



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

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CONSENT

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## 1. Executive Summary

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

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

Regarding general perceptions of privacy, respondents differentiated between information that is perceived as personal but not very private, information that is perceived as private and its privacy status being a social norm, and information which is considered as private and critical, its disclosure being associated with potential personal risks. However, in the disclosure of personal and private information on UGC websites, another level of perception was brought into play: whether respondents perceived themselves as information providers, information sharers (with a strong sense of reciprocity), or merely passive information users. Whilst perceptions of providing and sharing information can coincide – and in offline situations they usually do – online they do not necessarily have to. Here, some Spanish respondents effectively disconnected sharing information online from social networking online.

Being strongly engaged in social networking did not necessarily go together with a greater willingness to disclose information online for commercial trade-offs, and being open to commercial trade-offs was not visibly linked to a more “generous” disclosure of personal and private information on UGC sites.

Regarding the different specific practices of websites owners, acceptance levels differed depending on the practice. The customisation of content, as well as the receiving of unwanted newsletters and emails, was accepted by the majority of Spanish interviewees as a commercial trade-off and, partially, even as a useful service. The passing on of personal information to other companies, however, was accepted only by a minority as “the price to pay”. Those respondents who found such practice unacceptable pointed out that, other than the practice of content or adverts customisation, there was no perceived immediate advantage for the user. Selling personal user information was even less accepted – either as a violation of privacy, or as an unacceptable combination of not having received the user's consent *and* making profit from such unconsented practice.

However, despite the Spanish interviewees' generally increased awareness of most practices, they didn't reveal any individual distinct disclosure strategies regarding the protection of their personal or private data, except for revealing only carefully chosen pictures, and “blurring” their personal information given, e.g. by not indicating a precise address or birth date. Their main strategy to actively control – rather than distort – access to

their data was to adapt the privacy settings of UGC websites. On the other hand, the reading of privacy policies was *not* perceived as a useful measure to protect one's privacy.

Generally, it appeared that online privacy was felt to be something that can be protected best not by laboriously studying and observing rules and regulations, but by assuring that the circle personal and private information is being shared with is securely closed and protected. Here, Spanish interviewees appeared to transfer their perceptions of entwined intimacy and security from offline experience – primarily the perception of family values – to perceptions of online privacy. Such transfer would provide an explanation why – despite the Spanish respondents' aforementioned comparably high awareness of privacy risk online – they appeared to perceive little need to get actively involved in further protective measures.

## **2. Introduction**

### **2.1 Study Target**

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

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

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

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<sup>1</sup> “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”).

## 2.2 Methodology

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

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

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

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

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

<sup>2</sup> Data could fall into different categories at the same time and were then also double-coded as such.

### 2.3 Description of the Sample

The data analysis for Spain is based on ten interviews with a demographic distribution which fully complies with the required quota; additionally, a comparably even split was achieved in most age categories:

Interviewee No.	Gender	Age	Age category	Location category	UGC usage
I-1	Female	19	15-24	Urban/Suburban	UGC user
I-2	Male	35	35-44	Urban/Suburban	UGC user
I-3	Male	16	15-24	Rural	UGC user
I-4	Male	25	25-34	Urban/Suburban	UGC (non-SNS) user
I-5	Female	24	15-24	Rural	UGC user
I-6	Female	51	45+	Urban/Suburban	UGC user
I-7	Female	42	35-44	Urban/Suburban	UGC user
I-8	Male	62	45+	Urban/Suburban	UGC non-user
I-9	Female	25	25-34	Urban/Suburban	UGC non-user
I-10	Male	25	25-34	Urban/Suburban	UGC (non-SNS) user

The interviews were conducted either in public spaces (bar, street, café), at the university, at the interviewees' working place, or in their private home. The interviewers perceived the interview situation as predominantly informal, relaxed, and the interviewees being open and interested in the research subject. At the same time, four respondents were described as using a specifically precise and careful wording; however, initial reservations and tension were usually overcome in the course of the respective interview.

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

Interviewee No.	Age	Years of Internet usage	Age when starting to use the Internet	UGC usage
I-1	19	10	9	UGC user
I-2	35	10	25	UGC user
I-3	16	5	11	UGC user
I-4	25	11-12	13-14	UGC (non-SNS) user
I-5	24	4	20	UGC user
I-6	51	2	49	UGC user
I-7	42	12	30	UGC user
I-8	62	20	42	UGC non-user
I-9	25	8-9	16-17	UGC non-user
I-10	25	10	15	UGC (non-SNS) user



### 3. Results

#### 3.1 Attitudes towards UGC Websites

Of those six interviewees who are UGC users, four declared that they perceived a certain peer pressure to join a social networking site – either friends or family members had started to use it as a means of communication, and they “recommended” its usage to the interviewees. Another pressure perceived was a form of a more general social pressure:

*“If you’re not in a social network you don’t exist. [...] It’s fairly useful, although there are times when you can’t understand why there’s such a boom in Facebook, or Twitter. Because it’s dangerous to be on Facebook, because your privacy disappears totally. If I don’t want somebody to see what I’m up to the first thing I have to do is not post it, obviously. But, of course, if you don’t post anything, you’re a nobody” (I-2, UGC user).*

Additionally, the main reason given for using SNS was to re-establish or maintain contact with distant friends; respondents also described it as easier to maintain online contacts than offline contacts due to the ability to meet up faster and the ease of arranging meetings. However, such perceived advantages did not always last: two interviewees explained that, during their university studies, they held SNS accounts either for academic purposes or to stay in contact with friends whilst studying abroad, but afterwards closed their account – mainly for privacy reasons:

*“Facebook and Tuenti<sup>3</sup> [...] it is true that they can be used simply to communicate, but I got tired [of them], and there are other ways to communicate, so I closed them. In part, because I have my photos there, and I don’t want them to be there forever and that everybody can see my profiles and my personal data” (I-10; UGC (non-SNS) user).*

Whereas, here, the interviewee highlighted his discomfort regarding personal data published online being available for an indeterminate time, other respondents gave as a reason for not opening a SNS account that they wanted to avoid potential social pressure to disclose personal data or accepting social relationships online which, in an offline situation, they wouldn’t accept:

*“If we go back to the privacy issue I feel I will lose it. Well, there are different topics: the first one because if you open an account with one of these social networks I think I will feel the obligation to accept people that you don’t want as friends [...] then, perhaps to avoid saying no, I prefer not to have it [SNS account]. Moreover, I will lose part of my privacy, because I can upload certain photos, but somebody can label you and, well, I don’t think people are interested in what I have done during the weekend or during the summer. It is incumbent on me and that I will share with the people I want” (I-9, UGC non-user).*

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<sup>3</sup> Spain-based private social networking site founded in 2006 and, since 2010, taken over by the communications group Telefónica.

Regarding other UGC websites, the respondents mostly stated that they were either not interested, just wanted to be passive users, or outlined that for the functionalities they used with some UGC websites a registration wasn't necessary; those who particularly stated that they held accounts with micro blogging sites gave as their primary reason either the opportunity to distract themselves *"when I don't have anything to do"* (I-6, UGC user), or the ability to keep oneself informed and express one's own opinions. Another reason given for using UGC but not SNS sites was the perception that privacy issues in non-SNS websites were easier to control than on in SNS websites, requiring less personal data for registration and allowing for a safer usage. The interviewee's suspicion, here, was predominantly directed towards the providers of SNS, business networking and dating websites:

*"In fact, it isn't that I am against the social networks, or that people communicate with each other, or that they upload photos, or personal data – but that the companies use it in a wrong way. If those companies give guarantee enough that data is not going to be used in a wrong way [...] If they gave me some conditions and guarantees, then I wouldn't have any problem opening an account"* (I-4, UGC (non-SNS) user).

### 3.2 Information Disclosure – "Offline" and Online

In "offline" situations<sup>4</sup>, the majority of interviewees gave similar answers regarding whether or not they would disclose certain personal or private information<sup>5</sup> to a stranger. Being asked for their marital status was mostly considered to be a *"normal"* (I-6, UGC user) question – something *"trivial"* (I-4, UGC non-user) and *"official"* (I-1, UGC user) that was perceived as *"not private"* (I-2, UGC user). Only one interviewee outlined that answering this question would depend on whether he *"likes the stranger or not"* (I-3, UGC user).

In contrast, information about income and the ID card number would mostly not be revealed – although for substantially different reasons. Being asked by a stranger for one's salary was considered as *"too personal"* (I-7, UGC user), a *"taboo"* (I-4, UGC non-user) which violates social norms, and something *"suspicious"* (I-8, UGC non-user); some interviewees described their strategies how to avoid a direct rejection of this question, giving just a vague amount or indicating that they earned *"not too much"* or *"too little"* (I-1, UGC user). Being asked for one's ID card number, though, was perceived as intrusive and violating privacy, combined with a perceived risk of becoming subject to fraud.

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<sup>4</sup> Respondents were encouraged to imagine a situation where, whilst travelling on a plane, a stranger would ask them a number of personal questions – whether they would reveal their marital status, their income, and their ID card number. After that, they were requested to talk about their reaction if the same questions were asked by a friend.

<sup>5</sup> The distinction made here between "personal" and "private" is following educational definitions where personal information cannot be used to identify someone (in the sense of identity theft), whereas private information can be used to identify someone and may be unsafe to share. This distinction is currently not being made in data protection law which only refers to "personal" data/information, in common language both terms are often used synonymously, within the various scientific disciplines there is a wealth of different definitions, and there are also different meanings in different languages. However, many respondents intuitively differentiated between the two terms – by ascribing to them different levels – or "types" (e.g. ownership vs. spatial relationship) – of privacy.

Similarly, the interviewees responded that, in a conversation with friends, they would reveal their marital status, but mostly not reveal their ID card number as still *“too personal”* (I-8, UGC non-user) and friendship still being *“not enough of a reason”* (I-9, UGC non-user). Only some considered trust as a potential reason to disclose their ID number to a friend, depending on the reason for being asked. However, the majority of respondents were more willing to answer the question regarding their income, arguing that – although still being perceived as a somewhat *“uncomfortable”* situation – it could become subject to mutual trust and the principle of reciprocity within friendship relations.

Whereas the interviewees’ responses revealed a comparably homogeneous pattern of answering in offline situations with both strangers and friends, there is a wider variation in answers regarding what information would be disclosed online in the context of online shopping / commercial trade-offs, and even more so on UGC websites.<sup>6</sup>

Generally, for commercial advantages the majority of interviewees were willing to reveal their date of birth, and half of the interviewees declared that they would disclose the number and age of their kids. As one of them explained, *“it’s only a number, it doesn’t affect your privacy”* (I-4, UGC (non-SNS) user). This type of information was more often considered as *“not important”* and *“no need to hide”*.

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

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

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

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

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<sup>6</sup> For commercial trade-offs, interviewees were asked whether they would disclose their phone number, address, date of birth, marital status, income, number and age of kids, their spouse’s email address, their home insurance, life insurance, and their ID card number.

Regarding the disclosure of personal and private information on UGC websites, another level of perception came into play – whether respondents perceived themselves as information *providers*, information *sharers*, or merely passive information *users*. Whilst perceptions of providing and sharing information can coincide – and in offline situations they usually do – online they do not necessarily have to. Some interviewees appeared to disconnect sharing information online from social networking, indicating a belief that information, there, is only worth sharing if there is a perceived added value for others: *“I am not going to talk about my hobbies, just so that people know I like football or basketball – that doesn’t make sense. I may give my opinion as a football expert, but I am not going to talk about other topics. People don’t care why I like something or not”* (I-4, UGC (non-SNS) user).

However, most SNS users appeared to be generally more willing to disclose, in particular, information about their tastes and opinions; additionally, photos were shared – though mostly not unrestricted but limited to family and friends. The most coherent attitude amongst SNS users was represented by the disclosure of one’s name, which was perceived as a requirement for registration and signing in, and the non-disclosure of medical information.

Finally, being strongly engaged in social networking didn’t necessarily go together with a greater willingness to disclose information for commercial trade-off’s, and being open to commercial trade-offs was not visibly linked to a more “generous” disclosure of personal and private information on UGC sites.

### **3.3 Privacy Matters**

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

Five respondents indicated that they were aware before opening a UGC website account that website owners may use personal information provided by users to customise their site’s content, mostly learning about this by reading a website’s terms and conditions and/or privacy policy, or surfing the internet about privacy policies in general. All other interviewees declared that they became aware of this practice after having opened an account, usually by noticing that content and adverts were increasingly related to other websites they had visited.

Acceptance levels – and the underlying motivation for acceptance – differed depending on the practice. The customising of content (as well as the receiving of unwanted newsletters and emails) was accepted by the majority of interviewees (with the exception of one UGC non-user) – mostly as the acceptance of a commercial trade-off where *“you have some benefits as users and they look for profits as providers”* (I-7, UGC user). Some interviewees also appreciated such customisation as a service where the user can *“compare adverts if they are interesting or not”* (I-9, UGC non-user).

The passing on of personal information (with or without user permission), however, was accepted only by a minority of respondents (four), mostly as *“the price to pay for the use of these web pages”* (I-7, UGC user). Those respondents who found such practice unacceptable pointed out that, other than in the practice of content or adverts customisation, there was

no perceived immediate advantage for the user. Here, it appeared that the interviewees were, at least partially, not aware that the commercial customisation and sharing of user information is densely entwined.

Similarly, one interviewee explained his different levels of acceptance regarding the sharing of information and subsequent customisation of content, depending on the type of website he was registering with:

*“What happens is that Facebook, the product that it sells is a social network. I mean, it performs like a platform for other companies. Then, when it [the sharing of information] is on the same terms, then yes. If I sign in a dating site, then they should send me contacts, but besides that nothing. If I sign in the webpage of a hotel, then they should send me ads for hotels, but not about books, for instance, or anything else”* (I-2, UGC user).

This statement clarifies two user perceptions: First, this interviewee understands that commercial website owners may use his information published on SNS sites, because they take advantage of the social network function itself. But, second, whereas the general principle of sharing information between websites owners is understood and, to a certain extent, accepted, it is not accepted if such passing on of user information results in cross-selling attempts which do not meet the user’s interests and, then, can be perceived as an intrusion of privacy.

The selling of personal user information was even less accepted: again, either as a violation of privacy, or as an unacceptable combination of not having received the user’s consent *and* making profit from such unconsented practice. Only two interviewees perceived the selling of their personal information as *“normal business”* (I-10, UGC (non-SNS) user) or *“the way these companies survive”* (I-7, UGC user).

### **3.3.2 How Privacy matters: Protective Measures**

The interviewed Spanish UGC users didn’t reveal any individual distinct disclosure strategies regarding the protection of their personal or private data, except for revealing only carefully chosen photos (e.g. without persons or, especially with children’s photos, only if the respective child cannot be recognised), and “blurring” the personal information given, e.g. by indicating not a precise address but only a city, or only a year instead of a precise birth date.

In this context, a similar method chosen by the majority of interviewees was not to reveal their real name but using nicknames on a UGC website. Apart from being more “practical” in the sense of faster access during the log-on procedure and a nickname representing a specific identity within online gaming, most interviewees outlined that by using nicknames they consciously made it more difficult for unknown others to be “found” or “searched out”. Friends, as they explained, would know the respective nickname and, thus, have no difficulties to make the connection. At the same time, however, such using of fake names was mostly not perceived as a very strong security measure but rather *“one more option to preserve your privacy”* (I-4, UGC (non-SNS) user).

Those two respondents (one UGC user, one UGC non-user) who didn't use nicknames declared that they perceive the use of fake identities as "lying" – *"if I use an alias [...] I am not myself"* (I-2, UGC user), and being suspicious that such usage was with the intention *"to deceive others"* (I-8, UGC non-user). Another respondent UGC non-user declared that she had never used a nickname but felt that it was ok to do so.

The main strategy to actively control – rather than distort – access was to adapt the privacy settings of UGC websites. Here, all interviewed UGC users declared that they limited access to their profile to 'only friends' – *"more than that is too wide, there is no control over who has access to your profile"* (I-6, UGC user) – indicating privacy as their main motivation. But *"even having these settings [only friends]: If somebody is interested in watching my profile and photos he can do it by creating a false profile and impersonating someone I know"* (I-3, UGC user). This interviewee revealed an awareness that even the strictest privacy settings cannot protect from fraudulent usage of SNS websites, and privacy settings could provide, thus, *"some privacy"* (I-3, UGC user), but not absolute privacy.

Additionally, some interviewees outlined that they blocked the comments function in SNS, making their friends send everything as private messages, and their specific awareness about the "friends but not friends of friends" setting: *"Having it [set] for "friends of friends" is like having it public: I haven't the faintest idea of what contacts my friends might have"* (I-1, UGC user). Generally, it appeared that the majority of Spanish interviewees were rather conscious of the opportunities of controlling their private sphere via privacy settings.

### **3.3.3 Making Privacy matter: Evaluating Privacy Policies**

Only three of the interviewees claimed that they mostly read privacy policies (one UGC user, one UGC non-user, and one UGC (non-SNS) user); all others stated that they mostly don't. The reasons given for not reading can, generally, be divided into two (entwined) categories. On a "technical" level, the (non-reading) interviewees indicated that privacy policies are too long, too dense, and illegible due to being written in very small letters – a perception which they shared also with those who *do* read them: *"They are too long and written in small print to discourage people to read them, and if somebody starts reading them they will probably give up"* (I-7, UGC user). Only two interviewees stated that they found privacy policies were *"written clearly"* (I-6, UGC user), and the use of legal language, actually, contributing to their quality. Dealing with such lengthy policies, policy readers indicated that they would usually only screen through them. Additionally, it was stated that the wording itself was *"not designed for users"* (I-1, UGC user), and a complicated structure made privacy policies even harder to read.

However, as both readers *and* non-readers perceive these difficulties in form and structure, the actual motivation for making an effort to read may be rather the interviewees' evaluation of privacy policies – to what extent it was believed that privacy policies actually have an impact and can be effective in the protection of personal data:

*“Companies nowadays are doing some pretty unethical things; governments aren’t legislating in favour of users. On the contrary, they generally legislate in favour of companies and the Internet really ought to be a neutral place. [...] And, of course, everybody, ought to be in charge of their own information and have privacy and be able to decide about themselves. So, simply, people ought to be told to take care and companies ought to behave a bit better”* (I-4, UGC (non-SNS) user).

Such “taking care” of reading privacy policies was, however, not perceived as an effective measure for protecting one’s privacy by the majority of respondents – either because of a general disinterest, or due to basic user inertia despite an awareness that the usage of such websites may incur certain risks: *“Surely, if we read them nobody would register”* (I-2, UGC user). One (non-reading) respondents additionally gave as an explanation that, in her opinion, policies aren’t read *“because until now only few people have been directly affected”* (I-5, UGC user), and it appeared generally that the predominant practice of non-reading privacy policies had become a form of internalised routine which, though being aware of potential risks, incurred humour or mild sarcasm rather than serious discomfort: *“I admit that I may put ‘I accept’, ‘I accept’, ‘I accept’, ‘I accept’, and then – oops! – I’ve accepted”* (I-7, UGC user).

Only one respondent clearly affirmed that he wouldn’t use or stop using a website if he didn’t find the expected clauses: *“If there is a privacy policy I don’t like I simply look for a different option that convinces me. I don’t need to be tied to a company, because there is a lot of competence in the internet”* (I-4, UGC (non-SNS) user).

To “break up” the aforementioned routines and overcome inertia, one interviewee suggested *“they should specify the questionable points in order to allow the user to accept or note each point one by one, making sure the user has read the most important points”* (I-1, UGC user). However, given the lack of negative experience combined with a general feeling of security, rather than raising further risk awareness it may be equally important to make the reading of privacy policies a worthwhile experience and attracting genuine *interest* rather than predominantly appealing to negative feelings: *“I start reading them, and if it is interesting I keep on reading. The question of privacy isn’t crucial for me. It’s not important”* (I-8, UGC non-user).

#### 4. Conclusion: Privacy and Intimacy

In the beginning of each interview, the respondents were asked to give their spontaneous associations with a number of terms: honesty, internet, work, family, privacy. The subsequent results showed an interesting contrast between the first and the last of them – honesty and privacy. Whereas honesty was mostly described as a strong (though underrated) value and an established social norm, the respondents' associations with privacy were substantially different. Rather than being ascribed a normative character, it was mostly depicted as an individual's *feeling* of intimacy, and linked to perceptions of a closed and protected space.

Other parts of the interviews revealed attitudes and perceptions where online privacy was felt to be something that can be protected best not by laboriously studying and observing rules and regulations, but by assuring that the circle personal and private information is being shared with is securely closed and protected. Whereas privacy policies, in this context, played a marginal role, the interviewees described practices where the active management of privacy settings was deemed to be of core importance. It appeared, here, that the respondents considered themselves as moving predominantly within a strongly family-related sphere, where online intimacy and online privacy merge.<sup>7</sup>

At this point, it is worthwhile looking at the interviewees' associations with another term: 'family'. These were notably stable and coherent, referring to the core function of a family to provide fundamental security, help and support through mutual faith and affection. If such feelings are transferred to the online environment and, then, intuitively ascribed also to online privacy, this would provide an explanation why – despite the aforementioned increased awareness of privacy risks online – the Spanish interviewees appeared to perceive little need to get actively involved in further protective measures.

Thus, it may be an important task to find mechanisms which make use of such strong positive value perceptions also in the area of formal regulation, helping to protect those who are less experienced in online environments and, at the same time, raising a critical awareness that intimacy online and offline may not always be the same.

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<sup>7</sup> Here, it is noteworthy that in Spanish every-day language the terms "intimacy" and "privacy" are often used synonymously.



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## Appendices

### A.1 Interview Guidelines (English)

#### Instructions for Interviewers

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

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

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

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

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

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

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

Introduction	Briefing
<p><b>ALL RESPONDENTS</b></p> <p><b>Introduction</b></p> <p>[about 5 min]</p> <ul style="list-style-type: none"> <li>- Thank you</li> <li>- Your name</li> <li>- Purpose</li> <li>- Confidentiality</li> <li>- Duration</li> <li>- How interview will be conducted</li> <li>- Signature of consent on consent form</li> </ul>	<p>I would like to thank you for taking the time to meet me today. My name is-----and I would like to talk to you about the internet, what you like about it, what you dislike, and how you use it.</p> <p>As was mentioned when we set up this appointment, this interview is being carried out as part of the CONSENT project which is co-funded by the European Union. The CONSENT aims to gather views of internet users from all countries of the EU. If you wish I will give you more information about the CONSENT project at the end of the interview.</p> <p>Your opinion is very valuable for our study and will be taken into consideration when drawing up the final report.</p> <p>The interview should take less than one hour. I will be taping the session because I don't want to miss any of your comments. Although I will be taking some notes during the session, I can't possibly write fast enough to get it all down. Because we're on tape, please be sure to speak up so that we don't miss your comments.</p> <p>All responses will be kept confidential. This means your interview responses will only be shared with research team members and will ensure that any information we include in our report does not identify you as the respondent. Your name will not be connected with the answers in any way.</p> <p>Please read and sign this consent form. Do you have any questions on that?</p> <p>Remember, you don't have to talk about anything you don't want and you may end the interview at any time. Is that OK?</p> <p><i>Running Total: 5 min</i></p>
Objectives	Questions
<p><b>ALL RESPONDENTS</b></p> <p><b>Word-association exercise</b></p> <p>[about 3 min]</p> <ul style="list-style-type: none"> <li>- establish top of</li> </ul>	<p><b>Q.1</b> To start off we are going to play a short game/carry out a short exercise: I will read out a word and I would like you to say the first couple of things that come to mind/pops into your head when you hear the word. Let's try an example first: What is the first thing that comes to mind if I say the word "summer"? Anything else?</p> <p><i>Encourage respondents to use short phrases or single words and to</i></p>

mind associations with privacy

*avoid lengthy descriptions and statements.*

*Test words: honesty, internet, work, family, privacy*

*Running Total: 8 min*

**ALL RESPONDENTS**

**Willingness to disclose personal information in various situations.**  
[about 8 min]

**Q.1.1** Now let's talk about something a little different. I would like you to imagine you are on a plane and the person next to you, somebody you don't know and who you are unlikely to ever meet again, is a really talkative member of the same sex about your age. He/she starts talking about different things and after 15 minutes he/she asks you whether you were single, married or in a relationship, what would you tell her/him?

*Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.*

**Q.1.2** What if he/she asked you about how much you earn What would you do? *Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.*

**Q.1.3** And what if they would tell you they can use their ID card number to choose lottery numbers to play. He/she asks you what your ID card number is. What would you do?

*Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.*

**Q.1.4** Now let's imagine that instead of this talkative fellow passenger, you were asked the same questions by a friend who you meet a few times a year. What would you do?

*Probe about each of: whether you are single, married or in a relationship, how much you earn, ID card number. And in each case whether respondent would say the truth and why/why not*

*Running Total: 16 min*

**ALL RESPONDENTS**

**Internet experience and attitudes**  
[about 5 min]

**Q.2** Let's talk a bit more about the internet now, how long have you been using the internet?

**Q.3** What do you love most about the internet?

**Q.4** What do you dislike most about the internet?

*Running Total: 21 min*

**ALL RESPONDENTS**

**Underlying beliefs & attitudes to commercial/privac**

**Q.5** Imagine that you are visiting a website of a discount club, for example a site similar to Groupon <or similar, please choose the one most appropriate for your country>. The club offers up to 50% discounts on different consumer products and services (e.g. books, travel, household goods, and fashion items) to its

**y trade-off**

[about 5 min]

members. The site is currently running a promotion and giving a discount up to 75% to all visitors who provide the site with more information than the standard name and email. Which information would you be willing to provide this website to get this up to 75% discount offer?

*Start reading out list:* phone number, home address, date of birth, annual income, marital status, number of kids, age of kids, ID or passport number, email address of partner or spouse, life insurance status, home insurance status

*For items that respondent is not willing to provide information about to the website probe reason: Q5.i Why not? Or Why wouldn't you give your...*

*Running Total: 26 min*

**ALL RESPONDENTS**

**Internet usage**

[about 2 min]

**Q.6 Please tell me a little about the internet websites you use in a typical week and what you use them for.**

*Probe if Internet activities describe above (including usage of UGC and SNS) have an impact on the respondents' lifestyles, habits and social relationships (just 2 minutes for this question, so do not go into too many details).*

*Running Total: 28 min*

**ALL RESPONDENTS**

**UGC usage**

[about 5 min]

- Establish whether UGC user or non-user
- Establish whether SNS user
- Establish UGC site used most frequently
- Provides link to findings from online questionnaire

**Q.7 This is a list of some websites <show list of UGC sites used in each country for WP7 >. Could you please tell me whether you have accounts with (not just visit) any of them and if you do have an account how often you log in? <Make a note which whether respondent uses Social Networking Site and if not which UGC website respondent uses most>**

*Show card A:*

**A. Social networking website such as Facebook, <Local SNS used in WP7>**

**B. Business networking websites such as LinkedIn, Xing.com**

**C. Dating websites such as parship.com**

**D. Websites where you can share photos, videos, etc, such as YouTube, Flickr**

**E. Websites which provide recommendations and reviews (of films, music, books hotels etc), such as last.fm, tripadvisor**

**F. Micro blogging sites such as twitter**

**G. Wiki sites such as Wikipedia, myheritage**

**H. Multiplayer online games such as secondlife.com, World of Warcraft**

*Show card A*

	<p><i>Probe how much time is spent on social networks and UGC services daily/weekly (if not established already in Q6)</i></p> <p><i>Running Total: 33 min</i></p>
<p><b>RESPONDENTS WHO DO <u>NOT</u> USE OR NO LONGER USE UGC SITES IN Q7</b></p> <p><b>Reasons for not using UGC sites</b> [about 3 min]</p>	<p><b>Q.8 Why don't you have accounts with any of these sites, or why did you cancel or don't use them anymore? Anything else?</b> <i>Probe fully, but make note of first and second reason given.</i></p> <p><i>We are interested in exploring further any reasons that relate to respondents' concerns about:</i></p> <ul style="list-style-type: none"> <li>- <i>the consequences of giving information online,</i></li> <li>- <i>how information about them is used,</i></li> <li>- <i>whether UGC sites can be trusted, and</i></li> <li>- <i>any other issue relating to privacy.</i></li> </ul> <p><u><i>If privacy/information use/trust related issues not mentioned as a reason for not using (anymore)UGC sites ask:</i></u></p> <p><b>Q.9 For what reasons may you be likely to open an account – or not open account - with any of these sites soon?</b> <i>Allow respondents to speak freely, but then gently probe to establish if respondent feels any pressure to open a UGC account;</i></p> <p><u><i>If any privacy/information use/trust related issues mentioned ask:</i></u></p> <p><b>Q10. You mentioned that one of the reasons (the reason) you don't use UGC sites is &lt;whatever respondent said that relates to privacy/information use&gt;. Can you tell me a bit more about what in particular concerns you?</b> <i>Probe <u>in depth</u> to determine</i></p> <ol style="list-style-type: none"> <li><i>i. what aspect of UGC sites respondent finds unacceptable, and why;</i></li> <li><i>ii. beliefs about how internet sites use information;</i></li> <li><i>iii beliefs about what UGC sites are for.</i></li> </ol> <p><i>Running Total: 36 min</i></p>
<p><b>RESPONDENTS WHO USE UGC SITES IN Q7</b></p> <p><b>UGC sites - Motivations &amp; Usage</b> [about 6 min]</p> <p>Establish: - motivations for</p>	<p><b>Q.11 Why did you start using &lt;Social Networking Site, if used. If respondent does not use Social Networking site, then UGC site in Q7 used most frequently&gt;? Probe to determine key motivations for using site.</b></p> <p><b>Q. 12 During all of the time that you've been using these sites, what information about yourself have you put on the site/sites?</b> <i>Allow respondents to take their time and reply in their own words but probe for: name, home address, photos of you, photos of family and friends, audio-video recordings, medical information, hobbies, sports, places where you've been, tastes and opinions, etc</i></p>

UGC use  
- willingness to share information  
- beliefs & attitudes on different types of information  
- motivations for settings of who can view information

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

*Probe Why have you set things up in that way?*

**Q.14 Have you ever regretted posting some information on one of these sites?**

*If yes: Q.15 Can you tell me a little bit about it...what happened? Why did you regret the posting?*

*If respondent does not mention commercial info & negative effects, then also ask 16.1 and 16.2*

*If no: Q.16 Could you imagine a situation when you might regret it?*

*Probe to determine whether lack of concern about respondent's own posting is due to:*

- i. respondent posting little information, or*
- ii. always thinking carefully before posting, or*
- iii. thinking that it is no problem that everybody has access to information about them*

*If NOT i and ii then ask:*

**16.1 Do you receive commercial info that you think is a result of the personal information that you have posted? If yes, how do you feel about this?**

*Probe to determine exactly:*

- i. if the respondents are aware of consequences of putting information online*
- ii. why some are more acceptable than the others*
- iii. do people accept that receiving commercial info is part of the commercial trade-off for using the service*

**16.2 What do you think can happen (for example regarding job selection, reputation) as a result of personal information you have posted?**

*If Yes- How do you think this will happen?*

*If No- Why don't you think this is possible?*

*Probe to determine exactly how the respondents think about other people using their own information posted on UGCs. Use a neutral tone to allow both positive and negative reactions.*

*Running Total: 42 min*

**ALL RESPONDENTS**

*If not previously established up to this point*

**Usage of**

**Q.17 Have you yourself ever used an alias or a nickname when giving information online? In what case/s and why? Or, if you**

aliases/nicknames  
[about 2 min]

- explore attitudes  
towards revealing  
personal  
information in  
different situations

**ALL RESPONDENTS**

Attitudes towards  
use of personal  
information by  
websites  
[about 8 min]

Show card B

haven't, what do you think about it?

*Probe more in detail.*

*Running Total: 44 min*

**Q.18 The information users include in their account or profile on a website can be used by the website owners for a number of purposes, such as to customize the content and advertising that users see, to send them emails, to gather in-depth personal information about them etc. Did you know this when you signed up with a website (or UGC/SNS)? What do you think of it?**

*Make a note whether respondent was aware of purposes and probe to determine attitude to use of users' information for each of the following:*

*Show card B:*

- 1. customize the advertising you see (show you only advertising for things/services that likely to interest you)*
- 2. share information ( which could be linked to your name) about your behaviour with other parts of the company*
- 3. sell information (not linked to your name) about your behaviour to other companies*

*For each purpose probe respondent for the reason behind finding the use acceptable/unacceptable.*

*If not already mentioned, for any purpose respondent finds unacceptable ask:*

**Q.19 Under which conditions, if any, would you find it acceptable for users to give information about themselves to be used by a website for < purpose respondent finds unacceptable>?**

*Probe to determine whether respondent would accept a ticket in a sweepstake/lottery, points on website such as Facebook points, a share of profits from the website, money.*

*Running Total: 52 min*

**ALL  
RESPONDENTS**

Attitudes towards  
& behaviour on  
privacy policies.

**Q20 What do you think about privacy policies of the UGCs/SNS that you are using? Did you read them before you signed up? (choose one as an example, if no to Q 7, then any other website that you use frequently)**

**If yes – what would you look for? If you didn't find what you have looking for, what would you do?**



[about 4 min]

*Probe to determine:*

- *if people really read the privacy policy;*
- *what (presence/absence of some feature? reassurance?) they are looking for when they do read privacy policies; and*
- *what they do if what they are looking for isn't in the policy (carry on using the website anyway? not start/stop using it?)*

*Running Total: 56 min*

**ALL RESPONDENTS**

**That's all from me, is there anything else you would like to add?**

**Thank & close**

*Hand out incentives if used*

*Inform about the next steps, give more information about CONSENT project if respondent wishes*

**Thank you very much for your valuable contribution to our project!**

*Total: 60 min*

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## A.1 Interview Guidelines (Spanish)

### Instrucciones para los entrevistadores

Como la intención de estas entrevistas es conseguir un conocimiento más profundo de las opiniones, reflexiones, sentimientos, experiencias y conductas personales sobre la privacidad, basada en los resultados cuantitativos del WP7, es crucial permitir a los encuestados hablar con tanta libertad como sea posible y permitirles desarrollar su propia cadena de pensamientos, más que seguir un patrón predefinido de respuesta si/no u “opción múltiple”. Obviamente, uno de los mayores retos para cualquier entrevistador al dirigir una entrevista estandarizada de respuesta abierta es encontrar el equilibrio entre permitir esa apertura de respuesta y mantener el control – manteniéndolo uno mismo sin sobrepasar la “línea roja” – y lograrlo depende de la redacción de las preguntas de la entrevista.

Sin embargo, realizar entrevistas sobre temas complejos siempre será una difícil tarea, las siguientes recomendaciones prácticas están pensadas para ayudar a reducir, al menos, parte de esa complejidad.

**Planifique:** Fije una cita definitiva con el entrevistado en una localización escogida por el o ella, donde se sienta relajado o relajada, pero tenga en cuenta que debe ser lo suficientemente privado como para permitir una entrevista sin excesivas distracciones o interrupciones. Evite establecer tiempos demasiado ajustados porque la sensación de presión puede ser, involuntariamente, transmitida al entrevistado.

**Familiarícese con las pautas de la entrevista:** Ensaye las preguntas de antemano y lea las instrucciones específicas de las mismas (redactadas en letra *cursiva*) cuidadosamente. Cíñase a las directrices y no haga saltos entre las preguntas.

**Familiarícese con el equipo técnico:** Haga una pequeña prueba de grabación antes de cada entrevista para asegurarse de que el equipo de grabación funciona correctamente y las baterías están suficientemente cargadas.

**Realice preguntas abiertas:** En especial, cuando se está sondeando la respuesta de un entrevistado, es tentador formular preguntas insinuantes (ej. “Así piensas/ No crees que...?”) que pueden ser respondidas con un simple si/no. Las cuestiones si/no deben evitarse en la medida de lo posible, ya que lo que deseamos, cuando estamos sondeando, es obtener más detalles sobre la opinión del entrevistado y no un simple si/no. Intente hacer preguntas directas abiertas y también utilice otras técnicas para comprobar, como la empatía, pausas expectantes, preguntas tipo espejo, dando al entrevistado suficiente tiempo para formular la respuesta.

**Permanezca alerta:** Aunque es importante ser interactivo, la tarea principal del entrevistador es escuchar y observar durante toda la conversación. También es recomendable mantenerse alerta y eventualmente hacer anotaciones después de la entrevista, porque los entrevistados a menudo dan información crucial inmediatamente después de que el equipo de grabación se ha apagado.

Introducción	Información (Briefing)
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p><b>Introducción</b></p> <p>[5 min aprox.]</p> <ul style="list-style-type: none"> <li>- Gracias</li> <li>- Tu nombre</li> <li>- Propósito</li> <li>- Confidencialidad</li> <li>- Duración</li> <li>- Como será conducida la entrevista</li> <li>- Firma del consentimiento en el formulario de consentimiento</li> </ul>	<p>Me gustaría agradecerle que me conceda este tiempo para reunirse conmigo hoy. Mi nombre es ----- y me gustaría hablarle de internet, qué le gusta de internet, qué le disgusta y cómo lo utiliza.</p> <p>Como se dijo al fijar esta cita, esta entrevista se realiza como parte del proyecto CONSENT, co-financiado por la Comisión Europea. CONSENT aspira a reunir la visión de usuarios de internet de todos los países de la UE. Si lo desea, puedo proporcionarle más información sobre CONSENT al final de la entrevista.</p> <p>Su opinión tiene un gran valor para nuestro estudio y será tenida en cuenta cuando se redacte el informe final.</p> <p>La entrevista debería durar menos de una hora. La sesión va a ser grabada porque no quiero que se pierdan ninguno de sus comentarios. Aunque estaré tomando algunas notas durante la sesión, no puedo escribir tan rápido como para anotar todo.</p> <p>Como lo estamos grabando, por favor, asegúrese de hablar lo suficientemente alto como para que no se pierdan sus comentarios.</p> <p>Todas las respuestas serán confidenciales. Esto significa que serán compartidas únicamente con otros investigadores y se asegurará que ninguna información incluida en el informe le identifique como el entrevistado. Su nombre no estará relacionado con las respuestas en modo alguno.</p> <p>Por favor, lea y firme este formulario de consentimiento. ¿Tiene alguna pregunta al respecto?</p> <p>Recuerde, usted no tiene que hablar sobre nada que no quiera y puede dar por terminada la entrevista en cualquier momento. ¿Está usted de acuerdo?</p> <p><i>Total acumulado: 5 min</i></p>
Objetivos	Preguntas
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p><b>Ejercicio De asociación de palabras</b></p> <p>[3 min aprox.]</p> <ul style="list-style-type: none"> <li>- Establezca las asociaciones que primero le vengán</li> </ul>	<p><b>P.1 Para comenzar vamos a jugar a un pequeño juego o a realizar un pequeño ejercicio: Yo leeré en voz alta una palabra y me gustaría que usted dijese el primer par de cosas que le vienen a la cabeza cuando usted escucha la palabra. Vamos a probar con un ejemplo primero: ¿Qué es lo primero que le viene a la cabeza cuando digo la palabra “verano”? ¿Algo más?</b></p> <p><i>Anime a los entrevistados a utilizar frases cortas o palabras sueltas y evitar detalladas descripciones y afirmaciones.</i></p> <p><i>Palabras prueba: Honestidad, internet, trabajo, familia,</i></p>

<p>a la cabeza en relación a la privacidad</p>	<p><b>privacidad.</b> <i>Total acumulado: 8 min</i></p>
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p><b>Disposición a revelar información personal en varias situaciones.</b> [8 min aprox.]</p>	<p><b>P.1.1 Ahora vamos a hablar de algo un poco diferente. Me gustaría que imaginase que está en un avión y la persona que está a su lado, alguien que no conoce y que es improbable que vuelva a ver de nuevo, es realmente habladora, del mismo sexo y edad aproximada. El/ella comienza a hablar sobre diferentes cosas y después de 15 minutos el/ella le pregunta si está soltero, casado o tiene una relación, ¿Qué le diría?</b></p> <p><i>Permita al entrevistado responder abiertamente, y si no da razones de porqué, solo entonces pregunte por qué/por qué no.</i></p> <p><b>P.1.2 ¿Y si le pregunta sobre cuánto gana? ¿Qué haría?</b></p> <p><i>Permita al entrevistado responder abiertamente, y si no da razones de porqué, solo entonces pregunte por qué/por qué no.</i></p> <p><b>P.1.3 Y si el/ella le dice que utiliza su número de DNI para escoger los números para jugar a la lotería y le pregunta cuál es su número de DNI. ¿Qué haría?</b></p> <p><i>Permita al entrevistado responder abiertamente, y si no da razones de porqué, solo entonces pregunte por qué/por qué no.</i></p> <p><b>P.1.4 Ahora imagine que en vez de este compañero de viaje hablador, esas preguntas se las hiciera un amigo al que ve pocas veces al año. ¿Qué haría?</b></p> <p><i>Pruebe con cada una: si está soltero, casado o con una relación, cuánto gana, el número del DNI. Y en cada caso si el entrevistado diría la verdad y por qué/por qué no.</i> <i>Total acumulado: 16 min</i></p>
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p><b>Experiencias y actitudes sobre Internet</b> [5 min aprox.]</p>	<p><b>P.2 Vamos a hablar un poco de internet ahora ¿Cuánto tiempo lleva utilizando internet?</b></p> <p><b>P.3 ¿Qué es lo que más le gusta de internet?</b></p> <p><b>P.4 ¿Qué es lo que menos le gusta de internet?</b></p> <p><i>Total acumulado: 21 min</i></p>

<p><b>TODOS LOS ENTREVISTADOS</b></p> <p><b>Creencias y actitudes subyacentes al intercambio comercial de datos personales</b></p> <p>[5 min aprox.]</p>	<p><b>P.5 Imagine que está visitando una página web de un club de ofertas, por ejemplo una página web similar a Groupon o DescuentosClub. &lt;o similar, por favor, seleccione el apropiado para su país&gt;</b></p> <p><b>El club ofrece un descuento del 50% en diferentes productos y servicios para el consumidor (ej. Libros, viaje, menaje, moda) a sus miembros. Actualmente, la página está haciendo una promoción y dando descuentos del 75% a todos los visitantes que proporcionen a la página más información a parte de lo estándar: nombre y email. ¿Qué información estaría dispuesto /dispuesta a proporcionar a esta web para conseguir la oferta del 75% de descuento?</b></p> <p><i>Comience a leer en voz alta una lista: número de teléfono, fecha de cumpleaños, estado civil, número de hijos, edad de los hijos, DNI o número de pasaporte, dirección de correo electrónico de su pareja o esposo/esposa, estado del seguro de vida, estado del seguro de la casa.</i></p> <p><i>Para los datos sobre los que el entrevistado <u>no</u> está dispuesto a proporcionar información a la página web compruebe la razón:</i></p> <p><b>P5.i ¿Por qué no? O por qué no daría su .....</b></p> <p><i>Total acumulado: 26 min</i></p>
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p><b>El uso de Internet</b></p> <p>[2 min aprox.]</p>	<p><b>P.6 Por favor, hágale un poco sobre las páginas web que utiliza durante una semana normal y para qué las utiliza.</b></p> <p><i>Compruebe si las actividades de internet descritas arriba (incluido el uso de páginas con Contenido Generado por el Usuario y las redes sociales) tienen algún impacto en el estilo de vida del entrevistado, sus hábitos y relaciones sociales (solo dos minutos para esta cuestión, para no entrar en demasiado detalles).</i></p> <p><i>Total acumulado: 28 min</i></p>
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p><b>Uso UGC</b></p> <p>[5 min aprox.]</p> <p>- Establecer si es</p>	<p><b>P.7 Esta es una lista de varias redes sociales (mostrar la lista de las páginas con contenido generado por el usuario- UGC- que se hayan usado en cada país para el WP7). ¿Podría usted decirme si tiene una cuenta (no sólo que la visite) en alguna de ellas y, si la tiene, con qué frecuencia entra en ella? (Anotar si el entrevistado usa una red social y, si no, qué páginas con contenido generado por el usuario son las que más usa)</b></p>

usuario de UGC o no

- Establecer si es Usuario de redes sociales

- Establecer qué página UGC usa más

- Proporcionar un enlace online a los resultados del cuestionario

Mostrar tarjeta A

*Mostrar la tarjeta A:*

**A. Redes sociales como Facebook, Tuenti**

**B. Redes sociales profesionales como LinkedIn, Xing.com**

**C. Páginas web de contactos como eDarling**

**D. Páginas web donde se puede compartir fotos, videos, etc.; como YouTube, Flickr**

**E. Páginas web de recomendaciones y críticas (de películas, música, reservas de hoteles, etc.) como last.fm, tripadvisor, Spotify**

**F. Microblogs como twitter**

**G. Páginas wiki como Wikipedia, myheritage**

**H. Juegos online multijugador como secondlife.com, World of Warcraft**

*Averiguar cuánto tiempo emplea en las redes sociales y en páginas web de contenido generado por el Usuario diariamente/ semanalmente (si no lo determinó ya en la P.6)*

*Total acumulado: 33 min*

**ENTREVISTADOS QUE NO USEN O QUE YA NO USEN LAS PÁGINAS UGC EN P.7**

**Razones para no usar las páginas UGC**

[3 min aprox.]

**P.8 ¿Por qué no tiene una cuenta en ninguna de estas páginas, o por qué canceló o dejó de usarlas? ¿Algo más?**

*Averiguar exhaustivamente anotando la primera y segunda razones dadas.*

*Estamos interesados en sondear otras razones a mayores que se relacionen con las preocupaciones de los entrevistados sobre:*

- las consecuencias de dar información online,
- cómo se usa la información sobre ellos,
- si las páginas de contenido generado por el Usuario son de confianza, y
- cualquier otro aspecto relacionado con la privacidad.

*Si no se menciona ningún aspecto relacionado con el uso/seguridad de la privacidad/información como motivo para no usar (más) las páginas UGC, preguntar:*

**P.9 ¿Qué razones tendría usted para abrir o no abrir una cuenta en alguna de estas páginas en un corto plazo de tiempo? Permitir a los entrevistados hablar libremente, pero intentar con discreción establecer si el entrevistado siente alguna amenaza para abrir una cuenta en una página de contenidos generados por el usuario;**

*Si no se menciona ningún aspecto relacionado con el*

uso/ confianza de la privacidad/ información, preguntar:

**P.10 Usted mencionó que una de la/s razón/es por las que no usa páginas de contenidos generados por el usuario es <cualquiera que el entrevistado haya dicho relacionada con el uso de la privacidad/información>. ¿Puede usted decirme algo más sobre lo que, en particular, le afecta a usted?**

*Sondear en profundidad para averiguar:*

*i. qué aspectos de las páginas de contenidos generados por el usuario encuentra inaceptables el entrevistado, y por qué;*

*ii. creencias sobre cómo las páginas de internet usan la información;*

*iii. creencias sobre para qué son las páginas de contenidos generados por el usuario.*

*Total acumulado: 36 min*

#### **ENTREVISTADOS QUE USEN LAS UGC EN P7**

**Páginas UGC – Motivaciones y Uso**  
[6 min aprox.]

Establecer:

- motivaciones del uso de UGC

- Disposición a compartir información

- creencias y actitudes sobre diferentes tipos de información

- motivaciones para establecer quién puede ver la información

**P.11 ¿Por qué comenzó a usarlas? <Las redes sociales, si las usa. Si el entrevistado no usa las redes sociales, entonces qué páginas de contenidos generados por el usuario usa más frecuentemente> Intentar determinar las principales motivaciones para usar estas páginas.**

**P. 12 Durante todo el tiempo que usted ha estado usando estas páginas, ¿qué información sobre usted ha subido a esta/s páginas?**

*Permitir a los entrevistados tomarse su tiempo y responder con sus propias palabras, pero averiguar: nombre, dirección, fotos suyas, fotos de la familia y amigos, grabaciones audiovisuales, información médica, aficiones, deportes, lugares en los que ha estado, gustos y opiniones, etc.*

**P.13 ¿Quién puede ver su perfil y/ o sus fotos?**

*Sondear P15 ¿Por qué establece las cosas de esa manera?*

**P.14 ¿Alguna vez ha rechazado publicar alguna información en una de estas páginas?**

*Si sí: P.15 ¿Puede usted decirme algo más sobre ello... qué pasó? ¿Por qué rechazó la publicación?*

*Si el entrevistado no menciona la información comercial y los efectos negativos, preguntar también 16.1 y 16.2*

*Si no: P.16 ¿Podría usted imaginarse una situación*

**en la que usted pudiera rechazarlo?**

*Intentar determinar si la falta de preocupación sobre las propias publicaciones del entrevistado es debida a:*

- i. el entrevistado publica poca información, o*
- ii. siempre piensa detenidamente antes de publicar, o*
- iii. piensa que no hay problema en que todo el mundo tenga acceso a la información sobre él*

*Si i y ii NO, entonces preguntar:*

**16.1 ¿Ha recibido usted información comercial que crea que es debida a la información personal que usted ha publicado? Si sí, ¿cómo se siente por ello?**

*Intentar determinar exactamente:*

- iv. si los entrevistados son conscientes de las consecuencias de poner información online*
- v. por qué algunos son más aceptables que otros*
- vi. si la gente acepta que recibir información comercial es parte de un sacrificio comercial por usar el servicio*

**16.2 ¿Qué cree usted que puede ocurrir (por ejemplo, en relación con un proceso de selección de trabajo, reputación) como resultado de la información personal que ha publicado?**

*Si Sí ¿Cómo cree que ocurrirá?*

*Si No ¿Por qué no cree que pueda ocurrir?*

*Intentar determinar exactamente qué opinan los entrevistados sobre el uso que otra gente haga de su propia información publicada en las páginas de contenidos generados por el usuario. Usar un tono neutral para permitir reacciones tanto positivas como negativas.*

*Total acumulado: 42 min*

**TODOS LOS ENTREVISTADOS**

**Uso De alias/apodos**  
[2 min aprox.]

- explorar actitudes hacia la revelación de información personal en diferentes

*Si no ha sido establecido previamente hasta este punto*

**P.17 ¿Ha usado alguna vez un alias o un apodo para dar información online? ¿En qué caso/s y por qué? O, si no, ¿qué opina sobre ello?**

*Averiguar más en detalle.*

*Total acumulado: 44 min*



situaciones	
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p>Actitudes hacia el uso de la información personal por las páginas web [8 min aprox.]</p> <p>Mostrar tarjeta B</p>	<p><b>P.18</b> La información que los usuarios incluyen en sus cuentas o perfiles de una página web pueden ser usados por los propietarios de la página para varios propósitos, como la personalización del contenido y los anuncios que los usuarios ven, enviarles emails, reunir información personal en profundidad sobre ellos, etc. ¿Sabía esto cuando se registró en la página web (o página de contenidos generados por el Usuario/ redes sociales)? ¿Qué opina de ello?</p> <p><i>Anotar si el entrevistado era consciente de los objetivos e intentar determinar la actitud sobre el uso de la información de los usuarios para cada uno de los siguientes:</i></p> <p><i>Mostrar tarjeta B:</i></p> <ol style="list-style-type: none"> <li>4. <i>personalización de la publicidad que usted ve (mostrarle solo publicidad de las cosas/ servicios en los que probablemente esté interesado)</i></li> <li>5. <i>compartir información (que podría estar asociada a su nombre) sobre su conducta con otros sectores de la empresa</i></li> <li>6. <i>vender información (no asociada a su nombre) sobre su conducta hacia otras empresas</i></li> </ol> <p><i>Para cada <u>objetivo</u>, sondear al entrevistado sobre la razón que se encuentra detrás del uso aceptable/ inaceptable.</i></p> <p><i>Si no se ha mencionado todavía, para cada propósito considerado inaceptable por el entrevistado preguntar:</i></p> <p><b>P.19</b> <b>Bajo qué condiciones, si las hubiera, consideraría aceptable que los usuarios dieran información sobre ellos para que fuera usada por una página web &lt; propósitos que el entrevistado considera inaceptables&gt;?</b></p> <p><i>Intentar determinar si el entrevistado aceptaría un billete en una apuesta/ lotería, puntos de una página web, como puntos de Facebook, una participación en los beneficios de la página web, dinero.</i></p> <p><i>Total acumulado: 52 min</i></p>
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p>Actitudes hacia y comportamiento sobre las políticas de privacidad. [4 min aprox.]</p>	<p><b>P.20</b> ¿Qué opina sobre las políticas de privacidad de las páginas de contenidos generados por el usuario/ redes sociales que usted usa? ¿Las leyó antes de registrarse? (elija una como ejemplo. Si no a la P7, entonces cualquier página web que use frecuentemente)</p> <p><i>Si sí – ¿Qué buscaría? Si usted no encontrara lo que buscaba, ¿qué haría?</i></p> <p><i>Intentar determinar:</i></p>

	<ul style="list-style-type: none"> <li>- si las personas realmente leen la política de privacidad;</li> <li>- qué (presencia/ausencia de alguna característica? seguridad?) están buscando cuando leen las políticas de privacidad; y</li> <li>- qué hacen si lo que están buscando no está en la política (¿continuar usando la página web de todos modos? ¿No empezar/ dejar de usarla?)</li> </ul> <p><i>Total acumulado: 56 min</i></p>
<p><b>TODOS LOS ENTREVISTADOS</b></p> <p><b>Agradecimiento y fin</b></p>	<p><b>Esto es todo por mi parte, ¿hay algo más que le gustaría añadir?</b></p> <p><i>Repartir los incentivos si se usan.</i></p> <p><i>Informar sobre los siguientes pasos, dar más información sobre el proyecto CONSENT si los entrevistados lo desean</i></p> <p><b>¡Muchas gracias por su valiosa contribución a nuestro proyecto!</b></p> <p><i>Total: 60 min</i></p>



## B. Pre-Analysis Template

Interview Country: \_\_\_\_\_ Interviewer (name): \_\_\_\_\_  
Date: \_\_\_\_\_ Interview number: \_\_\_\_\_

Interviewee age: \_\_\_\_\_ Gender:  Female Location:  urban / suburban  
 Male  rural

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

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### Description of interview situation / overall impression:

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

**A. Word Associations (Q1)**

	<b>Word Associations</b> <i>(Please use single words or short phrases)</i>
<b>Honesty</b>	
<b>Internet</b>	
<b>Work</b>	
<b>Family</b>	
<b>Privacy</b>	

**B. General Attitudes and Behaviour towards Disclosure of Personal Information**

Willingness to give the following information:

To "Strangers"	Yes	No	Other <i>(please specify)</i>	Reasons
<b>Marital Status (Q1.1)</b>				
<b>Income (Q1.2)</b>				
<b>ID Number (Q1.3)</b>				

To Friends	Yes	No	Other <i>(please specify)</i>	Reasons
<b>Marital Status (Q1.4)</b>				
<b>Income (Q1.4)</b>				
<b>ID Number (Q1.4)</b>				

**Additional Quotes:**

C. Years of Internet  Usage (Q2):

**D. General Internet-related Attitudes**

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

**Additional Quotes:**

**E. Commercial “Trade-Off’s” (Q5, Q5.i)**

Information the interviewee would be willing to provide for a large discount on online purchases or services:

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

**Additional Quotes:**

**F. Everyday Internet Routines (Q6, Q7)**

Frequency per day/week of

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

Additional Quotes:

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

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

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

<i>YouTube)</i>				
<b>Websites providing reviews</b> (e.g. <i>tripadvisor</i> )				
<b>Micro blogging sites</b> (e.g. <i>Twitter</i> )				
<b>Wiki sites</b> (e.g. <i>Wikipedia</i> )				
<b>Multiplayer online games</b> (e.g. <i>World of Warcraft</i> )				

**Additional Quotes:**

## G.2 Likelihood of SNS/UGC non-users to open an Account in the future (Q9)

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



<b>Multiplayer online games</b> <i>e.g. World of Warcraft</i>			

**Additional Quotes:**

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

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

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

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

**Additional Quotes:**

**G.5 Privacy Settings (Q13)**

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

**Specific Quotes:**

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

	Situation where the disclosure of information was regretted	Consequences
<b>Actual (own) experience</b>		
<b>Experiences of <u>others</u></b>		
<b>Imagining <u>future</u> situations</b>		

**Specific Quotes:**

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

Receiving commercial offers as a result of having disclosed personal information is	Reasons / Conditions	
Acceptable	<input type="checkbox"/>	
Not acceptable	<input type="checkbox"/>	
Acceptable under conditions	<input type="checkbox"/>	

**Specific Quotes:**

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

		Reasons for/against using an alias or nickname
Yes	<input type="checkbox"/>	
No	<input type="checkbox"/>	

**Specific Quotes:**

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

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

**Specific Quotes:**

## G.9 Privacy Policies (Q20)

### G.9.1 Reading privacy policies

Reading privacy policies before signing up		Reasons
<input type="checkbox"/>	Mostly yes	
<input type="checkbox"/>	Mostly not	

### G.9.2 Content of privacy policies

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

<b>Specific Quotes:</b>
-------------------------