



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 Slovakia: 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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Table of Contents

1. Key Findings	3
2. Introduction	5
3. Methodology	8
4. The Sample	9
4.1. General Demographics	9
4.2. General Internet Usage	9
5. Results	12
5.1. Online Behaviour	12
5.1.1. General Behaviour	12
5.1.2. Online Shopping Behaviour	14
5.1.3. UGC-related Behaviour	17
5.2. UGC Perceptions and Attitudes	18
5.3. Disclosure of Personal Information	21
5.3.1. Types of Information	21
5.3.2. Risk Perceptions	22
5.3.3. Awareness and Acceptance	27
5.4. Privacy	33
5.4.1. The Value of Privacy	33
5.4.2. Safeguarding Privacy	34
5.4.3. Dealing with Privacy Policies	36
6. Conclusion	38
Acknowledgements	39
Appendices	40
A.1 English Online Questionnaire	41
A.2 Slovak Online Questionnaire	55

1. Key Findings

This document presents the Slovak results of a study undertaken as part of the CONSENT project. Analyses and results are based on an online survey regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. The questionnaire consisted of 75 questions and was available online in several European languages, including Dutch, between July and December 2011.

The Slovak sample consists of 523 respondents (6.1% of the total sample), of which 37% male and 63% female, with an average age of 25 and 55% tertiary education. With 91% UGC users (total sample 90%), 9.72 mean years of internet usage (total sample 10.67) and 91.4% using the internet at home every day or almost every day (total sample 93%), it is considered a sample of predominantly *experienced* internet users.

However, this level of experience stands in contrast to the Slovakian respondents' awareness and behaviour regarding the handling of technical details: 46% are aware of "cookies" (total sample 65%), and less than two out of three respondents actually ever disabled them (Slovakia 60%, total sample 68%). On the level of specific technical measures taken to maintain or increase personal internet security, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with the Slovak sample showing results that are noticeably below the overall sample average.

84.7% of Slovak respondents indicated that they shop online (total sample 87.4%), with little disparities between the different age groups and a strong preference to pay at the time of or after delivery. Of those Slovak respondents who never bought anything online, 17.1% highlighted their lack of trust in online sellers as a reason for this, which is slightly above the overall sample average (15.4%).

The large proportion of Slovak respondents (87.1%) who have ever opened an account with a social networking website (SNS) is slightly above the total sample average (86.7%). Regarding other UGC websites, Slovak respondents stand out with 35.2% having ever created an account with a photo/video sharing website (total sample 27.9%); all other UGC website types are clearly under the 25% mark.

As main drivers for the use of SNS sites, Slovak respondents indicate their interest in networking (Slovakia 31.4%, total sample 31%) and the worldwide usage (Slovakia 17.2%, total sample 15.2%). In the reasoning for not using the SNS account can be observed a slightly lower-than-average interest of Slovak respondents in networking effects (Slovakia 31.1%, total sample 34.4%) which is complemented by a substantial 41.3% who indicate disinterest; only 4.3% give trust issues as reasons – a proportion which is about half of the total sample average (8.1%). In the reasons given for deleting an account, trust issues and concern about information misuse and/or disclosure are more strongly indicated but still clearly below the total sample average,

(Slovakia 20.5%, total sample 29.9%). Similar proportional reasons are given for deleting an account with UGC websites.

Regarding the perception of general risks related to the disclosure of personal information on UGC websites, Slovak respondents appear to be generally less apprehensive than the overall average. This applies also to the specific risks perceived (information being used by website owners without the user's knowledge or consent, information used to send unwanted commercial offers, personal safety being at risk, becoming a victim of fraud, or reputation being damaged), where Slovakia scores lower than the total sample average. Only regarding the likelihood of being discriminated against Slovak respondents perceive a slightly higher risk than the average CONSENT respondent (Slovakia 23.4%, total sample 22.9%).

Generally, Slovak respondents are amongst those CONSENT respondents with rather low level of awareness regarding the use of personal information by website owners. However, whilst Slovakia shows the lowest level of awareness of personal information being used by website owners to contact users by email (Slovakia 71.2%, total sample 87%), it also stands out with the highest level of non-acceptance (Slovakia 31.5%, total sample 15%). Similar relations can be observed in the awareness and acceptance of the use of personal information to customise content and advertising. However, whilst there appears some form of "balance" between user awareness and user acceptance towards these practices, there are substantially lower levels of acceptance of in-depth gathering of information, selling it, or making it available to others. Such practices are seen as largely unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, Slovak respondents are again showing, together with Austria and Germany, the highest level of non-acceptance.

Actual experience of privacy invasions is comparably low with Slovak respondents scoring 2.60 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, 40.4% of Slovak respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), and 79.3% (total sample 79.7%) of those who change privacy settings indicated that they made the privacy settings stricter so that others can see less information about them.

In dealing with privacy policies, comparatively less respondents from Slovakia (39%, total sample 47%) ever decided not to use a website due to their dissatisfaction with the site's privacy policy, and about half of Slovak respondents never or rarely actually read a site's terms and conditions (48.8%) or privacy policy (56.2%). If reading the privacy policies, respondents rarely read the whole text (Slovakia 9.7%, total sample 10.8%), although being rather confident that – when reading it – the text is mostly or fully understood (Slovakia 64.4%, total sample 63.6%).

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 findings from the study that are relevant to Slovakia. Other separate reports are available for the countries listed in the table below.

The online questionnaire used in this study consisted of 75 questions and sub-questions, covering general internet usage, online behaviour – in particular regarding online shopping and UGC websites – and the 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%

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 of the European Union (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).

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% 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 Eurobarometer³ and Eurostat⁴).

Internet Usage at Home	Every day / almost every day	2-3 times a week	About once a week	Less often
Total Sample	93%	5%	1%	1%
Eurobarometer ⁵	71%	18%	6%	5%
Eurostat 2011 ²	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 and local reports to constantly evaluate the “proximity” of the CONSENT results to those from surveys which aim to be representative of the EU population as a whole.⁶ In order to facilitate such comparison, the online questionnaire included a number of

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

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 stated 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. On the level of *specific* perceptions and practices, observable variations *do* exist, but 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 about online privacy and disclosure of personal information are informed by different local – institutional, legal, historical – *and* trans-local structures, which merge and supersede each other. 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 another separate CONSENT study (Work Package 8).

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 to every European respondent the same weight.

3. Methodology

The English and Slovak versions of the online questionnaire used in this study may be viewed in Appendix A.1 and A.2. The questionnaire was also translated into Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, French, Hungarian, German, Greek, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, 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. Each partner in the CONSENT project was responsible for the dissemination of links in their respective country.

In Slovakia, the following main channels were used:

- The link to the questionnaire was placed on the websites of the Comenius University of Bratislava (www.uniba.sk) and on the website of the Faculty of Management of the Comenius University of Bratislava ([//www.fm.uniba.sk](http://www.fm.uniba.sk)).
- The link was also placed on the website of the e-Europe Research & Development Centre ([//erdc.fm.uniba.sk](http://erdc.fm.uniba.sk)).
- The questionnaire was promoted also through several partner schools like e.g. the Police Academy of the Ministry of Interior of the Slovak Republic of Bratislava, University of Sladkovicovo, Trade Academy of Bratislava, etc.
- Direct mailing to students and employees of the Faculty of Management with the request for their personal active participation in the survey as well as for their promotion of the questionnaire among their circles of partners, friends, etc.
- Direct mailing to various partner institutions and their employees with the same request as in the previous case.
- For the promotion of the survey, an e-mail information was sent also to all main dailies of Slovakia.

4. The Sample

4.1 General Demographics

The data analysis for Slovakia is based on a sample size of 523, representing 6.1% of the total number of respondents to the study. The gender distribution for the Slovak sample is 37% male and 63% female, and the average age of respondents was 25 years with a standard deviation of 8 (average age for all CONSENT respondents: 30). 45% of Slovak respondents indicated their highest level of education as secondary school or lower, 55% responded indicating tertiary education, and 45% of respondents were students. Finally, 91.5% described the area where they live as urban or suburban and only 8.5% as rural.

4.2 General Internet Usage

Following Eurostat 2011, 71% of Slovak households had access to the internet. But according to Facebook statistics only 44% of internet users were Facebook users, which is below the EU 27 average (51%). At the same time, Slovakia shares with the UK and Ireland the lowest increase of Facebook users between November 2011 and May 2012 (Slovakia 2.09%, UK 1.52%, and Ireland 2.98%)⁷. However, within the CONSENT sample regarding overall UGC usage Slovak respondents are slightly “above average” UGC users (91% vs. total sample 90%).

UGC Users vs UGC Non-users			
Nationality	Count	UGC Users	UGC Non-Users
Austria	121	85%	15%
Bulgaria	415	94%	6%
Czech Republic	678	85%	15%
France	313	78%	22%
Germany	549	89%	11%
Ireland	564	93%	7%
Italy	185	88%	12%
Malta	465	84%	16%
Netherlands	331	87%	13%
Poland	511	94%	6%
Romania	754	91%	9%
Slovakia	396	91%	9%
Spain	325	88%	12%
UK	1,082	93%	7%
Others	288	93%	7%
Total Sample	6,977	90%	10%

⁷ Source: Socialbakers.com; accessed 05/2012.

Years of Internet Usage (and average age) of Respondents			
Nationality	Mean years of Internet Usage	Standard Deviation	Average Age of Respondents (years)
Austria	13.04	3.779	31
Bulgaria	10.96	3.326	32
Czech Republic	9.90	3.587	31
France	11.88	3.922	38
Germany	10.90	3.472	29
Ireland	9.85	3.023	25
Italy	12.82	4.134	40
Malta	11.08	3.503	29
Netherlands	13.77	3.614	42
Poland	9.22	3.157	22
Romania	9.33	3.550	30
Slovakia	9.72	3.470	25
Spain	10.79	4.107	31
UK	10.86	3.335	28
Others	11.52	4.047	30
Total Sample	10.67	3.712	30

The cross country comparison of mean years of internet usage seems to indicate a noticeable East/West divide with the Czech Republic, Poland, Romania and Slovakia all being significantly below the CONSENT average of 10.67 years. This divide, however, becomes less distinct when looking at the average age of respondents: For example, the low numbers in Ireland, Poland and Slovakia have to be seen in relation to their rather low average age; similarly, the comparably high numbers e.g. in France or Italy correspond with a high average age. In the Slovakian sample, this relation between years of internet usage and respondents' age can be particularly observed – at the same time, there is a slight gender variation, and with a “gap” that appears to be increasing with age (see table below).

Slovakia: Mean years of Internet Usage by Age and Gender		Mean years of Internet Usage	Standard Deviation	Count	
Age	20 years or less	Male	8.31	4.057	26
		Female	8.53	4.111	60
	21-30 years	Male	9.52	2.717	63
		Female	9.82	2.745	102
	More than 30 years	Male	13.94	2.920	18
		Female	11.65	3.676	26

Regarding the respondents' location, there is comparably little variation; additionally, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

Slovakia: Mean years of Internet Usage by Location			
	Mean years of Internet Usage	Standard Deviation	Count
Urban	9.82	3.546	253
Suburban	9.10	2.427	21
Rural	9.38	3.753	26

Finally, the high frequency of internet usage at home by Slovak respondents (91.4%) stands in stark contrast to the Eurobarometer data (38%⁸ every day or almost every day), and still varies substantially from the Eurostat 2011 data which state 56%⁹ for Slovakia. For the specific usage of internet at work, there are currently no comparable data available.

Slovakia: Frequency of Internet Usage								
		Every day / almost every day	2-3 times a week	About once a week	2-3 times a month	Less often	Never	Total
At home	Count	439	30	8	1	4	0	482
	%	91.4%	5.3%	1.0%	0.6%	1.1%	0.7%	100.0%
At work	Count	288	64	14	3	27	57	453
	%	63.6%	14.1%	3.1%	0.7%	6.0%	12.6%	100.0%

⁸ Base however including non-users.

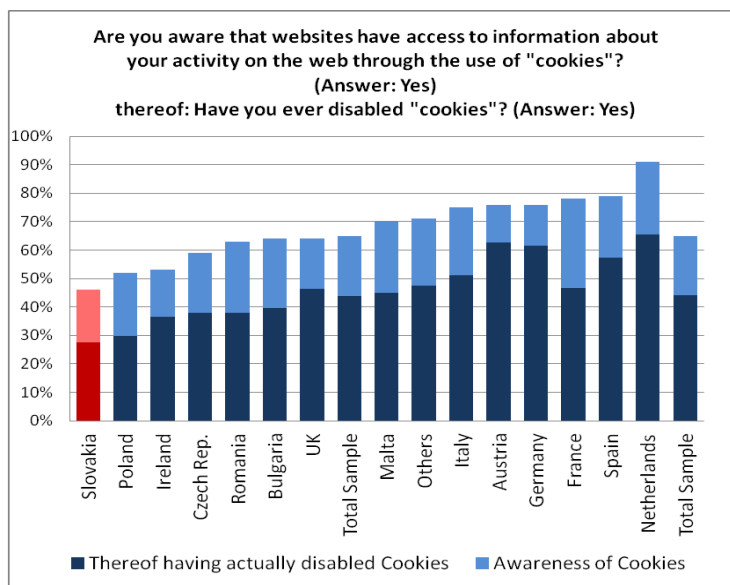
⁹ No distinction between usage at home and usage at work.

5. Results

5.1 Online Behaviour

5.1.1 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.



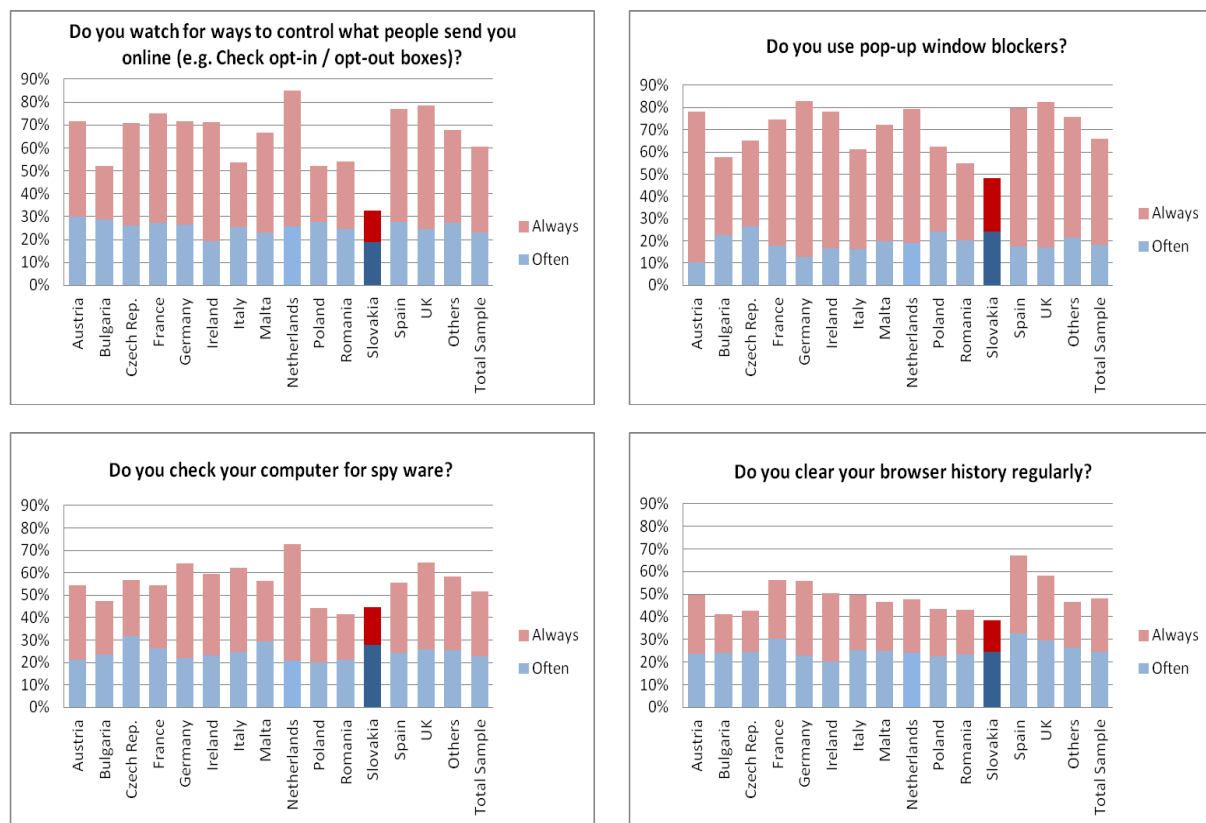
Respondents who disabled cookies.		
Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
Poland	161	57%
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands	207	72%
UK	420	72%
Spain	170	73%
Germany	388	81%

Austria	80	92%
Total Sample	3,031	68%

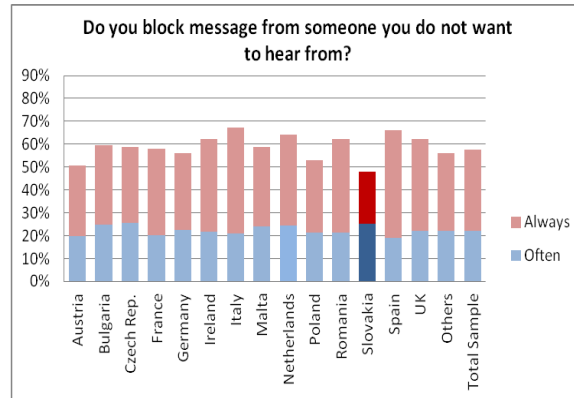
The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. However, the Slovak respondents themselves show a comparably low *awareness* of the use of cookies (50%; total sample 65%), within an “East-West divide” (except for Ireland and the UK) that ranges between 50% and 91%.

Additionally, only 60% of those Slovak respondents who were aware of the use of cookies stated that they ever disabled 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 inertia.¹⁰

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



¹⁰ Differences between awareness and actual practices may, here, 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.



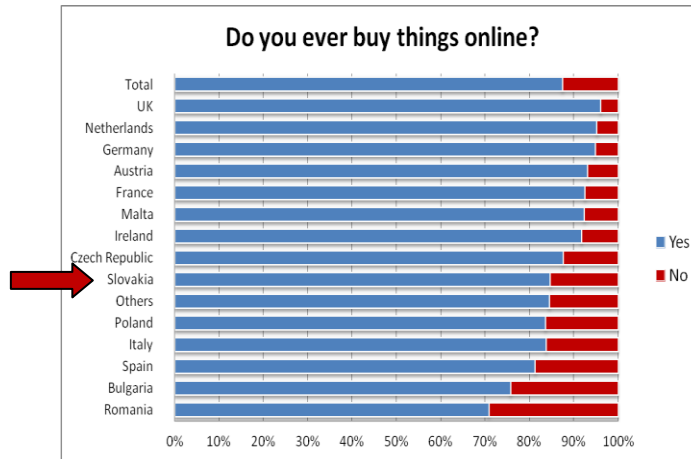
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what people send them online, to 48% of all respondents always or often clearing their browser history. The lowest spread between countries is observable in the practice of blocking messages (between 47.9% and 67.3%) whilst the highest spread is in watching for ways to control what is being sent online (between 32.6% and 85.1%). In all practices (with the exception of checking their computer for spy ware), Slovak respondents show results that are rather at the low end of the total CONSENT sample.

5.1.2 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 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	75.5%	21%	11%	13%
Spain	81.3%	39%	36%	38%
Italy	83.3%	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.



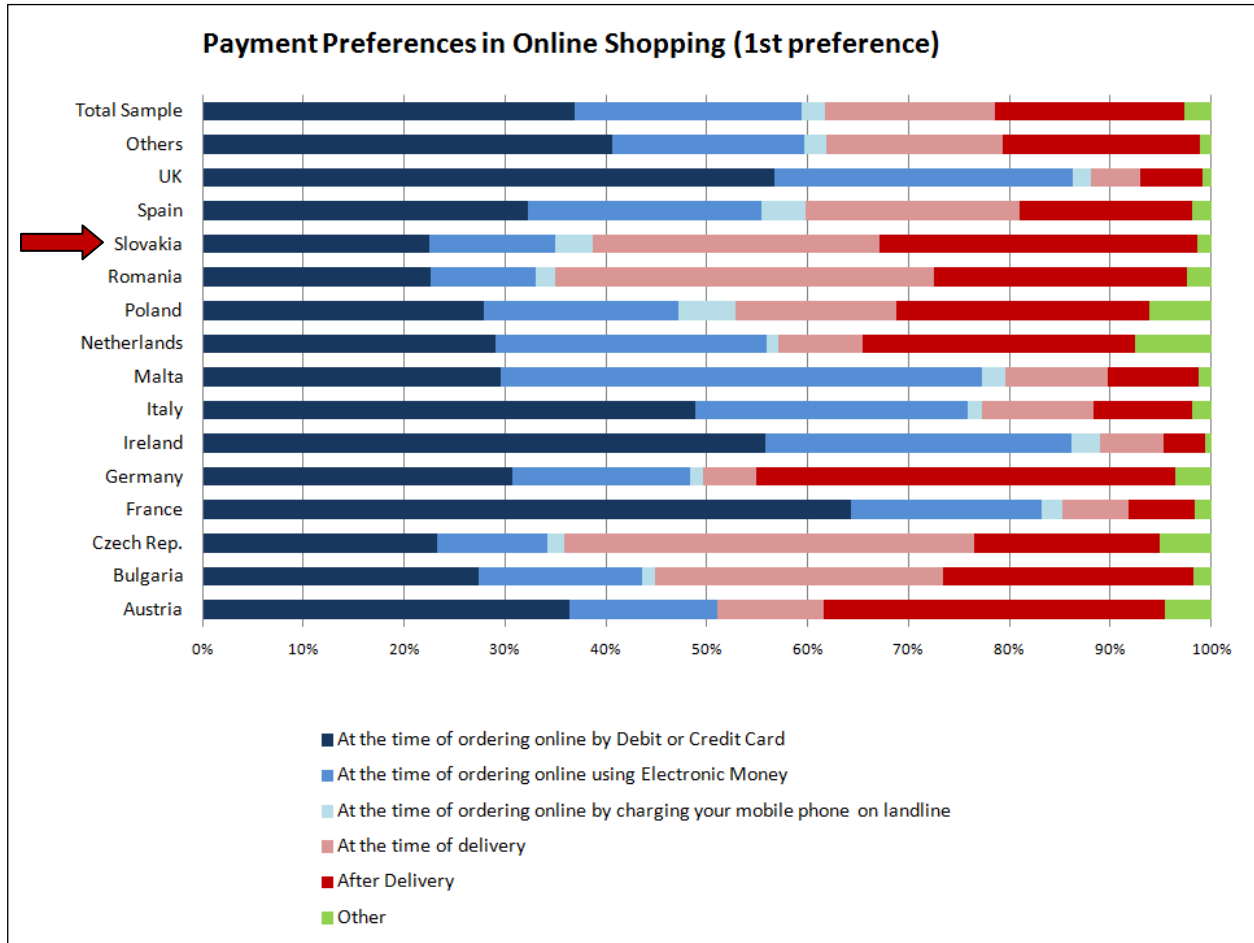
Slovakia: Online Shopping practice by Age			Slovakia: Online Shopping by Location		
Age	Yes	No	Location	Yes	No
20 years or less	84.6%	0.0%	Urban	88.9%	11.1%
21 – 30 years	94.1%	0.0%	Suburban	84.6%	15.4%
> 30 years	83.9%	4.9%	Rural	85.3%	14.7%

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% (including Slovakia with 84.7%) 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, e.g. the figures for Malta do not “fit” into such classification.

Online shopping activity of the Slovak respondents appears to be *not* substantially linked to either age or location.

Regarding online shopping *frequency*, Slovak respondents are slightly below average in comparison to other European respondents, with 78.6.0% shopping between 1-10 times a year (compared to the total sample average of 63.1%) but only and 12.8% shopping between 11-20 times a years (total sample 20.5%) and 8.5% more than 20 times a year (total sample 16.4%).

Results also indicate that there is a clearly below-average preference in Slovakia to pay (via Debit/Credit card or Electronic Money) at the time of ordering. In contrast to particularly the UK, Ireland, France, Malta and Italy, Slovak respondents share with respondents from Germany, Austria and other East European countries 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 the availability of the option of payment at or after delivery.



Generally, the issue of lack of trust was highlighted by a certain proportion of those Slovak respondents who have never bought anything online: Of these 123 respondents, 17.1% stated lack of trust in online sellers was their reason for refraining from online shopping, whereas this trust issue ranges from 5.6% (France) to 46.2% (Malta) with a total sample average of 15.4%. The main reasons for refraining from online shopping additional to trust issues were: a fear that when receiving things bought online they will not be what was ordered (Slovakia 17.1%, total sample 14.2%) and the shopping experience itself – not being able to “see/touch/try things”(Slovakia 29.3%, total sample 26%).

A further stratification of the reasoning behind not getting involved in online shopping on a country level results in very small absolute numbers with limited significance; however, whilst there is also no general sign that urban or rural location influence trust, or foster the preference for a more (or less) “traditional” shopping experience, there appears to be an increasing preference for payment at or after delivery with the Slovak respondents’ age increasing.

Slovakia: Payment Preferences in Online Shopping (1 st preference) by Age								
Age		At the time of ordering online by Debit or Credit card	At the time of ordering online using Electronic Money	At the time of ordering by charging your mobile phone on landline	At the time of delivery	After delivery	Other	Total
20 years or less	Count	32	16	7	44	46	1	146
	Percentage	21.9%	11.0%	4.8%	30.1%	31.5%	0.7%	100%
21 – 30 years	Count	70	42	11	73	79	7	282
	Percentage	24.8%	14.9%	3.9%	25.9%	28.0%	2.5%	100%
> 30 years	Count	9	2	2	22	25	0	60
	Percentage	15.0%	3.3%	3.3%	36.7%	41.7%	0.0%	100%

5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Slovakia	Count	433	64
	Percentage	87.1%	12.9%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Slovakia	Percentage	66%	34%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Slovak respondents having ever opened a SNS account is very similar to the overall CONSENT results and confirms the Eurobarometer data in which Slovak users range above the EU27 average. Further analysis reveals that there is no substantial difference in opening a SNS account amongst those living in an urban (93%), suburban (95%) or rural (100%) areas.

With which UGC websites have you ever created an account for your personal use?				
	Slovakia		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	83	10.5%	2,422	16.7%
Dating websites such as parship. com	25	3.2%	651	4.5%
Websites where you can share photos, videos, etc., such as YouTube	278	35.2%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	165	20.9%	2,574	17.8%
Micro blogging websites such as Twitter	79	10.0%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	100	12.7%	1,675	11.6%
Multi-player online games	60	7.6%	1,161	8.0%

The percentages of Slovak respondents having ever created accounts with websites where one can share photos, videos etc. (35.2%) and those which provide recommendations and reviews

(20.9%) stand above the percentage for the total sample. This higher incidence of accounts with photo/video sharing and recommendation/review websites is counter-balanced by smaller percentages of respondents who open accounts with business networking websites and micro blogging websites.

5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, Slovak respondents gave a clear preference to Facebook with 98.3% having ever opened an account (total sample 96.7%). All other social networking sites were substantially less represented (Pokec 54.9%, Spolu 16.34%, and MySpace 11.5%).

Why would you miss this SNS website (Facebook)?				
	Slovakia		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	202	31.4%	2,751	31.0%
It's easier to use than other sites	29	4.5%	630	7.1%
It has more features than other sites	47	7.3%	683	7.7%
I trust this site more than other sites	15	2.3%	311	3.5%
It's easier to meet new people on this site	33	5.1%	405	4.6%
It is more fashionable	27	4.2%	524	5.9%
It is used worldwide	111	17.2%	1,347	15.2%
It gives you information quickly	78	12.1%	1,035	11.7%
You can find out what is happening worldwide	75	11.6%	893	10.1%
Other	27	4.2%	301	3.4%

From the table above it appears that for Slovak respondents an important driver for the use of Facebook is networking and, to a lesser extent, its worldwide coverage, within a wide variation between countries, 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.

Why don't you use your account with this SNS site?				
	Slovakia		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	21	7.4%	128	4.0%
This type of website no longer interests me	117	41.3%	952	29.6%
I tried the website but found I didn't like	28	9.9%	573	17.8%
I no longer trust the company running the website	7	2.5%	112	3.5%
My friends / colleagues no longer use this website	88	31.1%	1,105	34.4%
I was concerned about use of information about me	5	1.8%	147	4.6%
Other	17	6%	198	6.2%

At the same time, in the reasoning for not using the SNS account can be observed a slightly lower-than-average interest of Slovak respondents in networking effects (Slovakia 31.1%, total sample 34.4%) which is complemented by a substantial 41.3% who indicate disinterest; only 4.3% give trust issues as a reason (compared to the total sample average of 8.1%).

Why did you delete your account with this SNS site?				
	Slovakia		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like it	14	15.1%	277	15.5%
The website no longer interests me	35	37.6%	569	31.8%
I no longer trust the company running the site	10	10.8%	130	7.3%
My friends / colleagues no longer use this website	19	20.4%	334	18.7%
I was concerned about use of information about me	4	4.3%	183	10.2%
I want the content that I have created on the website to be deleted	5	5.4%	222	12.4%
Other	6	6.5%	75	4.2%

In the reasons given for *deleting* the account, trust issues and concern about information misuse and/or disclosure are still clearly below average, but more strongly indicated by Slovak respondents (Slovakia combined 20.5%¹¹, total sample 29.9%) than was the case for simply not using the account. However, as in the total sample, dislike and disinterest remain the major motivators for people deleting their accounts (as was the case for non-usage of the account).

Why did you delete your accounts with UGC websites?				
	Slovakia		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	72	20.3%	1,012	17.0%
The website no longer interests me	124	35.0%	2,070	34.8%
I no longer trust the company running the site	19	5.4%	305	5.1%
My friends no longer use this website	41	11.6%	455	7.7%
Membership of the website is not worth the money	18	5.1%	304	5.1%
I was concerned about use of information about me	30	8.5%	664	11.2%
I want the content that I have created on the website to be deleted	34	9.6%	685	11.5%
I don't want people to know that I have used this website	9	2.5%	327	5.5%
Other	7	2.0%	123	2.1%

The distribution of reasoning for deleting an UGC (non-SNS) account is very similar to the one for deleting a SNS account. 26.0%¹² of Slovak respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues, being as such substantially below the average percentage of 33.3% of total respondents with similar concerns. Dislike and disinterest (combined 55.3%) remain again the stronger motivators.

¹¹ 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".

¹² 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".

Slovakia: Why haven't you ever opened an account with this kind of website?						
	20 years or less		21 - 30 years		> 30 years	
	Count	Percentage	Count	Percentage	Count	Percentage
This kind of website does not interest me	271	49.5%	479	46.0%	141	51.5%
Hadn't heard of this type of website before now	55	10.1%	88	8.5%	20	7.3%
Didn't know you could open an account with websites like this before now	29	5.3%	35	3.4%	9	3.3%
None of my friends use this website	32	5.9%	58	5.6%	7	2.6%
It is not worth the money	12	2.2%	27	2.6%	4	1.5%
I was concerned about use of information about me	6	1.1%	21	2.0%	14	5.1%
I visit these sites but don't feel the need to become a member	142	26.0%	333	32.0%	79	28.8%

The main reason for *not opening* an account with an UGC (non-SNS) site appears to be also the lack – or loss – of interest, which is independent from age. The specific concern about information disclosure, however, is increasing with the respondents' age, and although this percentage remains relatively low in Slovak respondents as well as in the total sample (4.1%), it may indicate that whilst among most respondents potential misuse of information disclosed online is not top of mind, there is a small core of respondents for whom this is a concern.

5.3 Disclosure of Personal Information

5.3.1 Types of Information

Thinking of your usage of UGC sites, which types of information have you already disclosed?	Slovakia		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	9	2%	97	1%
Financial Information	14	4%	194	3%
Work history	72	17%	2,074	30%
ID card / passport number	9	2%	173	3%
Name	326	78%	5,679	83%
Home address	54	13%	1,028	15%
Nationality	211	51%	3,966	58%
Things you do (hobbies etc.)	219	53%	3,626	53%
Tastes and opinions	136	33%	3,002	44%
Photos of you	285	68%	4,635	68%
Who your friends are	247	59%	3,731	55%
Websites you visit	61	15%	1,138	17%
Mobile phone number	74	18%	1,527	22%
Email address	308	74%	5,434	79%
Other	20	5%	243	4%

There are some differences between Slovakia and the majority of CONSENT respondents in other countries on the types of information disclosed online – in particular regarding their work history (which corresponds with the low usage of business networking sites) and the disclosure of tastes and opinions. However, there are some differences to the results of the Eurobarometer survey, which split the question between information released on SNS websites and information given in the context of online shopping:

Eurobarometer Survey: Which types of information have you already disclosed?	Slovakia		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	2%	6%	3%	5%
Financial Information	19%	10%	33%	10%
Work history	5%	15%	5%	18%
ID card / passport number	23%	20%	18%	13%
Name	90%	82%	90%	79%
Home address	90%	57%	89%	39%
Nationality	20%	37%	35%	47%
Things you do (hobbies etc.)	6%	44%	6%	39%
Tastes and opinions	4%	28%	5%	33%
Photos of you	6%	52%	4%	51%
Who your friends are	4%	45%	2%	39%
Websites you visit	2%	20%	4%	14%

Mobile phone number	71%	40%	46%	23%
Other	1%	1 %	1%	1%

Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Slovak respondents in the Eurobarometer study are fairly similar to each other, but the Slovak (as well as all) CONSENT respondents are significantly less likely to have disclosed their ID card / passport number and, in particular, their home address. The substantial difference between Eurobarometer respondents in disclosing the home address on online shopping sites (Slovakia 90%, EU27 89%) and on SNS websites (Slovakia 57%, EU27 39%) supports 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.

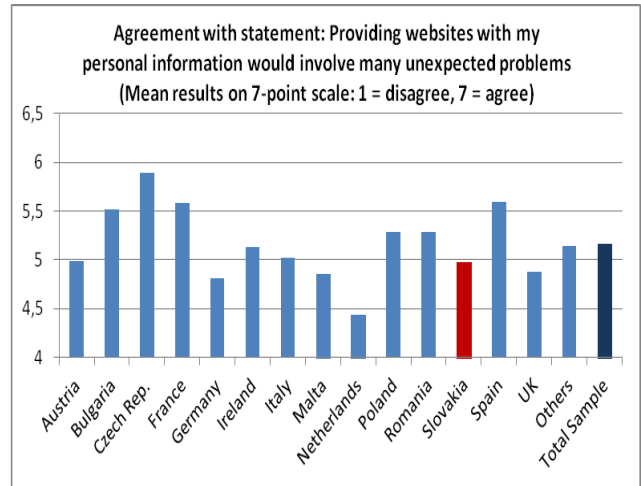
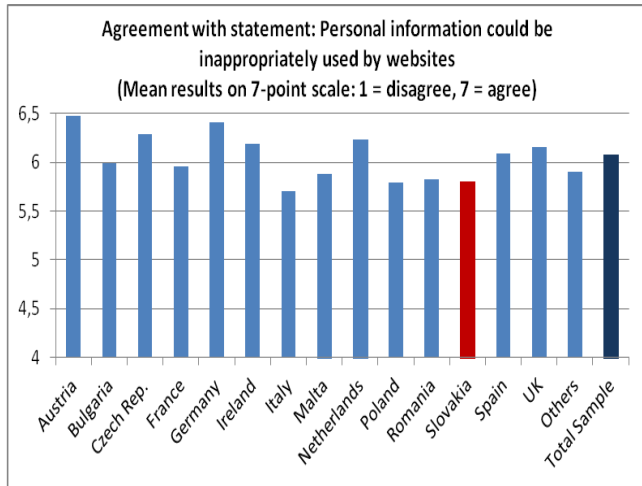
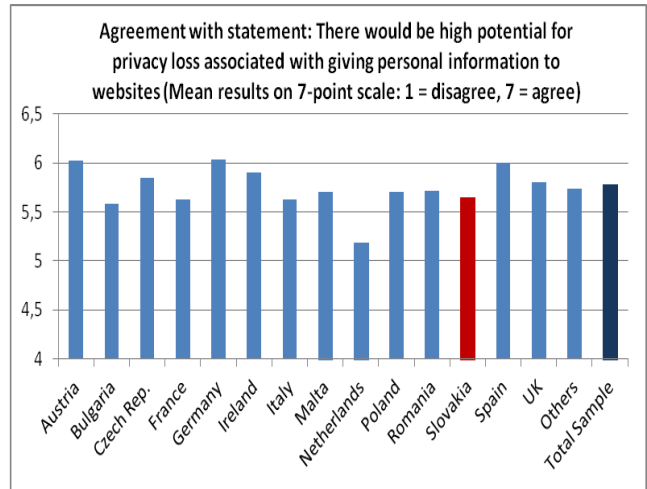
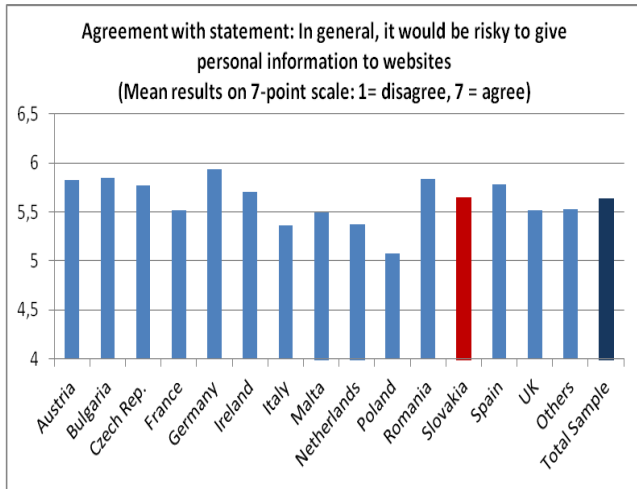
5.3.2 Risk Perceptions

Perception of general risks related to the disclosure of personal information (Rated on a 7-point scale, 1 = disagree, 7 = agree)	Slovakia	Total Sample
	Mean	Mean
In general, it would be risky to give personal information to websites	5.65	5.64
There would be high potential for privacy loss associated with giving personal information to websites	5.65	5.78
Personal information could be inappropriately used by websites	5.80	6.08
Providing websites with my personal information would involve many unexpected problems	4.98	5.16

The set of results in the table above relates to general risk perceptions: Slovak respondents, whilst mostly agreeing that giving personal information online is risky, are as apprehensive as the average CONSENT respondent about this. Similarly, in the Eurobarometer survey 29% of Slovak respondents (EU27: 33%) agreed with the statement that disclosing personal information “is not a big issue”, whereas 68% disagreed (EU27: 63%); but 65% of the Slovaks (EU27: 74%) agreed with the statement that “disclosing information is an increasing part of modern life”¹³ – a statement which could be read as a certain acceptance of risk but may, partially, also be blurred with differing interpretations of a “modern life”.

Slovak CONSENT respondents, whilst being similar to the total sample average in their perception of general risks and the risk of privacy loss, they perceive the risk of information misuse and being faced with unexpected problems at a level which is slightly below the overall CONSENT average.

¹³ The base for these Eurobarometer questions was both internet users and non-users. However, on a EU27 level the results show no substantial differences between users and non-users.



Expectations that the following is likely to happen as a result of disclosing information on UGC sites (combined answers 'likely' and 'very likely')	Slovakia		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	257	65.2%	4,872	73.9%
Information being shared with third parties without your agreement	249	62.9%	4,799	72.7%
Information being shared to send you unwanted commercial offers	259	75.9%	5,342	80.9%
Your personal safety being at risk	94	23.8%	1,596	24.4%
Becoming victim of fraud	113	30.6%	2,082	31.8%
Being discriminated against (e.g. job selection)	92	23.4%	1,491	22.9%
Reputation being damaged	77	19.6%	1,638	25.1%

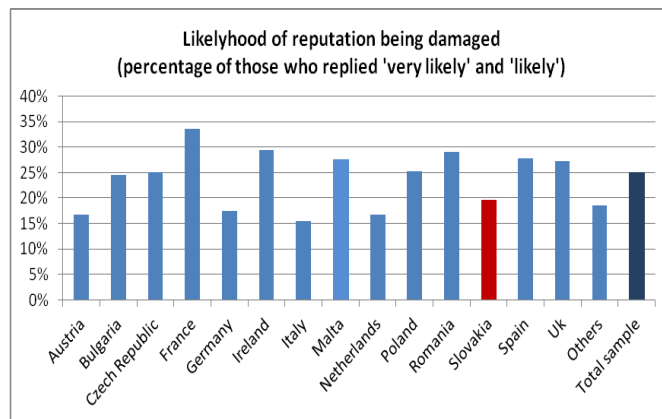
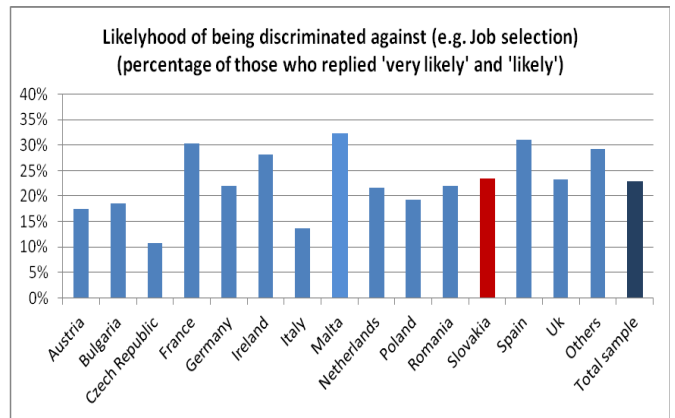
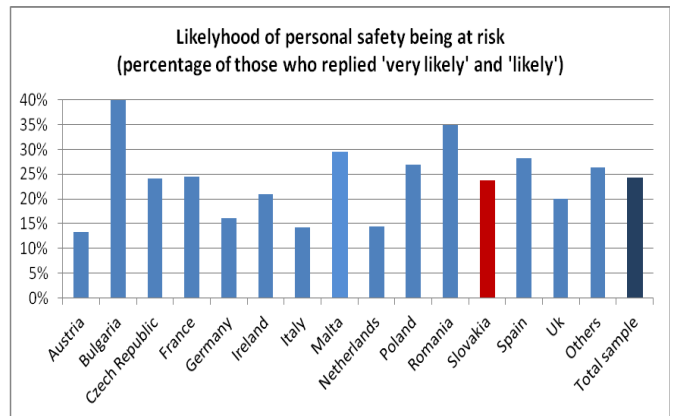
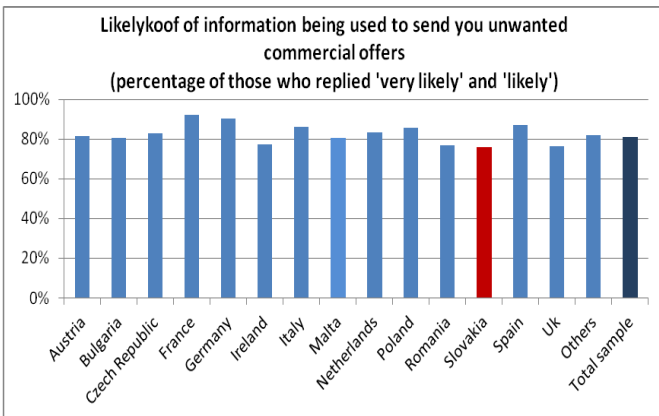
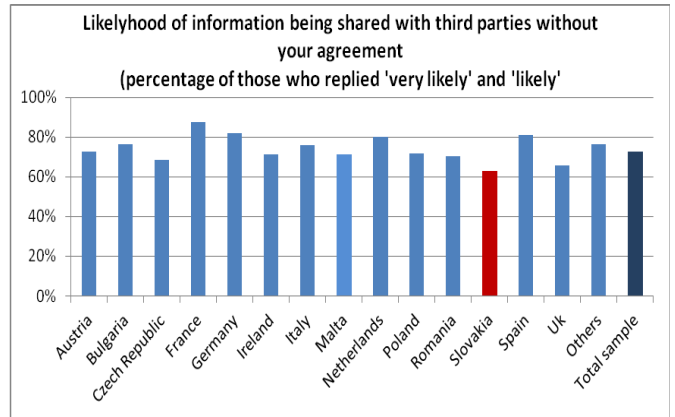
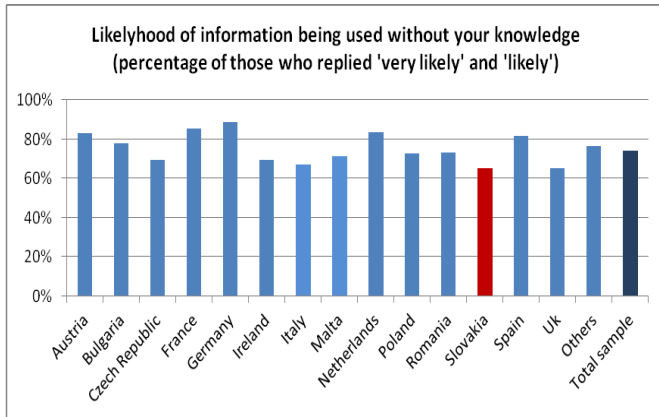
Eurobarometer	Slovakia		EU27	
	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)				
Information being used without your knowledge	48%	45%	43%	44%
Information being shared with third parties without your agreement	37%	41%	43%	38%
Information being shared to send you unwanted commercial offers	37%	31%	34%	28%
Your personal safety being at risk	26%	26%	12%	20%
Becoming victim of fraud	38%	29%	55%	41%
Being discriminated against (e.g. job selection)	5%	6%	3%	7%
Reputation being damaged	17%	23%	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, here, 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 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 is perceived as not amongst the three risks most likely to occur in the CONSENT study.

More than 70% of respondents in the CONSENT study think that it is likely or very likely that information disclosed on UGC sites is used without their knowledge, used to send them unwanted commercial offers and shared with third parties without their agreement. The other four risks are deemed to be far less likely to occur (all less than 33%).

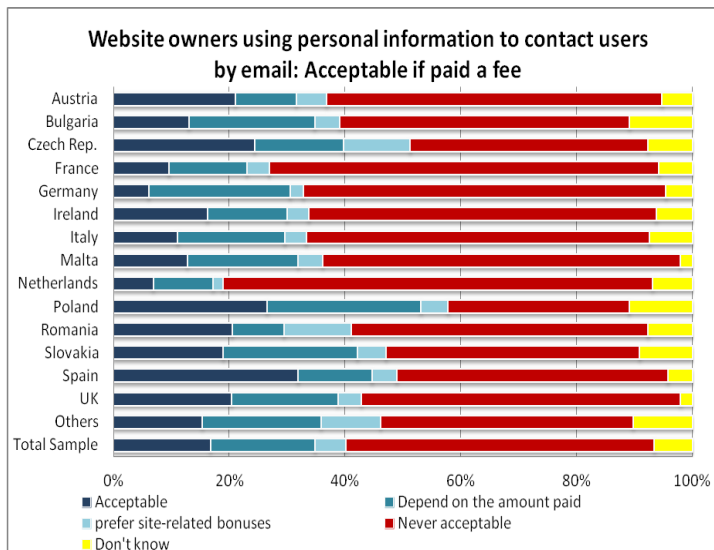
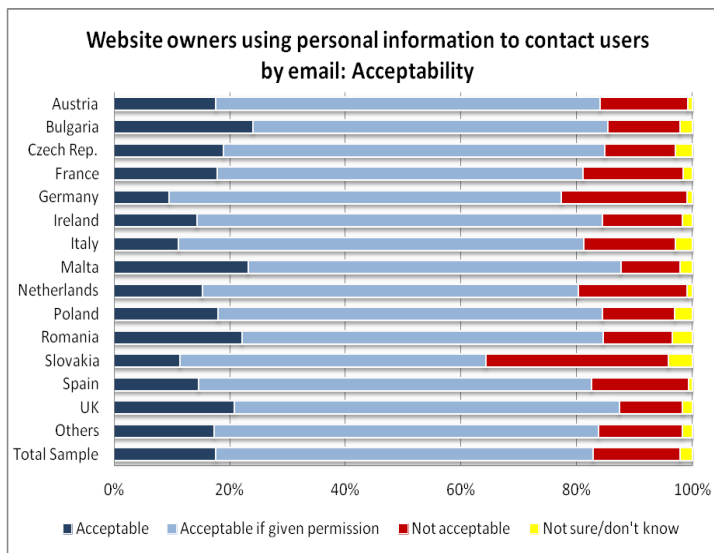
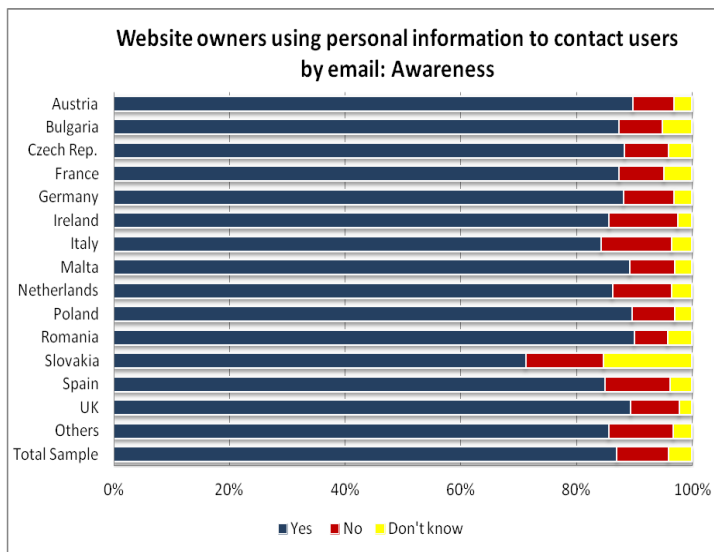
It is also interesting to note that responses regarding the likelihood of the top three situations are somewhat “homogenous” on a similarly high level across countries; however, Slovak respondents appear, again, to perceive less risks than the average CONSENT respondent. Additionally, there are larger disparities in perception of the more personal risks such as personal safety, risk of job discrimination, the risk to personal reputation and becoming the victim of fraud. Here, respondents from Slovakia show a level of perception which is similar to the total sample average – except for the perceived risk of damage to personal reputation, where Slovak respondents score lower than the total CONSENT average.



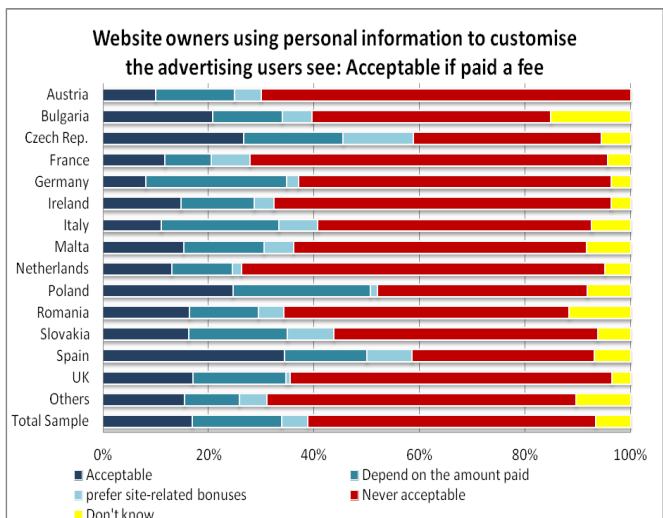
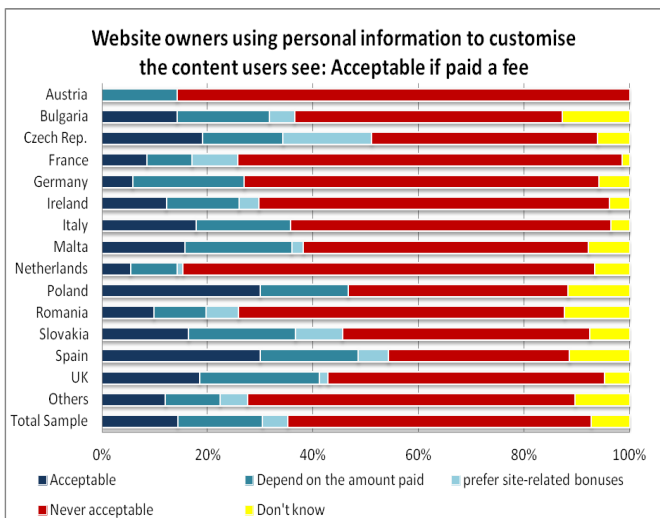
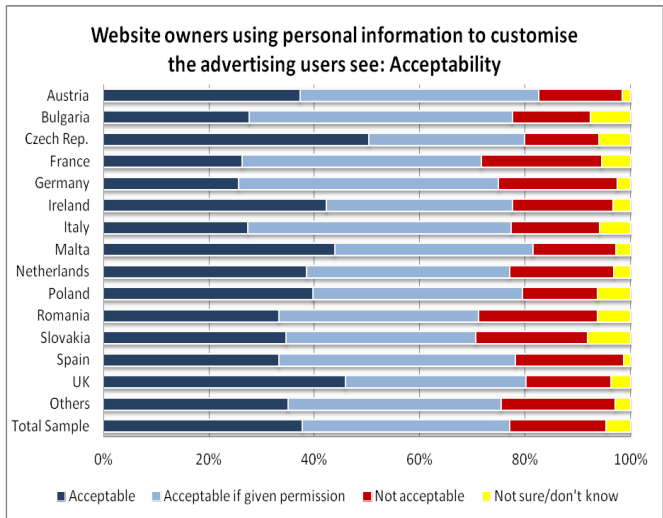
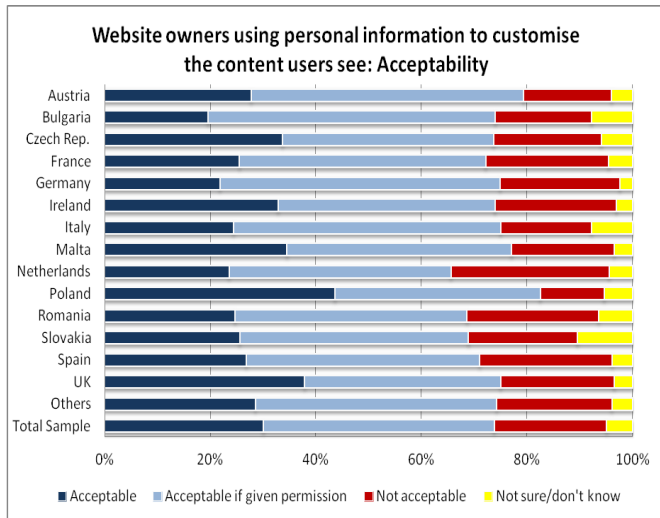
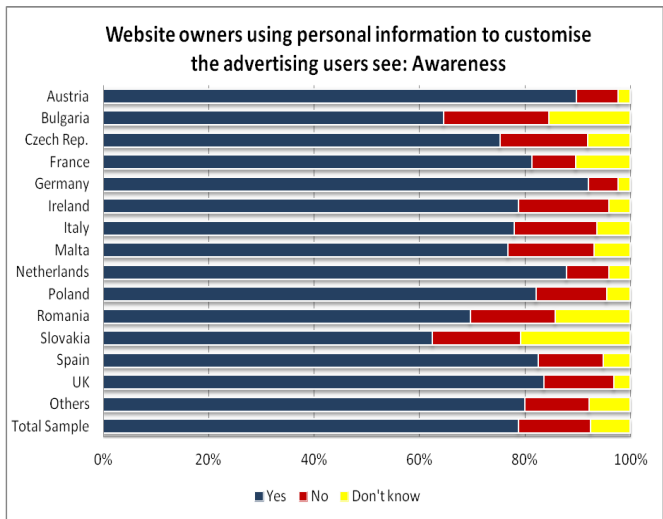
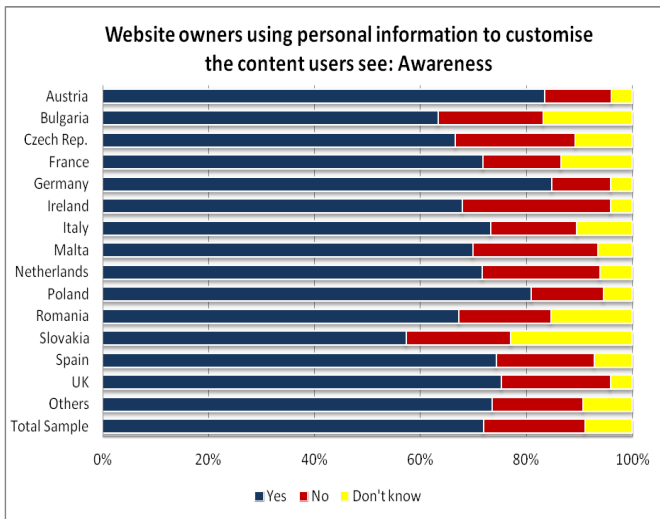
5.3.3 Awareness and Acceptance

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%

Generally, Slovak respondents are amongst those CONSENT respondents who show low level of awareness about the use of personal information, at a similar level as Ireland and the UK, compared to some countries where respondents were substantially more aware (in particular Austria and Germany). But these differences cannot be simply ascribed to national differences in internet exposure or internet experience. Here, awareness (or non-awareness) may also be linked to internet-related local information policies and regulations.

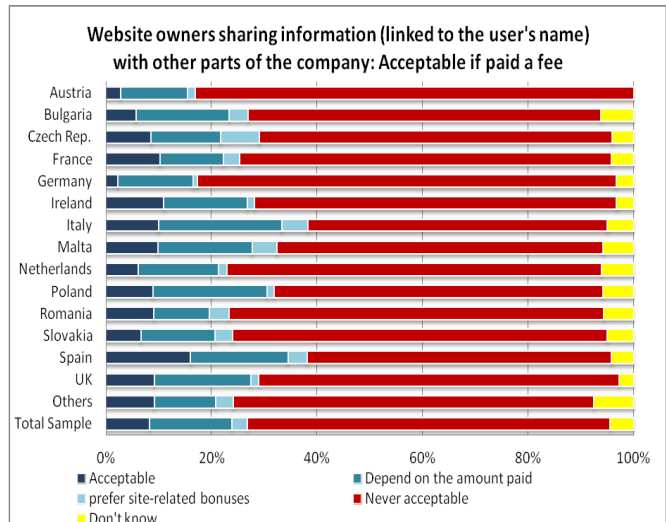
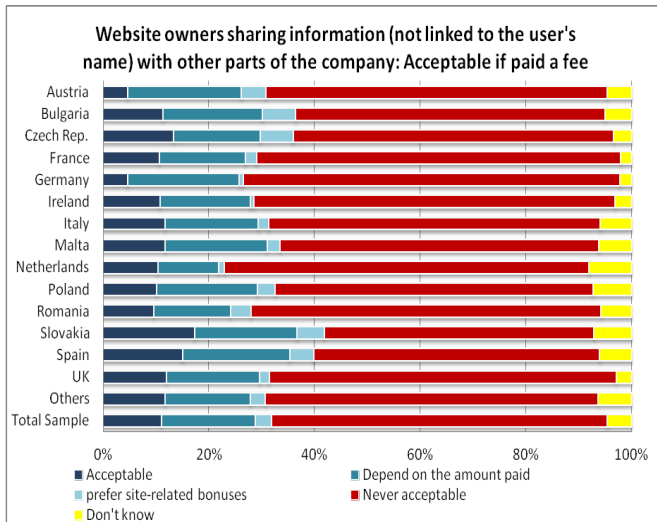
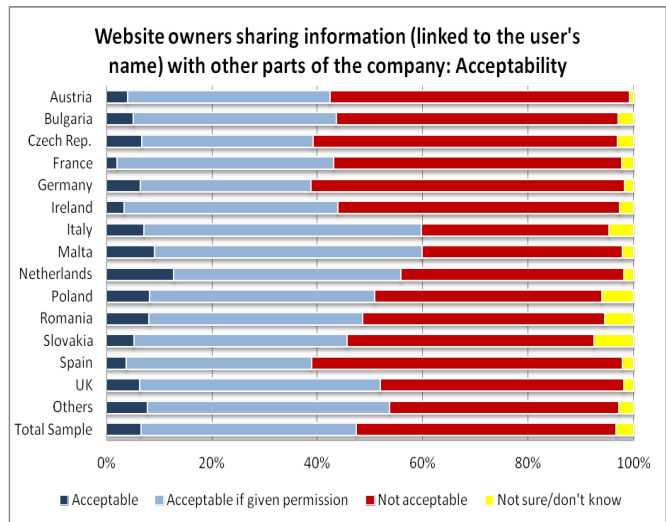
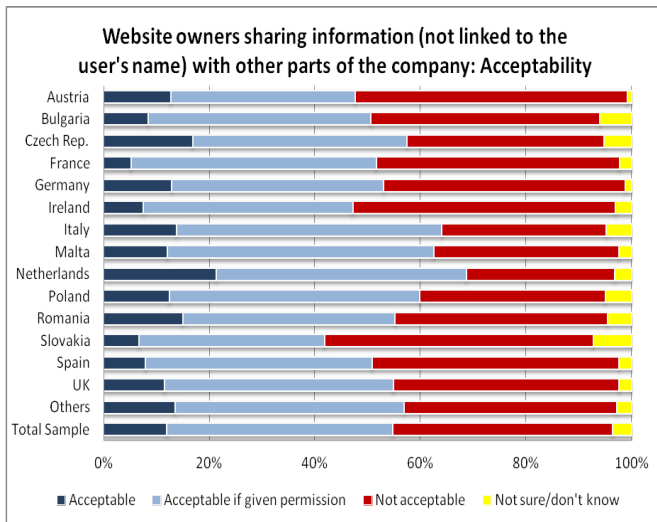
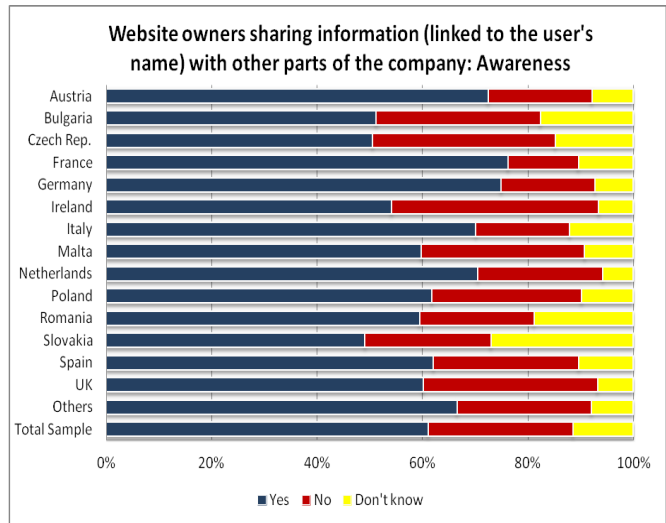
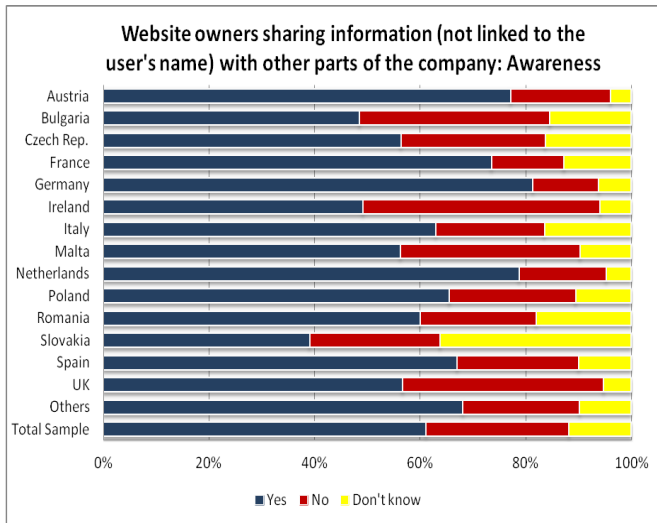


Base: Only respondents who answered that it was unacceptable to contact users by email.



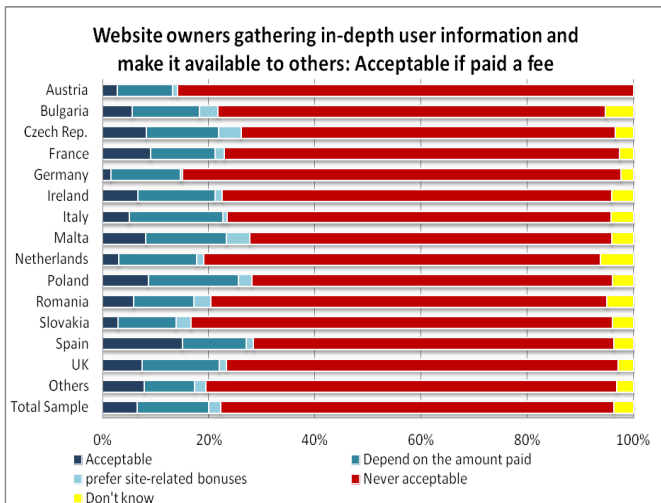
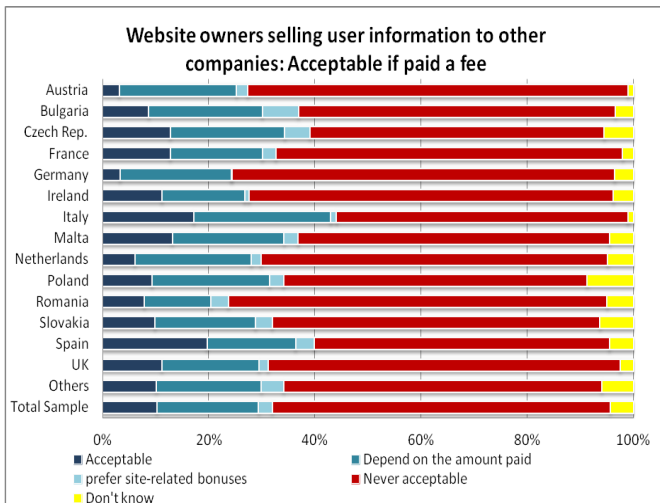
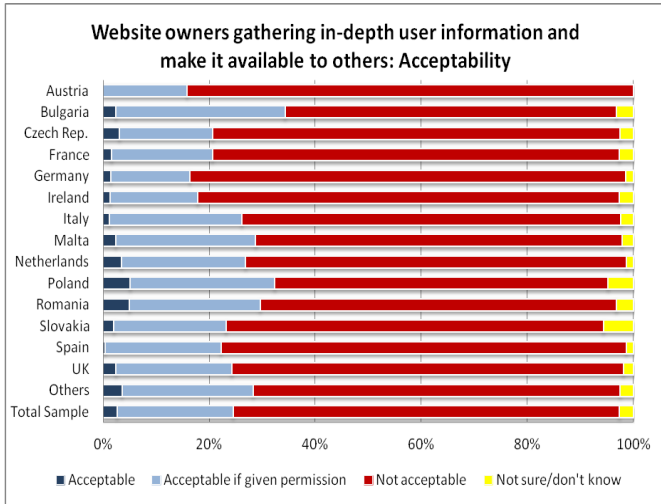
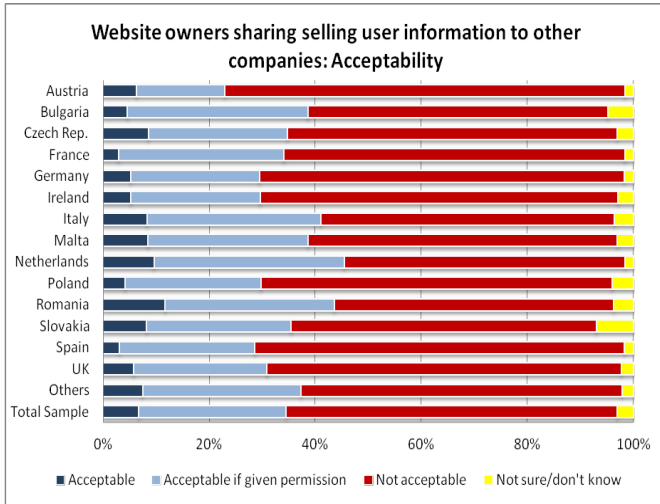
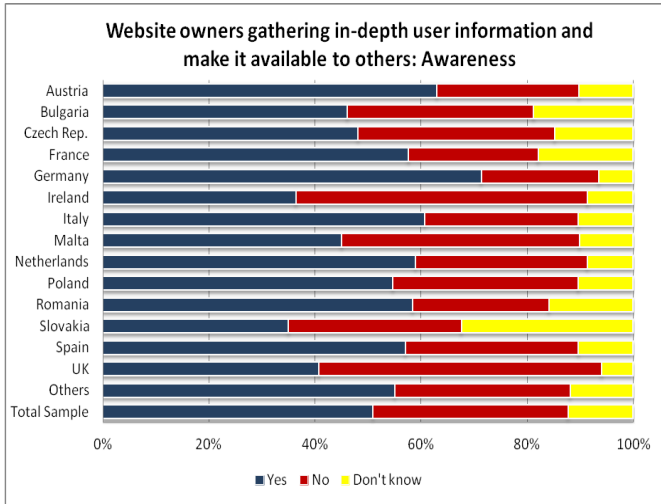
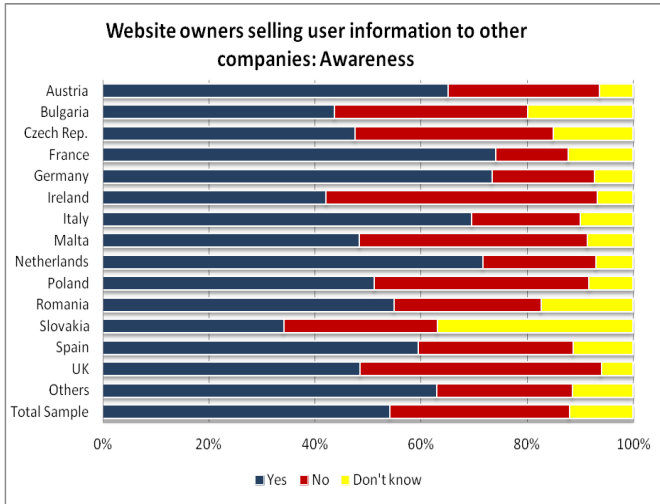
Base: Only respondents who answered it was unacceptable to customize the content users see.

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.

Regarding the awareness – and acceptance – of specific purposes, the use of personal information by website owners to contact users by email appears to be known about and accepted by most respondents. There are uniform high levels of awareness (above 84%) and acceptance (above 77%) of use of information by website owners to contact users by email, and the large majority of those who deem it acceptable for website owners to use information to contact users by email think that this should only be done if permission has been granted by users. Whereas, here, Slovakia shows the lowest level of awareness (71.2%), it also stands out with the highest level of non-acceptance (Slovakia 31.5%, total sample 15%).

Of those who do not think it acceptable for information to be used to contact them by email, in most countries the majority still think it unacceptable even if they were to be paid a fee. Together with respondents from Poland, the Czech Republic and Spain, Slovak respondents are slightly below the total CONSENT average (Slovakia 44%, total sample 53%).

There is 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 is high as well, though not at the levels of use of information to contact users by email and with more variability between countries. Here, again, the Slovak respondents show the lowest level of awareness, but also a below-average level of acceptance. Interestingly, it appears that most CONSENT respondents, whilst accepting the customisation of content more than the customisation of advertising, they are generally more willing to consider commercial trade-off's 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 appears to be some form of “balance” between user awareness and user acceptance, overall acceptance levels are clearly decreasing when personal information (both linked and not linked to the user's name) is 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 is largely seen as unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, Slovak respondents show together with those from Austria and Germany the highest level of non-acceptance (Slovakia 79%, total sample 74%).

5.4 Privacy

5.4.1 Experience of Privacy Invasions

Perceived privacy invasions / information misuse		
Mean Results		
Nationality	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 are, as is to be expected, much lower than second-hand experience of misuse of information on the internet. Slovak respondents score slightly lower than the total sample average in both the personal invasion of privacy, and in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 55% of Slovak respondents had “heard” about violation of privacy or fraud (EUR27: 55%), but only 11% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 3% of the Slovaks actually reported an abuse of personal information.

5.4.2 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%

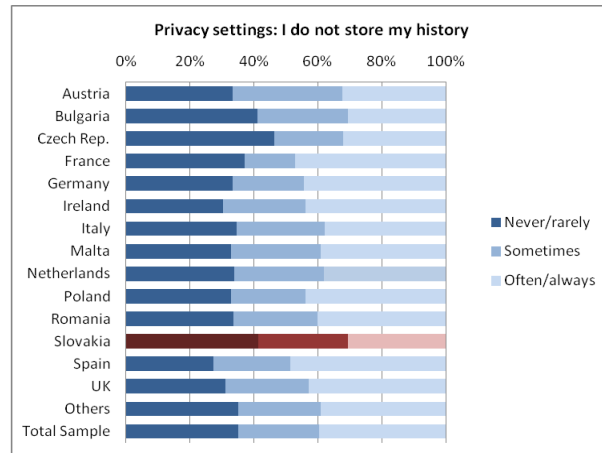
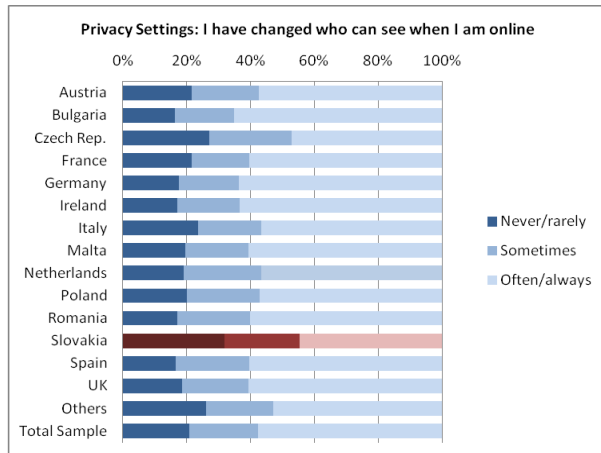
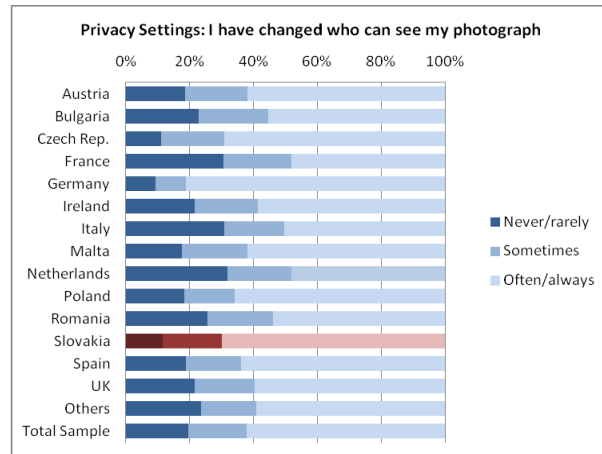
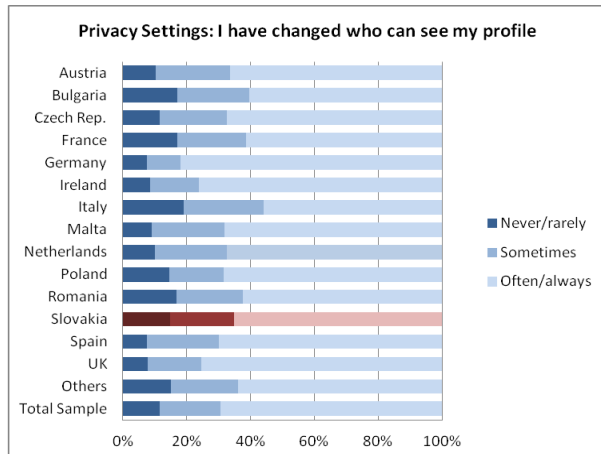
In respect to the question how the respondents safeguard their privacy, 40.4% of the Slovak respondents often or always change the privacy settings of their personal profiles on UGC sites. This is below the overall sample average (53.5%). Slovak respondents who never or rarely changed privacy settings amounted to 19.8% which is similar to 18% of total respondents. The Eurobarometer survey included a similar question, asking whether the respondents “ever tried to change the privacy settings”. There, Slovak respondents gave a similar picture (47%; EU27: 51%). However, “trying” is a more vague expression which asks more for (more or less serious) intentions rather than actual practices.

On an overall level the CONSENT data reveal a strong confidence (into providers’ practices) of those users who never changed privacy settings. In fact 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.

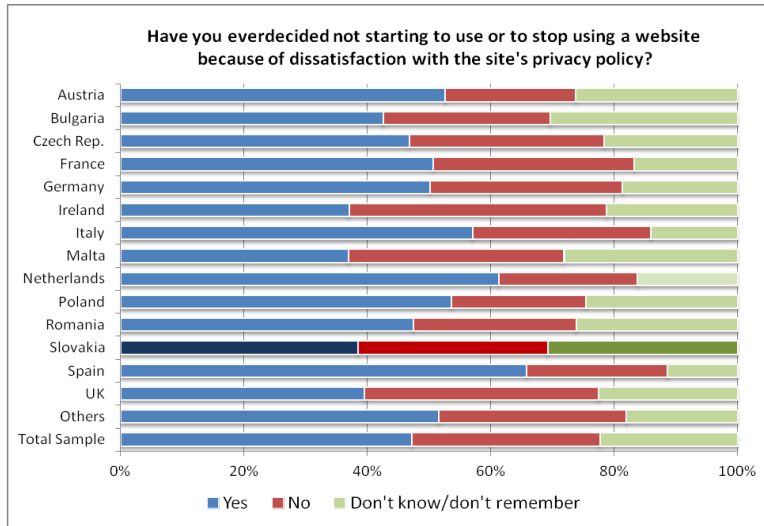
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Slovakia: 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
Slovakia	Count	19	56	287
	Percentage	5.2%	15.5%	79.3%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

Here, Slovak respondents strongly tend to change their privacy settings to a stricter level, demonstrating a similar behaviour to the overall average, whereas results of other nationalities range from 63.8% (Romania) to 89.9% (Germany). Regarding what specific settings are actually being changed, a comparison shows that some practices, in particular changing who can see a personal profile, are significantly more established than others (particularly storing one's history). Whereas in changing who can see one's profile, who can see when one is online, and in storing one's history Slovak respondents are less restrictive than the total CONSENT average, in the setting of who can see one's photograph online they are more apprehensive than the total average. It is also in this setting of who can see one's photograph, where the widest disparities between country results can be observed, allowing for the assumption that, here, levels of technical experience merge with different perspectives on the privacy of personal pictures.



5.4.3 Dealing with Privacy Policies

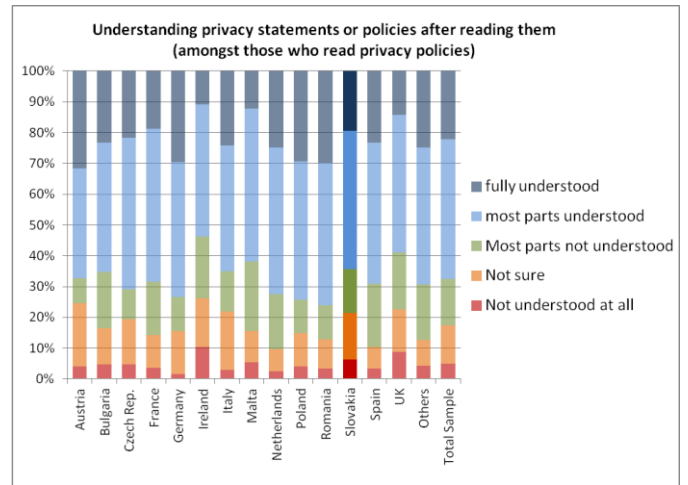
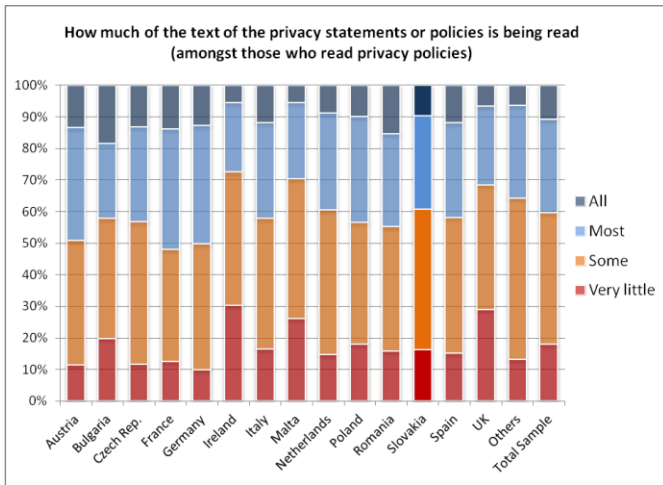
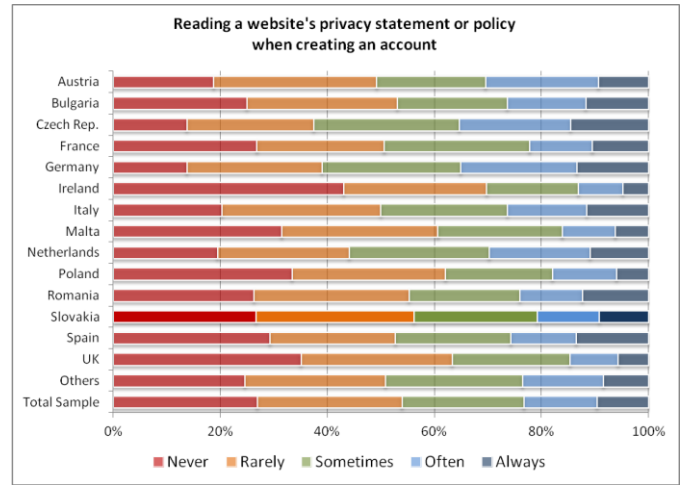
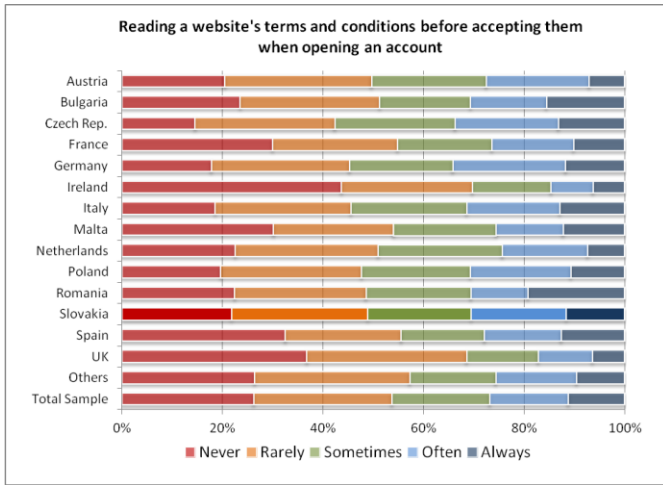


There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. A comparably smaller proportion of Slovak respondents (39%, total sample 47%) have ever decided not to use a website due to dissatisfaction with the site's privacy policy, which is at the lower end of the range together with Malta (37%), Ireland (37%) and the UK (40%).

Results from the set of graphs below suggest that many respondents are giving consent without 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, with some variability between countries. At one end of the range, 45.2% of respondents in Germany and 45.5% of respondents in Italy rarely or never read the terms and conditions. At the other end of the range, 69.7% of Irish respondents and 68.6% of UK respondents rarely or never read websites' terms and conditions. Just under half of respondents from Slovakia (48.8%) rarely or never read the terms and conditions before accepting them. A small core of respondents always read terms and conditions, 11.6% amongst Slovak respondents do so which is similar to the sample average (11.3%).

A fairly similar pattern of results was recorded for reading of websites' privacy policies when creating an account with a substantial number of respondents never or rarely reading them (Slovakia 56.2%, total sample 54%).

The majority of those who do read privacy policies do not read the whole text (total sample 10.8%). Only 9.7% of Slovak respondents read all the text, whereas as many as 18.3% of Bulgarian respondents read all the text of privacy policies. Despite the generally low number of respondents who read all of the text of privacy policies, there is a fair deal of confidence that what is read in privacy policies is fully or mostly understood (sample average 63.6%). 64.4% of Slovak respondents claim to understand usually most or all of what they read in privacy policies.



6. Conclusion

The Slovak CONSENT respondents represent a sample of predominantly experienced – and very frequent – internet (and UGC) users in a local environment with comparably stable UGC user/account numbers. At the same time, it appears that their ability to take technical measures to maintain or increase their personal internet security cannot (yet) fully keep up with this high-frequency usage.

Although Slovak CONSENT respondents do generally perceive increased risks regarding the disclosure of personal information on UGC websites, they do so at a level which is mostly below the total sample average. This is also reflected in the low levels of awareness regarding the various practices of website owners, but it appears to be a lack of knowledge which is not related to user inertia, as acceptance levels – once becoming aware of these practices – are very low, and financial compensation for disclosure of personal information has a very low level of acceptance.

Lack of information – may also be one of the reasons why only two out of five Slovak CONSENT respondents change their privacy settings (often or always), with below-average results in particular regarding the protection, i.e. accessibility, of their personal profile, who can see when they are online, and the storage of their history. In this context, privacy policies appear not to be widely accepted as a valuable source of privacy-related information, with more than half of the Slovak (as well as the average CONSENT) respondents never or rarely reading them.

Probing these reported contradictory practices – i.e. the perception of increased risks and very high levels of non-acceptance, but lack of taking measures to secure privacy (privacy settings and technical measures) and disinterest in privacy policies – will require and be one of the core tasks of further research as set out in the qualitative research planned in CONSENT Work Package 8.

Acknowledgements

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Appendices

A.1 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 kind 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	
-------------------	--

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)

A.2 Slovak Online Questionnaire

Úvod

Nech sa Vaše názory počítajú! A pomôžte pri posilnení právnej ochrany spotrebiteľov a on-line užívateľov. Tento prieskum je súčasťou projektu CONSENT - spoločný projekt spolufinancovaný Európskou komisiou v rámci FP7 - ktorý si kladie za cieľ zhromaždiť názory užívateľov Internetu zo všetkých krajín Európskej únie o používaní osobných údajov, súkromí a dávaní súhlasu on-line. Tieto informácie budú použité na prípravu inštruktáže európskych tvorcov politik a právnych expertov so zameraním na podporu posilnenia právnej ochrany spotrebiteľov a on-line užívateľov. Výsledky budú tiež zverejnené na internetových stránkach projektu CONSENT. Vyplnenie tohto dotazníka trvá asi 15 minút. Všetky odpovede sú anonymné a žiadne osobné údaje, ako je vaše meno, e-mailová adresa alebo IP adresa nebudú spracované. Môžete zastaviť a vrátiť sa do dotazníka neskôr. Vaša pomoc tomuto projektu je veľmi oceňovaná.

Ďakujeme, že ste si urobili čas k účasti na tomto projekte. Pre viac informácií navštívte internetové stránky na www.consent.law.muni.cz

Politika ochrany súkromia/dôvernosti informácií

Žiadne osobné informácie (také ako meno alebo e-mail) sa v tomto dotazníku nezisťujú. Všetky zozbierané informácie sú anonymné a nie sú napojené na žiadne osobné informácie. Táto web stránka používa tzv. "cookies" ktoré vám umožňujú vrátiť sa do dotazníka a pokračovať v ňom z toho istého miesta kde ste boli predtým v prípade, že ste ho nevyplnili a neodoslali hneď keď ste s nim pracovali prvýkrát. Tento dotazník je prezentovaný systémom Qualtrics. S politikou ochrany súkromia/dôvernosti firmy Qualtrics sa možno zoznámiť na www.qualtrics.com/privacy-statement

1. Skúsenosti s Internetom

1.1. Koľko rokov používate Internet?

1.2. Ako často používate Internet v nasledujúcich situáciách?

1 = Každodenné / takmer každý deň,

2 = dva alebo trikrát týždenne,

3 = asi raz za týždeň,

4 = dvakrát alebo trikrát za mesiac,

5 = menej často,

6 = nikdy

1. Doma 2. Na vašom pracovisku 3. Niekde inde (škola, univerzita, cyber-café, atď.)

1.3. Ako často používate Internet pre každý z týchto účelov?

1 = Každodenné / takmer každý deň,

2 = dva alebo trikrát týždenne,

3 = asi raz za týždeň,

4 = dvakrát alebo trikrát za mesiac,

5 = menej často,

6 = nikdy

- A. Zábava
- B. Vzdelávanie
- C. Pracovne orientovaný výskum / prieskum
- D. Osobné financie (bankovníctvo, obchodovanie na burze),
- E. Aktuálne udalosti (spravodajstvo, šport, počasie),
- F. Cestovanie (výskum, rezervácia),
- G. Zber informácií o veciach, produktoch
- H. Nákup on-line

1.3.H.1 Koľkokrát do roka kupujete veci na internete?

1.3.H.2 Pri nákupe on-line, ako najradšej platíte?

1. priorita, 2. priorita, 3. priorita

- 1. V čase objednania on-line debetnou kartou alebo kreditnou kartou
- 2. V čase objednania on-line s použitím elektronických peňazí, ako je PayPal, Moneybookers, atď.
- 3. V čase objednania on-line dobíjaním mobilného telefónu alebo pevnej linky
- 4. V čase dodania
- 5. Po doručení
- 6. Iné - uveďte podrobnosti

1.3.H.3 Prečo ste nikdy nič nekúpili on-line?

- 1. Nedôverujem on-line predajcom
- 2. Chcel by som si kupovať on-line, ale nemám debetnú alebo kreditnú kartu
- 3. Chcel by som si kupovať on-line, ale on-line nákupne webové stránky sú ťažké na použitie
- 4. Nemám rád zverejňovanie svojich finančných informácií on-line
- 5. Nemám rád sprístupnenie informácie, kde bývam on-line
- 6. Obávam sa, že keď dostanem, čo som si kúpil nebude to, to čo som si objednal
- 7. Nepáči sa mi predstava, že budem musieť vrátiť veci do on-line obchodov
- 8. Preferujem aby som mohol vidieť / dotýkať sa / vyskúšať veci, skôr ako si ich kúpim
- 9. Nepáči sa mi platba za dodávku veci ktoré som kúpil on-line
- 10. Iné dôvody (prosím uveďte detaily)

1.3.H.4 Aká je pravdepodobnosť že si kúpite tovar on-line v najbližších šiestich mesiacoch?

- 1 = veľmi nepravdepodobné,
- 2 = nepravdepodobné,
- 3 = neutrálne,
- 4 = pravdepodobne
- 5 = veľmi pravdepodobné,

I. Komunikácia s ostatnými (chat / e-mail)

J. Sociálne siete

K. Ostatné (napíšte)

1.4. Kupujete vôbec niekedy veci on-line?

2. Využitie služieb UGC

2.1. Už ste si niekedy vytvorili konto na webových stránkach sociálnych sieti, ako je Facebook, MySpace, Spolužiaci, atď.

1=

Áno

2=Nie

2.2. S ktorými webovými stránkami sociálnych sieti ste si otvorili účet?

Facebook, MySpace, Spolužiaci, Pokec, Zoznamka, atď.

Ostatne (uvedte prosím detaily)

2.2.1 Prečo ste sa rozhodli pre otvorenie účtu s ... radšej než s akoukoľvek inou stránkou?

1. Veľa ľudí, ktorých poznám majú účet na tejto stránke

2. Je to jednoduchšie ako iné stránky

3. Má viac funkcií ako iné stránky

4. Dôverujem, tejto stránke viac ako iným stránkam

5. Je ľahšie sa stretnúť s novými ľuďmi na tejto stránke

6. Je to módnejšie

7. Je používaný po celom svete

8. Je to v jazyku, ktorému dávam prednosť pri použití

9. Ine

2.2.2 Máte ešte a používate účet vedený na uvedenej stránke ... ?

1. Stále mám a používam ho každý deň / takmer každý deň

2. Stále mám a používam ho každý týždeň

3. Stále mám, ale používam ho menej často ako raz týždenne

4. Stále mám, ale nepoužívam ho

5. Zrušil som ten účet

2.2.2.1 Prečo nepoužívate účet s uvedenou web stránkou ... ?

1. Tento typ stránok už ma nezaujíma

2. Nemám už prístup k môjmu účtu

3. Skúšal som tu web stránku, ale už sa mi nepáčila

4. Ja už nedôverujem spoločnosti prevádzkujúcej web stránku

5. Moji priatelia / kolegovia už nepoužívajú tuto web stránku

6. Bol som znepokojený ako sa využívajú informácie o mne

7. Iné (uvedte prosím podrobnosti):

2.2.2.2 Prečo ste si zrušili svoj účet s uvedenou web stránkou ... ?

1. Na webových stránkach už nič ma nezaujíma

2. Vyskúšal som webovú stránku, ale zistil som že sa mi nepáči
3. Ja už nedôverujem spoločnosti prevádzkujúcej web stránku
4. Moji priatelia / kolegovia už nepoužívajú tuto web stránku
5. Bol som znepokojený ako sa využívajú informácie o mne
6. Chcem aby obsah, ktorý som vytvoril na web stránkach, bol vymazaný
7. Iné (uvedte prosím podrobnosti)

2.2.3 Máte ešte alebo stále používate účty otvorene na web stránkach sociálnych sietí?

1. Stále ich mám a používam každý deň alebo skoro každý deň
2. Stále ich mám a používam každý týždeň
3. Stále ich mám, ale používam menej často než raz týždenne
4. Stále ich mám, ale nepoužívam ich
5. Vymazal som ten účet

2.2.3.1 Ak jedna z týchto stránok by bola zrušená, ktorá by Vám najviac chýbala?

2.2.3.1.1 Prečo by Vám chýbala pravé tato stránka?

1. Veľa ľudí, ktorých poznám ma účet s touto stránkou
2. Jednoduchšie sa používa než Ine
3. Má viac funkcií než iné stránky
4. Verím tejto stránke viac ako iným stránkam
5. Je jednoduchšie stretnúť sa s novými ľuďmi na tejto stránke
6. Je to módnejšie
7. Je používaná po celom svete
8. dáva vám informácie rýchlo
9. Môžete si zistiť, čo sa deje po celom svete
10. Ostatné (prosím uvedte podrobnosti)

2.2.3.2. Prečo používate tuto stránku najčastejšie?

1. Veľa ľudí, ktorých poznám ma účet na tejto stránke
2. Je to jednoduchšie než iné stránky
3. Má viac funkcií než iné stránky
4. Verím tejto stránke viac než iným stránkam
5. Je jednoduchšie sa stretnúť s novými ľuďmi na tejto stránke
6. Je to módnejšie
7. Používa sa celosvetovo
8. Dáva informácie rýchlo
9. Môžete zistiť, čo sa deje vo svete
10. Ostatné (prosím dajte detaily)

2.2.3.3 Prečo nepoužívate svoj účet s ... ?

1. Nemám už prístup k svojmu účtu
2. Tento typ stránky už ma nezaujíma

3. Vyskúšal som tu web stránku, ale nepáčila sa mi
4. Nedôverujem spoločnosti prevádzkujúcu danú web stránku
5. Moji priatelia / kolegovia už nepoužívajú túto web stránku
6. Bol som znepokojený využitím informácií o mne
7. Iné (uvedzte prosím podrobnosti):

2.2.3.4 Prečo ste si zrušili svoj účet s ... ?

1. Vyskúšal som tu web stránku, ale nepáčila sa mi
2. Web stránka ma už nezaujíma
3. Nedôverujem spoločnosti prevádzkujúcej túto web stránku
4. Moji priatelia / kolegovia už nepoužívajú túto web stránku
5. Bol som znepokojený využitím informácií o mne
6. Chcem, aby obsah, ktorý som vytvoril na web stránke, bol vymazaný
7. Iné (uvedzte prosím podrobnosti):

Otvorené informačné okienko na UGC STRÁNKACH

Niektoré typy web stránok umožňujú užívateľom upravovať alebo dopĺňať obsah webových stránok, ktoré potom môžu byť čítané inými užívateľmi danej web stránky. Toto je robené, napríklad, posielaním komentárov (napr. Facebook) alebo hodnotení (napr. TripAdvisor), zapojením sa do diskusii, nahrávaním videa a digitálnych materiálov (napr. YouTube, Flickr), editovaním materiálu (napr. Wikipedia) atď. Tieto typy web stránok sa nazývajú User Generated Content (UGC) stránky.

2.9. S ktorými z nasledujúcich (UGC) web stránkami ste si už niekedy vytvorili konto (nielen navštívil i tu stránku) pre svoje osobne použitie?

- B. Web stránky obchodných sietí, ako je LinkedIn, Xing.com
- C. Zoznamovacie web stránky ako parship.com
- D. Web stránky, kde môžete zdieľať fotky, videá, atď., ako je YouTube, Flickr
- E. Web stránky, ktoré poskytujú odporúčania a recenzie (filmov, hudby, kníh, hotelov atď.), ako sú last.fm, TripAdvisor
- F. Stránky Micro blogov, ako je Twitter
- G. Wiki stránka ako Wikipedia, MyHeritage
- H. Multi hráčske on-line hry ako secondlife.com, World of Warcraft

2.9.1 Prečo ste si nikdy neotvorili účet na tomto druhu web stránok / týchto druhoch web stránok?

1. Tento druh internetových stránok ma nezaujíma
2. Doteraz som nepočul o tomto type web stránok
3. Nevedel som že je možnosť otvoriť účet s takýmito web stránkami
4. Nikto z mojich priateľov nepoužíva túto web stránku
5. Neoplatí sa to za tie peniaze
6. Bol som znepokojený využívaním informácií o mne
7. Navštevujem tieto stránky, ale necítim potrebu stať sa členom
8. Ine

2.9.2 Máte ešte stále všetky účty ktoré ste si otvorili na UGC web stránkach?

1 = stále mám všetky účty ktoré som otvoril s UGC stránkami

2 = mám niektoré, ale vymazal som iné

3 = nie, všetky som vymazal

2.9.2.1 Použili ste všetky účty s webovými stránkami UGC za posledných 6 mesiacov?

ANO

NIE

2.9.2.1.1 Prečo ste nepoužili niektoré z účtov v posledných 6 mesiacoch?

1. Nemám už prístup k svojmu účtu

2. Nie je to web stránka, ktorú používam pravidelne

3. Vyskúšal som web stránku, ale nepáčila sa mi

4. Web stránka už ma nezaujíma

5. Už nedôverujem spoločnosti, ktorá prevádzkuje web stránku

6. Moji priatelia už nepoužívajú tuto web stránku

7. Bol som znepokojený s využitím informácií o mne

8. Iné (uveďte prosím podrobnosti):

2.9.2.2 Prečo ste vymazali svoje účty s UGC web stránkami ?

1. Vyskúšal som web stránku, ale nepáčila sa mi to

2. Web stránka ma už nezaujíma

3. Už nedôverujem spoločnosti, ktorá prevádzkuje web stránku

4. Moji priatelia už nevyužívajú tuto web stránku

5. Členstvo na web stránke nestojí za tie peniaze

6. Bol som znepokojený s využitím informácií o mne

7. Chcem, aby obsah, ktorý som vytvoril na web stránke, bol odstránený

8. Nechcem, aby ľudia vedeli, že som použil tuto web stránku

9. Iné (uveďte prosím podrobnosti):

3. Správanie ohľadne zverejnenia na UGC

3.1. Premýšľajúc o vašom používaní stránok UGC (ako sú sociálne siete, web stránky pre zdieľanie a herné stránky), ktorý z nasledujúcich typov informácií, ste už zverejnili (keď ste sa zaregistrovali, alebo jednoducho pri používaní týchto webových stránok)?

1. Lekárske informácie (záznam o pacientovi, zdravotné informácie)

2. Finančné údaje (plat, bankové údaje, kreditné záznamy)

3. Vaša pracovná história

4. Vaše ID číslo (občiansky preukaz) \ číslo pasu

5. Vaše meno

6. Vašu domácu adresu

7. Vašu národnosť

8. Veci ktoré robíte (napr. koníčky, šport, miesta kam chodíte)

9. Vaše chute a názory
10. Fotky vas osobne
11. Kto sú vaši priatelia
12. Navštívené web stránky
13. Číslo vášho mobilného telefónu
14. Vašu e-mailovú adresu
15. Iné (napíšte)
16. Nevieam

4. Pravdepodobne rizika

4.1 Pre každú z týchto situácií, prosím, uveďte, nakoľko si myslíte, že by to mohlo nastať v dôsledku uvedenia vašich osobných údajov na stránkach UGC.

- 1 = veľmi nepravdepodobné,
2 = nepravdepodobné,
3 = neutrálne,
4 = pravdepodobne
5 = veľmi pravdepodobné,

1. Vaše informácie sú použité bez vášho vedomia
2. Vaše informácie sú zdieľané s tretími stranami bez Vášho súhlasu
3. Vaše informácie sú použité k zasielaniu nevyžiadanych obchodných ponúk
4. Vaša osobná bezpečnosť je ohrozená
5. Stanete sa obeťou podvodu
6. Môžete byť diskriminovaný (napr. pri výbere zamestnania, zvýšením cien, bez prístupu k službe)
7. Vaša dobrá povest' je poškodená

5. Správanie týkajúce sa nastavenia ochrany súkromia

Otvorené informačné okienko na OSOBNÉ PROFILY .

Osobný profil na stránkach UGC (sociálne siete, siete pre zdieľanie, herné stránky) sa skladá z informácií, ako napríklad váš vek, miesto, záujmy, verejne fotografie a časť "o mne". Profil viditeľnosti - kto môže vidieť vaše informácie a komunikovať s vami - môže byť v niektorých prípadoch personifikovane pomocou nastavenia súkromia, ktoré ponúka sieť.

5.1. Už ste niekedy zmenil i niektoré z nastavení ochrany súkromia vášho osobného profilu na stránke UGC?

1= Nikdy, 2 = zriedka, 3 = občas, 4 = často, 5 = vždy

5.1.1 Prečo ste nikdy nezmenili nastavenie ochrany súkromia?

1. Nevedel som, že nastavenia ochrany súkromia existujú
2. Nevieam, ako zmeniť nastavenia
3. Obávam sa, že keď zmením nastavenia ochrany súkromia, stránka nebude pracovať správne
4. Nevedel som, že by som mohol zmeniť nastavenia

5. Verím, stránke, že nastaví vlastnú ochranu súkromia
6. Som spokojný so štandardným nastavením ochrany súkromia
7. Nenašiel som si čas pozrieť sa na dostupné možnosti
8. Ine

5.1.2 Ako ste zmenili nastavenie ochrany súkromia?

1. Urobil som nastavenia súkromia menej prísne tak, že viac informácií o mne je k dispozícii ostatným.
2. Niekedy som nastavil ochranu súkromia prísnejšie a niekedy menej prísne.
3. Urobil som nastavenia ochrany súkromia prísnejšie, tak že ostatní môžu vidieť menej informácií o mne.

5.1.3 Ktorý z týchto nastavení ochrany súkromia ste zmenil?

nikdy , zriedka , niekedy , často , vždy

1. Zmenil som, kto môže vidieť môj profil
2. Zmenil som, kto môže vidieť moje fotografie
3. Zmenil som, kto môže vidieť, keď som on-line
4. Neuchovávam moju históriu
5. Ine

6. Vnímanie hravosti

Premýšľajúc o UGC stránke, ktorú používate, alebo ak používate viac ako jednu z vašich obľúbených UGC stránok, uveďte, do akej miery súhlasíte s nasledujúcimi výroky kliknutím na bod na stupnici, ktorý najlepšie reprezentuje vaše názory kde, 1 = nesúhlasím a 7 = súhlasím.

- 6.1. Použitie UGC stránok je príjemné
- 6.2. Použitie UGC stránok je zábavne.
- 6.3. Použitie UGC stránky robí mi radosť.
- 6.4. Použitie UGC stránok stimuluje moju zvedavosť.
- 6.5. Použitie UGC stránok vzbudzuje moju fantáziu.

7. Vnímanie jednoduchého používania

Premýšľajúc o UGC stránke, ktorú používate / o vašej obľúbenej UGC stránke, uveďte, do akej miery súhlasíte s nasledujúcimi výroky.

- 7.1 Tato web stránka sa jednoducho používa.
- 7.2 Rýchlo som sa naučil, ako používať web stránku.
- 7.3 Tato web stránka sa jednoducho používa.
- 7.4 Ľahko si pamätám ako používať tuto web stránku.
- 7.5 Bolo ľahké sa naučiť, ako používať tuto web stránku.

8. Vnímanie kritiky

Znova ak myslíte o UGC stránke ktorú používate / vašej obľúbenej UGC stránke, uveďte, do akej miery súhlasíte s nasledujúcimi výroky.

- 8.1 Mnoho ľudí s ktorými som v kontakte používa tuto web stránku.
- 8.2 Ľudia s ktorými som v kontakte budú používať tuto web stránku aj v budúcnosti.
- 8.3 Ľudia, s ktorými komunikujem cez tuto web stránku budú používať tuto web stránku aj v budúcnosti.
- 8.4 Mnoho ľudí s ktorými som v kontakte pravidelne používajú tuto web stránku.

9. Správanie týkajúce sa Všeobecných princípov a podmienok a politik ochrany súkromia
Väčšina internetových stránok vyžaduje, aby užívatelia akceptovali, zvyčajne zaškrtnutím políčka, Všeobecné princípy a podmienky ešte pred udelením vášho prístupu na web stránku.

9.1 Keď vytvárate účet s web stránkou, ako akceptujete Všeobecné princípy a podmienky?

- 5 = Vždy si prečítam Všeobecné princípy a podmienky pred ich akceptovaním,
- 4 = často čítam Všeobecné princípy a podmienky pred ich akceptovaním,
- 3 = niekedy čítam Všeobecné princípy a podmienky pred ich akceptovaním,
- 2 = Málokedy čítam Všeobecné princípy a podmienky pred ich akceptovaním,
- 1 = Nikdy nečítam Všeobecné princípy a podmienky pred ich akceptovaním,
- 6 = neviem / nie som si istý, čo to znamená

9.2 Pri vytváraní účtu s web stránkou, ktorú ste predtým nepoužili, čítate prehlásenie o ochrane súkromia alebo politiku?

Otvorené informačné okno o politike ochrany súkromia. Na internetových stránkach, na rozdiel od Všeobecných princípov a podmienok (alebo niekedy ako ich súčasť), prehlásenia o súkromí či politiky ochrany súkromia stanovujú, ako osobné údaje užívateľov ktoré uvedú on-line budú použité a kto bude mať k nim prístup

- 1 = nikdy nečítam politiky ochrany súkromia
- 2 = málokedy čítam politiky ochrany súkromia
- 3 = niekedy čítam politiky ochrany súkromia
- 4 = často čítam politiky ochrany súkromia
- 5 = vždy čítam politiky ochrany súkromia

9.2.1 Keď si prečítate prehlásenia o súkromí / politiky súkromia, tak si zvyčajne:

- 1 = prečítam len veľmi málo z textu,
- 2 = prečítam len časť textu
- 3 = prečítam väčšinu textu
- 4 = prečítam celý text

9.2.2 Keď si prečítate prehlásenia o súkromí alebo politiky súkromia, povedali by ste, že:

- 1. Nie som si istý, či som ich pochopil, alebo nie
- 2. Obyčajne som im vôbec nerozumel
- 3. Obyčajne som nerozumel väčšinu častí z nich
- 4. Zvyčajne som rozumel väčšinu častí z nich
- 5. Obyčajne som im plne rozumel

6. Nevie / nepamätám sa

9.2.3 Už ste sa niekedy rozhodli, že nezačnete používať web stránku alebo prestanete používať web stránku, pretože ste boli nespokojní s politikou ochrany súkromia?

1 = áno, 2 = nie 3 = neviem / nepamätám sa

9.3.1 Prečo si nikdy neprečítate princípy o ochrane súkromia alebo politiky o ochrane súkromia?

1. Nevedel som predtým o politikách o ochrane súkromia
2. Nevedel som, kde nájsť politiky o ochrane súkromia na web stránkach
3. Politiky o ochrane súkromia sú príliš dlhé na čítanie
4. Politiky o ochrane súkromia sú príliš ťažké na pochopenie
5. Ak chcem účet s web stránkou nezaujímam sa o politiky o ochrane súkromia
6. Politika ochrany súkromia na web stránke ma nezaujíma, pretože nemám čo skrývať
7. Politika ochrany súkromia na web stránke ma nezaujíma, pretože web stránky to ignorujú tak či tak.

8. Ak web stránka porušuje moje súkromie zákon ma bude chrániť v každom prípade

9. Iné (napíšte)

10. Informovanosť a postoje - Spracovanie informácií

10.1 Informácie, ktoré sú vo vašom účte alebo profile na web stránke môžu byť použité majiteľmi web stránky pre viac účelov. Vedeli ste o tom?

1 = áno, 2 = nie, 3 = nie som si istý, čo to znamená

10.2 A Prosím uveďte, či ste si boli vedomí toho, že vlastníci webových stránok môžu použiť informácie uvedené na vašom účte alebo profile:

1 = áno 2 = č 3 = neviem

10.2 B Uveďte prosím, čo si myslíte o majiteľoch webových stránok ktorí využívajú osobne údaje nachádzajúce sa na vašom účte / profile na:

1 = Je to prijateľné, čo robia, nemusia sa ma pýtať, 2 = Je to prijateľné, ale len vtedy, ak dám povolenie, 3 = Nie je to prijateľné, 4 = nie som si istý / neviem

1. prispôsobenie obsahu, ktorý vidíte
2. prispôsobenie reklamy, ktorú vidíte
3. kontakt na váš e-mail
4. zdieľanie informácií (súvisiace s vašim menom) o vašom správaní s časťami časťami spoločnosti
5. zdieľanie informácií (súvisiace s vašim menom) s inými časťami spoločnosti
6. predaj informácií (ktoré nie sú spojené s vašim menom) o vašom správaní iným spoločnostiam
7. zhromažďovanie dôkladných osobných informácií o vás z jej vlastnej alebo iných web stránok a sprístupniť ich iným

10.3 Bolo by pre Vás prijateľné, keby ste za poplatok dovolili web stránke:

1 = áno, bolo by to prijateľné, 2 = nie, nikdy by to nebolo prijateľné 3 = to by záviselo na zaplatenej sume 4 = bol by som radšej, keby to boli bonusy na stránke než poplatky, 5 = neviem

1. prispôbiť obsah, ktorý vidíte
2. prispôbiť reklamnú, ktorú vidíte
3. kontaktovať vás e-mailom
4. zdieľať informácie (ktoré nie sú spojené s vaším menom) o vašom správaní s ostatnými časťami spoločnosti
5. zdieľať vaše informácie (súvisiace s vaším menom) s ostatnými časťami spoločnosti
6. predávať informácie (ktoré nie sú spojené s vaším menom) o vašom správaní iným spoločnostiam
7. zhromažďovať dôkladne osobné informácie o vás z ich vlastných alebo iných web stránok a sprístupniť ich iným

Otvorené informačné okno o COOKIES

Okrem informácii, ktoré ste sami poskytli na vašom účte alebo profile, webové stránky môžu mať aj prístup k informáciám o vašej aktivite na webe, ako sú stránky, ktoré ste navštívili, vaše preferencie na webových stránkach, atď. Webové stránky to robia prostredníctvom informácií (niekedy označované ako "cookie"), uchovane programom (webové prehliadače ako je Internet Explorer, Firefox, Safari, atď.), ktoré používate pre surfovanie na internete

10.4 Ste si vedomý toho, že webové stránky majú prístup k informáciám o vašej činnosti na webe pomocou "cookie"?

1 = áno, 2 = nie 3 = nie som si istý, čo to znamená

10.4.1 Web prehliadače vám dávajú možnosť zamietnuť povolenie web stránkam pre uchovávanie informácií o vašich činnostiach, tým že neaktivujete cookies vo Vašom webovom prehliadači. Už ste niekedy vyplili cookies vo Vašom webovom prehliadači

1 = áno, 2 = nie, 3 = neviem / nepamätám si

10.4.1.1 Prečo ste nikdy nevyplili COOKIES?

1. nemyslím, že je to treba
2. web stránky nepracujú správne, ak sú vypnuté COOKIES
3. web stránky sú pomalšie ak vypnete COOKIES
4. neviem ako vypnúť COOKIES
5. iné

11. Vnímane rizík súkromia

Uvedte prosím, do akej miery súhlasíte alebo nesúhlasíte s nasledujúcimi stanoviskami o osobných informáciách na internete kliknutím na bod na stupnici, ktorý najlepšie reprezentuje vaše názory, kde 1 = nesúhlasím a 7 = súhlasím.

11.1 Vo všeobecnosti by bolo riskantné dať osobné informácie na web stránky.

11.2 Bol by tam vysoký potenciál pre stratu ochrany súkromia spojený s uvedením osobných údajov na webových stránkach.

11.3 Osobné údaje by mohli byť nevhodne použité web stránkami.

11.4 Poskytovať web stránkam moje osobne údaje by znamenalo mnoho nečakaných problémov.

12. Technická ochrana

Mysliac na to, ako sa správate on-line, uveďte, prosím ako často robíte nasledujúce:

1 = nikdy, 2= zriedka, 3 = niekedy, 4 = často, 5 = vždy 6 = neviem, čo to je, 7 = neviem ako

12.1 Sledujete spôsoby, ako možno kontrolovať, čo vám ľudia posielajú on-line (napríklad začiarkovať políčka, ktoré vám umožnia opt-in alebo opt-out z určitej ponuky)?

12.2 Používate pop-up na blokovanie okna?

12.3 Kontrolujete si počítač na spy ware?

12.4 Vymazávate históriu prehliadača pravidelne?

12.5 Blokujete správy / e-mailý od niekoho s kým nechcete nič mať?

13. Obavy o súkromie

Pre každú z nasledujúcich otázok prosím uveďte, do akej miery sa obávate, kde 1 = vôbec nemám obavy, a 5 = veľmi sa obávám

13.1 Obávate sa že on-line organizácia nie je tým čo hlásajú že sú?

13.2 Obávate sa krádeže on-line identity?

13.3 Obávate sa on-line ľudí ktorí nie sú tými za koho za vydávajú?

13.4 Obávate sa, že by niekto mohol mať prístup k vašim lekárskeým záznamom elektronickeým?

13.5 Obávate sa toho, že ak používate kreditnú kartu na nákup niečoho na internete, číslo vašej kreditnej karty bude získané / zachytené niekým iným?

13.6 Mate obavy, že ak používate kreditnú kartu pre kúpu niečoho na internete vaša platobná karta bude zneužitá?

14. Obete straty súkromia

Ako často ste sa vy osobne stali obeťou toho, že bolo nevhodne narušene vaše súkromie na internete, kde 1 = nikdy a 7 = veľmi často?

15. Média expozície

Koľko ste počuli alebo čítali v priebehu posledného roka o možnom zneužití informácií získaných z internetu, kde 1 = vôbec nie a 7 = veľmi veľa?

16. Schopnosť hodnotiť význam súkromia

Uvedte prosím, do akej miery súhlasíte alebo nesúhlasíte s nasledujúcimi výrokmi o osobných údajoch, kde 1 = nesúhlasím a 7 = súhlasím.

16.1 V porovnaní s mojimi priateľmi, som viac citlivý na to, ako on-line firmy spracúvajú moje osobné údaje.

16.2 Pre mňa je najdôležitejšie zachovať si on-line súkromie.

16.3 V porovnaní s mojimi priateľmi, mám tendenciu viac sa obávať o ohrozenie môjho osobného súkromia.

17. Sociálne normy

17.1 Ľudia, ktorých názor si cením, si myslia že dodržiavať súkromný charakter osobných informácií je veľmi dôležité .

17.2 Moji priatelia veria, že by som sa mal starať o svoje súkromie.

17.3 Ľudia, ktorí sú pre mňa dôležití, si myslia že by som mal byť opatrný pri odhaľovaní osobných informácií on-line.

Pre nasledujúce otázky prosím rozmýšľajte o vašom správaní vo všeobecnosti, nie len z hľadiska on-line.

18. Tendencia k seba prezentovaniu

Uvedte, do akej miery nasledujúce vyjadrenia odrážajú ako komunikujete s ľuďmi, kde 1 = nesúhlasím a 5 = súhlasím

18.1 Nehovorím často o sebe. (R)

18.2 Zvyčajne hovorím o sebe po dosť dlhých časových obdobiach

18.3 Len veľmi zriedka vyjadrím svoje osobne postoje a názory

18.4 Akonahle raz začnem, dôverné a plne odhalím sám seba vo svojich vyjadreniach

18.5 Často zverejňujem intímne, osobné veci o sebe, bez váhania.

19. Všeobecná opatrnosť

Ak myslíme vaše správanie všeobecné, nie len on-line

1 = nikdy 2= zriedka 3 = niekedy 4 = často 5 = vždy

19.1 Skartujete/spálite vaše osobné dokumenty, keď ich už nepotrebuje?

19.2 Skrývate Vaše PIN platobnej karty pri používaní bankomatov / pri nákupoch?

19.3 Registrujete sa len na webové stránky, ktoré majú politiku ochrany súkromia?

19.4 Hľadáte certifikát o ochrane súkromia na web stránke, skôr ako zaregistrujete svoje informácie?

19.5 Čítate licenčné dohody skôr než s nimi plne súhlasíte?

20. Demografia

Tato časť sa týka informácií o Vás. Môže to ostať prázdne, ale značne by to pomohlo nášmu výskumu ak by ste ich vyplnili.

20.1 Pohlavie: Muž / Žena

20.2 Vek:

20.3 Najvyššie dosiahnuté vzdelanie:

1 = žiadne formálne vzdelanie

2 = základná škola

3 = stredná škola

4 = vyššie vzdelávanie (univerzita, technická vysoká škola, atď.)

20.4 Zamestnanie:

NEAKTIVNE
Zodpovednosť za bežné nákupy a starostlivosť o domácnosť alebo bez akéhokoľvek zamestnania, nepracujúci
Študent
Nezamestnaný alebo dočasne nezamestnaný
Dôchodca alebo práce neschopný kvôli chorobe
SAMOSTATNE ZAROBKOVO ČINNÁ OSOBA
Farmár
Rybár
Profesionál (právnik, doktor, účtovník, architekt, ...)
Majiteľ obchodu, remeselník, inak samostatne zárobkovo činná osoba
Podnikateľ, majiteľ (úplný alebo spolumajiteľ) spoločnosti
ZAMESTNANÝ
Zamestnaný profesionálne (zamestnaný doktor, právnik, účtovník, architekt)
Všeobecné riadenie, riaditeľ alebo vrcholový manažment (výkonný riaditeľ, generálny riaditeľ, iný riaditelia)
Stredný manažment, ostatný manažment (vedúci obchodu, nižší vedúci, učiteľ, technik)
Zamestnanec, pracujúci hlavne v úrade
Zamestnanec, nie v úrade ale cestujúci (predajca, vodič, ...)
Zamestnanec, nie v úrade ale v službách (nemocnica, reštaurácia, polícia, požiarnik, atď.)
Vedúci
Kvalifikovaný robotník
Ostani (nekvalifikovaní) robotník, zamestnanec

20.5 Národnosť:

Rakúska, Belgicka, Britská, Bulharska, Cypruska, Česká, Dánska, Holandska, Estónska, Fínska, Francúzka, Nemecka, Grécka, Maďarska, Írska, Talianska, Lotyšská, Litovská, Maltézska, Poľska, Portugalská, Rumunská, Slovenská, Slovinska, Španielska, Švédka, iná

20.6 Krajina pobytu:

Rakúsko, Belgicko, Bulharsko, Cyprus, Česká republika, Dánsko, Estónsko, Fínsko, Francúzsko, Nemecko, Grécko, Maďarsko, Írsko, Taliansko, Lotyšsko, Litva, Malta, Holandsko, Poľsko, Portugalsko, Rumunsko, Slovenska republika, Slovinsko, Španielsko, Švédsko, Veľká Británia, iné

20.7 Oblasť kde žijete: mestská / vidiecka / predmestská?

20.8 Hlavný jazyk doma:

Baskicky, Bulharsky, Katalánsky, Český, Dánsky, Holandsky, Anglicky, Estónsky, Fínsky, Francúzsky, Haličský, Nemecky, Grécky, Maďarský, Írsky, Taliansky, Lotyšský, Litovsky, Luxembursky, Maltézsky, Poľský, Portugalsky, Rumunsky, Slovensky, Slovinsky, Španielsky, Švédsky, iné (prosím uveďte detaily)

20.9 Náboženstvo:

1= budhistické, 2= katolícke, 3=hinduisticke, 4=zidovske, 5=moslimske, 6=sitske, 7=bez vierovyznania, iné náboženstvo (prosím uveďte detaily)