille, sphère/vie privée. *Running Total: 8 min*

Q.1.1 **Maintenant, parlons de quelque chose de légèrement different. J'aimerais que vous imaginiez que vous êtes assis dans un avion et que la personne à côté de vous (quelqu'un que vous ne connaissez pas et qu'il est peu probable que vous ayez déjà rencontré) est un membre du même sexe très bavard/loquace de votre âge. Il/elle commence à parler de choses différentes et vous demande, après 15 minutes, si vous êtes célibataire, marié ou en couple, que lui diriez vous ?**
Laisser l'interrogé répondre librement, et s'il ne donne aucune raison, demander lui plus loin, pourquoi/pourquoi pas.

Q.1.2 Qu'en serait il si il/elle vous avait interrogé sur le montant de vos revenus ? Qu'auriez vous fait ? *Laisser l'interrogé répondre librement, et s'il ne donne aucune raison, demander lui plus loin, pourquoi/pourquoi pas.*

Q.1.3 Et qu'en serait il s'il vous dit qu'il peut utiliser les chiffres de sa carte d'identité pour choisir les numéros de loterie ? Il/elle vous demande quel est le numéro de votre carte d'identité. Que feriez vous ? *Laisser l'interrogé répondre librement, et s'il ne donne aucune raison, demander lui plus loin, pourquoi/pourquoi pas.*

Q.1.4 Maintenant, imaginons qu'à la place de ce passager voisin très bavard, vous soyez interrogé sur les mêmes questions par un ami que vous avez vu quelques fois dans l'année : que feriez vous ?
Examinez chacune des options: que vous soyez célibataire, marié, ou en couple, combien vous gagnez, le numéro de la carte d'identité. Et dans chaque cas, savoir si l'interrogé dit la vérité, pourquoi/pourquoi pas.

ALL RESPONDENTS **Internet experience and attitudes** [about 5 min]	**Q.2 Parlons un peu plus d'internet maintenant : depuis combien de temps utilisez vous internet ?** **Q.3 Qu'aimez vous le plus dans internet ?** **Q.4 Qu'aimez vous le moins dans internet ?** *Running Total: 21 min*
ALL RESPONDENTS **Underlying beliefs & attitudes to commercial/privacy trade-off** [about 5 min]	**Q.5 Imaginez que vous soyez en train de visiter un site web d'un club qui offre des réductions, comme par exemple un site similaire à Groupon. <**_ou site similaire, choisir svp celui qui est le plus approprié selon le pays_>**. Le site offre jusqu'à 50% sur différents produits et services à destination des consommateurs. (par exemple, livres, voyage, produits ménagers, accessoires de mode) à ses membres. Le site est actuellement en train d'accorder des réductions allant jusqu'à 75 % à tous les visiteurs qui fournissent aux sites plus d'informations que leur email et leur nom standards. Quelle information seriez vous désireux de fournir à ce site web pour obtenir une réduction allant jusqu'à 75 % ?** *Commencez à lire à haute voix la liste suivante:* **numéro de téléphone, adresse postale, date de naissance, revenue annuel, statut conjugal, nombre d'enfants, âge des enfants, numéro de carte d'identité ou de passeport, adresse email du partenaire ou conjoint(e), assurance maladie, assurance domestique.** *Pour les cas où l'interrogé ne souhaite pas fournir d'information, enquêtez sur les raisons :* **Q5.i Pourquoi pas ?** *Or* **Pourquoi ne donneriez vous pas votre ...** *Running Total: 26 min*
ALL RESPONDENTS **Internet usage** [about 2 min]	**Q.6 Pourriez vous me dire, s'il vous plait, quels sites internet consultez vous lors d'une semaine typique et pourquoi allez vous les consulter ?** *Enquêter pour savoir si les activités internet décrites ci-dessus (incluant l'usage de UGC et SNS) ont un impact sur les mode de vie, habitudes et relations sociales des interrogés (juste 2 minutes pour cette question, donc ne pas aller trop dans les détails).* *Running Total: 28 min*
ALL RESPONDENTS	**Q.7 Voici une liste de certains sites web** < montrer la liste de sites UGC utilisés dans chaque pays pour WP7 >**. Pourriez vous s'il vous**

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*	plait me dire si vous avez un compte avec (pas seulement une visite) certains d'entre eux et lorsque vous avez un compte, la fréquence à laquelle vous vous y connectez ? *< noter les sites de réseaux sociaux utilisés par les interrogés, et le cas échéant, les sites web UGC que les interrogés utilisent le plus >* *Montrer la carte A:* **A. Sites de réseaux sociaux comme Facebook ....** **B. Sites de réseaux d'affaires comme LinkedIn, Xing.com** **C. Sites de rencontres tels que parship.com** **D. Sites sur lesquels il est possible de partager des photos, videos, etcs. tels que YouTube, Flickr** **E. Sites qui fournissent des recommandations et revues (de films, musique, d'hotels, etcs), tels que last.fm, tripadvisor** **F. Des sites de micro blogging tels que Twitter** **G. Des sites Wiki comme Wikipedia, myheritage** **H. Des jeux à plusieurs en ligne comme secondlife.com, World of Warcraft** *Enquêtez sur la fréquence de temps passée sur les réseaux sociaux et services UGC par jour/semaine (si cela n'est pas déjà fait dans la Q6)* *Running Total: 33 min*
RESPONDENTS WHO DO <u>NOT</u> USE OR NO LONGER USE UGC SITES IN Q7 **Reasons for not using UGC sites** [about 3 min]	**Q.8 Pourquoi n'avez vous pas de compte sur certains de ces sites ou pourquoi les avez vous fermés ou ne les utilisez pas ? Autres raisons ?** *Enquêter de façon complète, mais remarquer les deux premières raisons données.* *Nous sommes désireux d'explorer en profondeur chaque raison qui se rapport aux préoccupations des interrogés à propos :* *- des conséquences résultant des informations données en ligne,* *- de comment l'information les concernant est utilisée,* *- si l'on peut faire confiance aux sites UGC, et* *- quelconque autre question relative à la confidentialité/sphère privée.* *<u>Si des questions de confidentialité, d'utilisation d'information, de confiance ne sont pas mentionnées comme une raison pour ne pas (ou ne plus) utiliser des sites UGC, alors demander :</u>* **Q.9 Pour quelles raisons seriez vous favorable à ouvrir un compte – ou ne pas ouvrir de compte – avec quelconques de ces sites ?** *Permettre aux interrogés de parler librement, mais enquêter sans forcer afin d'établir si l'interrogé ressent une quelconque pression pour ouvrir un compte UGC.* *<u>Si des questions de confidentialité/d'utilisation d'information/de</u>*

confiance sont mentionnées, demander :
Q10. Vous avez mentionné que l'une des raisons pour lesquelles vous n'utilisez pas des sites UGC est *<ce que l'interrogé avait répondu en ce qui concerne la vie privée/ l'utilisation d'informations>*. **Pouvez-vous m'en dire un peu plus sur ce qui vous préoccupe en particulier ?**
Enquêter en profondeur afin de déterminer
i. Quels aspects des sites UGC les interrogés trouvent-ils inacceptable et pourquoi;
ii. Les croyances en ce qui concerne l'utilisation de l'information par les sites internet ;
iii Croyances sur à quoi servent les sites UGC.

Running Total: 36 min

RESPONDENTS WHO USE UGC SITES IN Q7
 	
UGC sites - Motivations & Usage
[about 6 min]
 	
Establish:
- motivations for UGC use
- willingness to share information
- beliefs & attitudes on different types of information
- motivations for settings of who can view information
	Q.11 Pourquoi avez vous commencé à utiliser *< Site de réseaux sociaux, si oui. Si l'interrogé n'utilise pas de site de réseaux sociaux, alors sites UGC utilisés le plus fréquemment dans la Q7 >* **?** *Enquêter pour connaitre les motivations clé de l'utilisation de tel(s) site(s).*
	
	Q. 12 Durant tout le temps que vous avez passé à consulter ces sites, quelles informations sur vous-mêmes avez-vous laissé figurer sur le(s) site(s) ?
	Permettre aux interrogés de prendre leur temps et répondre avec leurs propres mots mais enquêter sur : le nom, l'adresse de résidence, photos de vous, photos de famille et amis, enregistrements audio-vidéo, information médicale, hobbies, sports, endroits où vous avez été, goûts et opinions, etc.
	
	Q.13 Qui peut voir votre profil et/ou vos photos ?
	Enquêter **Q15 Pourquoi avez vous réglé les paramètres de cette façon ?**
	
	Q.14 Avez vous déjà regretté d'avoir posté certaines informations sur un de ces sites ?
	
	    Si oui: **Q.15 Pouvez vous m'en dire un peu plus ... que s'est il passé? Pourquoi avez-vous regretté ce que vous aviez publié ?**
	
	    Si l'interrogé <u>ne mentionne pas</u> les informations commerciales et les effets négatifs, alors demander à la question 16.1 et 16.2.
	
	    Si non: **Q.16 Pourriez-vous imaginer une situation où vous pourriez le regretter ?**

	Enquêter pour savoir si le manque de préoccupation de l'interrogé en ce qui concerne ses propres publications est dû à : *i. ce que l'interrogé publie peu d'information, ou* *ii. Réfléchit toujours attentivement avant de publier ou,* *iii. Réfléchit s'il y a un problème ou non quant à l'accès que tout le monde peut avoir sur ses informations.* *Sinon NON à i et ii, alors demander :* **16.1 Recevez vous des publicités que vous pensez être le résultat des informations personnelles que vous avez publiées ? Si oui, que ressentez-vous à ce sujet ?** *Enquêter pour savoir exactement :* *iv. Si les interrogés sont conscients des conséquences quant à la publication d'information en ligne* *v. Pourquoi certaines sont plus acceptables que d'autres* *vi. Est ce que les gens acceptent que le fait de recevoir des informations commerciales fasse partie de la négociation commercial pour utiliser tel service* **16.2 Pensez vous que certaines conséquences (par exemple en ce qui concerne la sélection d'emploi, la réputation) puissent se produire suite aux informations personnelles que vous avez publiées ?** *Si Oui-* **Comment pensez vous que cela arrivera ?** *Si Non-* **Pourquoi ne pensez vous pas que ce soit possible ?** *Enquêter pour savoir exactement comment les interrogés perçoivent le fait que d'autres personnes utilisent leurs propres données publiées sur les sites UGC. Utiliser un ton neutre pour permettre à la fois des réactions positives et négatives.* *Running Total: 42 min*
ALL RESPONDENTS **Usage of aliases/nicknames** [about 2 min] - explore attitudes towards revealing personal information in different situations	*Si cela n'était pas préalablement établi jusqu'ici* **Q.17 Avez-vous, vous-mêmes, déjà utilise un pseudonyme ou un surnom lorsque vous donniez vos informations en ligne ? Dans quels cas et pourquoi ? Si non, qu'en pensez vous ?** *Enquêter plus en détail.* *Running Total: 44 min*

ALL RESPONDENTS **Attitudes towards use of personal information by websites** [about 8 min] *Show card B*	**Q.18 Les informations que les utilisateurs incluent dans leur compte ou profil sur un site web peuvent être utilisées par les propriétaires du site web pour un certain nombre d'objectifs, tels que la personnalisation de son contenu et de la publicité que les utilisateurs voient, pour envoyer des emails aux utilisateurs, pour réunir des informations plus précises les concernant, etc. Saviez vous cela lorsque vous vous êtes inscrits sur un site web ? (ou UGC/SNS) Qu'en pensez-vous?** *Noter si l'interrogé était conscient des objectifs et enquêter pour connaitre l'attitude qu'adoptent les utilisateurs dans les cas suivant :* *Montrer la carte B:* 4. *Personnaliser la publicité que vous voyez (vous montrer seulement les publicités pour des biens/services qui sont à même de vous intéresser)* 5. *Partager les informations (qui pourraient être reliées à votre nom) à propos de votre comportement avec d'autres partenaires de l'entreprise.* 6. *Vendre les informations (non reliées à votre nom) sur votre comportement à d'autres enterprises.* *Pour <u>chaque objectif</u>, enquêter sur les raisons de l'interrogé lorsqu'il trouve cela acceptable/non acceptable.* *Si cela n'est pas déjà mentionné, pour chaque objectif que l'interrogé trouve inacceptable, demander :* **Q.19 Sous quelles conditions, si il y en a, trouveriez-vous acceptable pour les utilisateurs de donner des informations sur eux destinées à être exploitées par le site web ?** *< objectif(s) que l'interrogé trouve inacceptable(s) >***?*** *Enquêter pour déterminer si l'interrogé accepterait un ticket de lotterie, points sur des sites web comme les points Facebook, un partage des profits realises par le site web, de l'argent.* *Running Total: 52 min*
ALL RESPONDENTS **Attitudes towards & behaviour on privacy policies.** [about 4 min]	**Q20 Que pensez vous des politiques de protection des données privées de UGCs/SNS que vous utilisez ? Les avez vous lues avant de vous inscrire ?** *(En choisir un comme exemple, si non à la Q7, alors n'importe quell autre site web que vous utilisez fréquemment)* *Si oui –* **Que chercheriez vous ? Si vous n'avez pas trouvé ce que vous cherchiez, que feriez vous ?** *Enquêter pour savoir :* *- Si les personnes lisent réellement les conditions d'utilisation en ce qui concerne la confidentialité;*

	- Que recherchent-elles quand elles lisent les conditions de confidentalité (presence/absence de certains critères? réconfort?) ; et *- Ce qu'elles font si ce qu'elles cherchent ne figure pas dans les conditions (continuent-elles d'utiliser le site web tout de même ? Ne commencent-elles pas/arrêtent de l'utiliser ?)* *Running Total: 56 min*
ALL RESPONDENTS **Thank & close**	**Ce sera tout en ce qui me concerne, y'a t'il quelque chose que vous aimeriez ajouter ?** *Distribuer les contreparties utilisées si ils en existent.* *Informer sur les prochaines étapes, donner plus d'information sur le projet CONSENT si l'interrogé le souhaite* **Merci beaucoup pour votre précieuse contribution à notre projet !** *Total: 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: