



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

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# CONSENT

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

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

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

In their general perceptions of privacy, Slovakian interviewees 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. At the same time, 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, respondents mostly accepted the customising of website content through accepting commercial principles and by appreciating the free services such websites provide. The acceptance of website owners' passing on personal and private information to others was considerably lower, interviewees expecting to be at least being asked for their consent. Selling personal and private information to other companies was also not accepted by the majority of respondents who were outlining, again, the lack of consent and their uncertainty about which information would be sold to whom.

However, most Slovakian interviewees did not reveal any distinct disclosure strategies – expect for their general intention not to disclose much information and sharing it only with people they know. At the same time, though, only a minority made their privacy settings stricter; those who left their privacy settings in default mode either did not perceive the need to take such protection measures, or they felt that modifying these settings was "too technical" and they did not know how to change them.

Similarly few respondents claimed that they mostly read privacy policies – the majority perceived them as too long and too difficult to understand. Additionally, a prominent reason outlined for not reading privacy policies was a perceived helplessness, feeling forced to accept any conditions if they wanted to use UGC website services. Only two out of ten interviewees declared they would not register and look for alternative websites if they were not satisfied with the respective site's policy content.

The Slovakian interviewees did appear to have developed a sense of privacy "offline", linked to a strongly perceived need of security – which requires efforts to be made, maintained

and, potentially, even to set rigid demarcations. However, this perception seemed to be translated into the online environment only to a limited extent. Attitudes to online privacy may also be based on the interviewees' stated lack of negative experiences. This, in combination with a perceived helplessness to successfully enforce user interests, may result in what superficially appears as user inertia. Actually, though, it may represent (mutually reinforcing) effect of both aspects of what is perceived as "*not within our competence*" (I-8, UGC user): lacking both expertise *and* authority.

## **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 Slovakia. Other separate reports are available for Bulgaria, Czech Republic, Denmark, France, Germany, Italy, Malta, the Netherlands, Poland, Romania, Spain, and the United Kingdom.

The interview guideline used in this study consisted of 27 questions and sub-questions, covering general internet usage and its perceptions, individual attitudes and behaviour regarding the specific usage of UGC websites, probing in particular those related to the disclosure of personal and private information. The interview design was aiming at gaining an in-depth understanding of individual levels of awareness and 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 (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 (preferably including two UGC but non-SNS users), and an even gender distribution. Then, the interview requirements were split further down by location and age group, aiming at a wide a representation as possible whilst keeping the total number of interviews per CONSENT partner at a manageable level.

After conducting the interviews, all interviews were fully transcribed in the local language, and a pre-analysis template for each interview was filled out in English. The development of this template was based on pilot interviews conducted earlier, and it served primarily for the collating, formal structuring and pre-coding of the vast amount of collected data. Then, the content of each set of country templates was analysed section by section, labelling them with additional codes which either summarised specific processes and practices or constructions and interpretations<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 Slovakia is based on ten interviews with a demographic distribution as shown in the table below. The sample does not contain UGC non-users and none of the interviewees represent the age group 35-44.

Interviewee No.	Gender	Age	Age category	Location category	UGC usage
I-1	Male	29	25-34	Urban/Suburban	UGC user
I-2	Female	21	15-24	Urban/Suburban	UGC user
I-3	Female	25-30	25-34	n.a.	UGC user
I-4	Male	50	45+	n.a.	UGC user
I-5	Male	33	25-34	Rural	UGC (non-SNS) user
I-6	Male	24	15-24	Urban/Suburban	UGC (non-SNS) user
I-7	Female	47	45+	Rural	UGC user
I-8	Male	24	15-24	Rural	UGC user
I-9	Female	23	15-24	Urban/Suburban	UGC user
I-10	Female	52	45+	Urban/Suburban	UGC (non-SNS) user

Three interviews were conducted within university premises (faculty building or seminar room); for one interviewee this location represented her working place, and two were university students. One interview was held in the interviewee's home. The rest of the interviews were conducted in public places such as in cafeterias or in a park. While most respondents seemed relaxed and keen to respond to all questions, mostly in an informal manner, one interviewee was also open but intent upon giving lengthy answers (I-4, UGC user, male, 50), two interviewees appeared to be slightly nervous (I-6, UGC (non-SNS) user, 24, male; I-9, UGC user, 23, female) and one interviewee did not appreciate the fact that she was being recorded (I-10, UGC (non-SNS) user, 52, female).

All interviewees (with the exception of I-2 and I-8 who indicated six to seven years of usage) have been using the internet for at least ten years. Examining the relation between SNS 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, SNS websites:

Interviewee No.	Age	Years of Internet usage	Age when starting to use the Internet	UGC usage
I-1	29	12-13	16-17	UGC user
I-2	21	6-7	14-15	UGC user
I-3	25-30	12-13	?	UGC user
I-4	50	20	30	UGC user
I-5	33	15-20	13-18	UGC (non-SNS) user
I-6	24	10	14	UGC (non-SNS) user
I-7	47	10	37	UGC user
I-8	24	6-7	17-18	UGC user
I-9	23	10	13	UGC user
I-10	52	20	32	UGC (non-SNS) user



### 3. Results

#### 3.1 General Online Attitudes

Of those seven interviewees who are SNS users, only one declared that he perceived a certain peer pressure to join a social networking site (Facebook), opening an account because of the perceived need to stay in touch with fellow students. The main reason given for opening a SNS account (by four users; three didn't indicate any reasons) was to be generally *"in contact with people, communication"* (I-8, UGC user) and it was specifically felt that *"it is an interesting and good way to keep in touch with people whom I have not seen for a longer time"* (I-3, UGC user). However, it appeared that online social networking was perceived as something that could support communication with friends and family members but did not substitute offline relationships or had taken over the function of organising *all* of the interviewees' social relationships.

Reasons for SNS non-usage were a lack of time, a general lack of interest, and a preference for *"normal communication"* (I-10, UGC (non-SNS) user); one respondent indicated additionally that *"I don't believe that these sites are secure"* (I-10, UGC (non-SNS) user).

Regarding the usage of other UGC websites, photo and video sharing websites appeared to attract the interest of most interviewees. Those who held accounts and were not mere passive users outlined not only the ability to share information but also to *organise* the content they were interested in. However, the aspect of sharing travel- or hobby-related photos, videos or information in general – also in the context of review websites – played the most prominent role. All other types of UGC websites were used only by a minority of interviewees, mostly due to a lack of interest. Additionally, business networking sites were perceived only as useful if there was an actual *"need"* for new employment, active micro-blogging was seen as rather time-consuming, and dating websites appeared to raise suspicion with some respondents as *"a bit dangerous way of meeting people"* (I-3, UGC user) or being insecure referring to privacy protection. Privacy concerns were not mentioned as a reason for non-usage for any of the other types of UGC websites.

This stands in contrast to the interviewees' statements regarding their personal likes and dislikes of the internet in general. Here, privacy concerns *did* play a certain role, as *"everywhere they require various data and information; they store that all, and that all bothers me"* (I-2, UGC user), and *"a lot of pages want registration"* (I-10, UGC (non-SNS) user). There were stronger views expressed about the dislike of viruses and unwanted advertisements. Whereas all respondents appreciated the ease and speed of access to information, it appeared that particularly the UGC (non-SNS) users shared a rather *"utilitarian"* view of the internet: *"Internet as such I do not like, and I have no relation towards it: I use it only as a tool. It is the same as if you asked me if I like any instrument or a tool that I use in my garden. Simply I do not have any relations in that respect"* (I-5, UGC (non-SNS) user).

### 3.2 Information Disclosure – “Offline” and Online

In order to gain an insight into how UGC users’ and non-users’ behaviour corresponds with their attitudes and perceptions “offline” (e.g. regarding privacy-related social norms), 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.

In these imagined “offline” situations, it strongly depended on the type of personal or private information<sup>3</sup> whether or not Slovakian respondents would disclose it to a stranger. Being asked for their marital status was considered by all interviewees as something that is “no problem” (I-1, UGC user; I-5, UGC (non-SNS) user) or “not so sensitive information” (I-6, UGC (non-SNS) user), or disclosing this information was perceived as acceptable because they would never meet that person again (I-10, UGC (non-SNS) user). Only very few respondents showed some hesitation – “I would answer, but only after a while, and I wouldn’t give all the information at once” (I-8, UGC user) or felt the need to maintain “some form of conversation” out of normative politeness.

In contrast, half of the respondents indicated that they would not reveal their income to a stranger – either due to it being perceived as “private information” (I-9, UGC user), or as “things that should not be discussed” (I-5, UGC (non-SNS) user), violating as such a social norm. Strategies to re-establish the violated norm were described by not giving a precise figure but only an approximate, a range, or a very general evaluation (e.g. a “good” income).

Finally, perceptions towards the disclosure of ID card numbers were rather homogeneous. This is seen as “too sensitive information” (I-10, UGC (non-SNS) user), being asked for it by a stranger was considered as a suspicious request that could bear intentions of misuse and may even result in some abrupt response: “I would probably end our conversation” (I-9, UGC user) – “this is my privacy” (I-8, UGC user).

Even being asked by a friend for one’s ID card number was perceived by all interviewees as not acceptable and raising feelings of discomfort: “I really don’t know whether to tell friends although there is trust – I am embarrassed” (I-7, UGC user). One respondent expressed his fear that such information could be misused even if disclosed to friends (I-6, UGC (non-SNS) user) and, as a possible solution, another one (I-1, UGC user) considered providing a fake number. Regarding the disclosure of income to friends, responses were again varied. Whereas a majority would be willing to give this information, there were still perceptions that “such things [you] do not ask” (I-5, UGC (non-SNS) user), and evasive strategies being

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<sup>3</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.

followed. However, revealing their marital status to friends was seen by all respondents as something being subject to reciprocity and mutual trust within friendships.

Regarding the question of what information would be disclosed online in the context of commercial trade-offs<sup>4</sup>, the interviewees' responses showed a certain similarity to the attitudes previously revealed in the case of offline information disclosure towards strangers (marital status, income, ID card number). Whereas most interviewees would reveal, as mentioned above, their marital status to a stranger in an offline situation, the majority would not reveal their annual income or their ID card number. However, the majority of respondents were prepared to disclose other personal information such as their phone number, their address, their date of birth, and the number and age of their kids, and half of respondents would reveal their partner's email address and home or life insurance data. On the other hand, those interviewees who were more restrictive in the handling of their personal data, indicated privacy as the predominantly motivating factor.

Regarding the disclosure of personal and private data specifically on UGC websites, disclosing one's hobbies and interests represented the most coherent practice amongst all interviewees. However, half of the respondents declared that they had disclosed their name and photos of themselves; all other information (photos of family/friends, audio/video recordings, medical information, sports, places, tastes and opinions) was only indicated as ever revealed by a minority. Finally, being engaged in UGC usage did not necessarily go alongside a greater willingness to disclose information 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.

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<sup>4</sup> For commercial trade-offs, interviewees were asked whether they would disclose online 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.

### 3.3 Privacy Matters

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

Only four Slovakian interviewees (two UGC users and two UGC (non-SNS) user) 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, but four further respondents became aware of this after opening the account – by using the respective site and, as one respondent pointed out, by receiving advertisements. The two remaining respondent UGC users were, at the time of the interview, not aware of these (and most other) website owners' practices.

Acceptance levels – and the underlying motivation for acceptance – differed depending on the respective practice. The customising of content was accepted, or accepted under the condition of previous consent, by the majority (nine) of respondents. They perceived it as *“no problem”* (I-8, UGC user) or even *“clever”* (I-9, UGC user): a *“good marketing strategy – they have to live from something”* (I-1, UGC user)<sup>5</sup>. Some interviewees went beyond the mere acceptance of a commercial trade-off but expressed their appreciation of receiving *“offers from my area of interest. In principle it is a positive thing”* (I-5, UGC (non-SNS) user).

Regarding the website owners' practice of passing on personal information without the user's permission, awareness and acceptance levels were considerably lower. Those who still accepted it (three interviewees) would do so only under the condition that it was solely *“publishable” information* (I-5, UGC (non-SNS) user) which was shared. Whereas there was no further explanation provided whether *“publishable”* can be interpreted as *“not private”*, it appeared that the respective interviewees would at least expect that they were asked for their consent.

The selling of personal and private information to other companies met a low acceptance similarly to the non-acceptance of passing on personal information. Those respondents who did not accept such practice at all, outlined the lack of consent and their uncertainty about which information was sold to whom; one interviewee who just learned about this practice during the interview showed a strongly negative emotional reaction. Those interviewees who would accept the selling of their data under conditions, did so partially (two interviewees) by considering a sharing of profits or receiving *“some benefits in return”* (I-4, UGC user).

The gathering of in-depth user information, finally, was only discussed with some of the interviewees (five); three thereof were not aware of this practice and showed surprise, and the remaining two respondents appeared to have an only rather vague idea about the possible consequences.

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<sup>5</sup> Similar reasons for acceptance were given regarding the website owners' practice of sending unwanted newsletters or emails.

### 3.3.2 How Privacy matters: Protective Measures

Most interviewees did not reveal any distinct disclosure strategies<sup>6</sup> - except for their general intention not to disclose much personal information and sharing it only with people they know. In this context of taking protective measures, the usage of nicknames did not appear to play a major role. Although seven respondents stated that they used nicknames, they did so primarily for practicality reasons – e.g. because they had a long family name and felt that a nickname would be more easily remembered by others, because websites do not require the disclosure of real names or, simply, because *“everyone uses a nickname”* (I-4, UGC user). Only one interviewee explained that she used nicknames as some form of privacy protection, because – as she believed – *“they can’t connect that registration to my person”* (I-10, UGC (non-SNS) user). Another one, however, explicitly dismissed the usage of nicknames as he felt that *“in the internet there is no possibility to hide one’s identity [...] If anybody would like to find my identity it can be discovered [...] a nickname has no big importance”* (I-5, UGC (non-SNS) user).

Generally, though, it appeared that most interviewees did not so much disagree with the usefulness of nicknames for privacy protection, but they did not see the need to take substantial protection measures – *“I think it is not that much of an intervention into privacy”* (I-5, UGC (non-SNS) user) – or felt that such measures, e.g. privacy settings, were “too technical” and did not know how to change them. Accordingly, the majority of respondents left their privacy settings in default mode (and one interviewee stated that she made her settings even less strict); only three made their settings more strict, i.e. choosing a “friends only” setting.

### 3.3.3 Making Privacy matter: Evaluating Privacy Policies

Only four out of the ten interviewed UGC users claimed that they mostly read privacy policies. The reasons given for not reading the policies can, generally, be divided into two categories: technical and content. On a “technical” level, the (non-reading) interviewees indicated that privacy policies were illegible due to being too long, written in too small letters, and too difficult to understand. As one non-reading interviewee explained, he did not have the time and would simply *“sign in – in reality I don’t care”* (I-6, UGC (non-SNS) user), revealing a certain user inertia.

On the level of actual policy content, some non-readers additionally claimed that *“it is every time the same”* (I-9, UGC user), but only one gave as a reason her mistrust in website providers: *“I don’t think they are saying the truth”* (I-10, UGC (non-SNS) user). The main reason outlined, though, was a perceived helplessness or, at least, a perception of uneven power relations: *“The only way to get there is to accept them [privacy policies] – so it doesn’t matter what is written there anyway”* (I-1, UGC user).

But those interviewees who stated that they do read privacy policies (at least briefly) gave rather detailed explanations what exactly they expect from a privacy – in particular *“the way*

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<sup>6</sup> Such as, for example, leaving parts blank, using fake or altered data, or looking for similar websites where less information or no registration was required.

*how the operator will handle my personal data, if he would disseminate them further, how much one can trust that and [things] like that” (I-5, UGC (non-SNS) user). Based on their policy reading, they would “try to find a way of ensuring my profile, to find who has access to the data, and whether they will be erased after some time” (I-8, UGC user). However, only two readers would not register and look for a different website if they were not satisfied with the privacy policy’s content.*

Ultimately, it appeared that the perceived helplessness revealed by non-readers applied, to a certain extent, also to the policy readers who, in their *“attempt to secure the highest level of privacy protection”* (I-3, UGC user), still felt that their power as UGC website users was rather limited: *“For that instance, I would call Facebook that they have to delete all stored data, and I would like to find out how I could change it – but this is not within our competence”* (I-8, UGC user).

#### 4. Conclusion: *“Not within our Competence”*

In the beginning of each interview, the respondents were asked to give their spontaneous associations with a number of terms: honesty, internet, work, family, privacy. The subsequent results show a particularly interesting contrast between the first and the last of them – honesty and privacy. Whereas honesty was mostly described as an established (though rare) value and social norm, often linked to certain political personages or institutions and historical political landmarks, the respondents' associations with privacy were substantially different. Rather than being ascribed a normative character, it appeared in these descriptions as something that was highly evaluated and strongly desired, but not always found: *“something I would like to keep for myself but that is not always possible”* (I-2, UGC user) – or even *“something I haven’t”* (I-7, UGC user). At the same time, privacy was strongly associated with certain spaces – *“comfort zones”* that allow *“tranquillity, peace, silence”* (I-9, UGC user), and where one finds *“protection”* and *“security”*. Additionally, one interviewee associated privacy with *“security systems”* (I-6, UGC (non-SNS) user) – which would underline such strongly space/ownership-related concepts, as security systems rigidly define and distinguish between who is allowed in, and who is meant to stay out.

However, one respondent went beyond these merely “static” definitions and described privacy as something that *“is not completely secure, but it’s something that people develop”* (I-8, UGC user), pointing towards more dynamic practices which may be in the process of changing and undergoing (re-)negotiations.

Generally, the interviewees did appear to have developed a sense of privacy “offline”, linked to a strongly perceived need for security – which requires efforts to be made, maintained and, potentially, even to set rigid demarcations. This perception, however, seemed to be translated into the online environment only to a limited extent. Whereas the internet *in general* was criticised for its lack of privacy, the *specific* usage of UGC websites mostly appeared not to raise major privacy concerns. In particular the customisation of content as a form of commercial trade-off predominantly met with acceptance. However, the passing on and selling of personal information, if known about it at all, was not deemed acceptable.

As was the case in the low level of taking protective measures, attitudes about UGC website may be based on the interviewees' stated lack of negative experiences. This, in combination with a perceived helplessness to successfully enforce user interests, may result in what superficially appears as user inertia. Actually, thus, it may rather be a (mutually reinforcing) effect of both aspects of what is perceived as *“not within our competence”* (I-8, UGC user): lacking both expertise *and* authority.

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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	<p><i>avoid lengthy descriptions and statements.</i></p> <p><i>Test words: honesty, internet, work, family, privacy</i></p> <p><i>Running Total: 8 min</i></p>
<p><b>ALL RESPONDENTS</b></p> <p><b>Willingness to disclose personal information in various situations.</b> [about 8 min]</p>	<p><b>Q.1.1</b> 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?</p> <p><i>Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.</i></p> <p><b>Q.1.2</b> What if he/she asked you about how much you earn What would you do? <i>Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.</i></p> <p><b>Q.1.3</b> 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?</p> <p><i>Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.</i></p> <p><b>Q.1.4</b> 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?</p> <p><i>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</i></p> <p><i>Running Total: 16 min</i></p>
<p><b>ALL RESPONDENTS</b></p> <p><b>Internet experience and attitudes</b> [about 5 min]</p>	<p><b>Q.2</b> Let's talk a bit more about the internet now, how long have you been using the internet?</p> <p><b>Q.3</b> What do you love most about the internet?</p> <p><b>Q.4</b> What do you dislike most about the internet?</p> <p><i>Running Total: 21 min</i></p>
<p><b>ALL RESPONDENTS</b></p> <p><b>Underlying beliefs &amp; attitudes to commercial/privac</b></p>	<p><b>Q.5</b> Imagine that you are visiting a website of a discount club, for example a site similar to Groupon &lt;or similar, please choose the one most appropriate for your country&gt;. The club offers up to 50% discounts on different consumer products and services (e.g. books, travel, household goods, and fashion items) to its</p>

<p><b>y trade-off</b></p> <p>[about 5 min]</p>	<p>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?</p> <p><i>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</i></p> <p><i>For items that respondent is <u>not</u> willing to provide information about to the website probe reason: Q5.i Why not? Or Why wouldn't you give your...</i></p> <p><i>Running Total: 26 min</i></p>
<p><b>ALL RESPONDENTS</b></p> <p><b>Internet usage</b></p> <p>[about 2 min]</p>	<p><b>Q.6 Please tell me a little about the internet websites you use in a typical week and what you use them for.</b></p> <p><i>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).</i></p> <p><i>Running Total: 28 min</i></p>
<p><b>ALL RESPONDENTS</b></p> <p><b>UGC usage</b></p> <p>[about 5 min]</p> <p>- Establish whether UGC user or non-user</p> <p>- Establish whether SNS user</p> <p>- Establish UGC site used most frequently</p> <p>- Provides link to findings from online questionnaire</p> <p><i>Show card A</i></p>	<p><b>Q.7 This is a list of some websites &lt;show list of UGC sites used in each country for WP7 &gt;. 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? &lt;Make a note which whether respondent uses Social Networking Site and if not which UGC website respondent uses most&gt;</b></p> <p><i>Show card A:</i></p> <p><b>A. Social networking website such as Facebook, &lt;Local SNS used in WP7&gt;</b></p> <p><b>B. Business networking websites such as LinkedIn, Xing.com</b></p> <p><b>C. Dating websites such as parship.com</b></p> <p><b>D. Websites where you can share photos, videos, etc., such as YouTube, Flickr</b></p> <p><b>E. Websites which provide recommendations and reviews (of films, music, books hotels etc), such as last.fm, tripadvisor</b></p> <p><b>F. Micro blogging sites such as twitter</b></p> <p><b>G. Wiki sites such as Wikipedia, myheritage</b></p> <p><b>H. Multiplayer online games such as secondlife.com, World of Warcraft</b></p>

	<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>- the consequences of giving information online,</li> <li>- how information about them is used,</li> <li>- whether UGC sites can be trusted, and</li> <li>- any other issue relating to privacy.</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 in depth to determine</i></p> <ul style="list-style-type: none"> <li>i. what aspect of UGC sites respondent finds unacceptable, and why;</li> <li>ii. beliefs about how internet sites use information;</li> <li>iii beliefs about what UGC sites are for.</li> </ul> <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><b>Establish:</b></p> <p>- 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**

<p><b>aliases/nicknames</b> [about 2 min]</p> <p>- explore attitudes towards revealing personal information in different situations</p>	<p><b>haven't, what do you think about it?</b> <i>Probe more in detail.</i></p> <p><i>Running Total: 44 min</i></p>
<p><b>ALL RESPONDENTS</b></p> <p><b>Attitudes towards use of personal information by websites</b> [about 8 min]</p> <p><i>Show card B</i></p>	<p><b>Q.18 The information users include in their account or profile on a website can be used by the website owners for a number of purposes, such as to customize the content and advertising that users see, to send them emails, to gather in-depth personal information about them etc. Did you know this when you signed up with a website (or UGC/SNS)? What do you think of it?</b></p> <p><i>Make a note whether respondent was aware of purposes and probe to determine attitude to use of users' information for each of the following:</i> <i>Show card B:</i></p> <ol style="list-style-type: none"> <li><i>1. customize the advertising you see (show you only advertising for things/services that likely to interest you)</i></li> <li><i>2. share information ( which could be linked to your name) about your behaviour with other parts of the company</i></li> <li><i>3. sell information (not linked to your name) about your behaviour to other companies</i></li> </ol> <p><i>For <u>each purpose</u> probe respondent for the reason behind finding the use acceptable/unacceptable.</i></p> <p><i>If not already mentioned, for any purpose respondent finds unacceptable ask:</i></p> <p><b>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 &lt; purpose respondent finds unacceptable&gt;?</b> <i>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.</i></p> <p><i>Running Total: 52 min</i></p>
<p><b>ALL RESPONDENTS</b></p> <p><b>Attitudes towards &amp; behaviour on privacy policies.</b></p>	<p><b>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)</b> <b>If yes – what would you look for? If you didn't find what you have looking for, what would you do?</b></p>

[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.2 Interview Guidelines (Slovakian)

### **Pokyny pre anketára**

Preto, že zámerom tohto rozhovoru je získať hlbšie poznatky o osobných názoroch, myšlienkach, pocitoch, skúsenostiach a správaní respondenta vo vzťahu ku kvantitatívnym výsledkom výskumu WP7, je nevyhnutné, aby respondenti hovorili čo najľahšie, a aby im bolo umožnené rozvíjať svoju vlastnú postupnosť myšlienok a nepresadzovať vopred definované uzavreté vzory otázok. Je zrejmé, že jednou z hlavných výziev pre každého anketára vykonávajúceho štandardizované rozhovory s otvorenými otázkami je nájdenie rovnováhy medzi otvorenosťou otázok a udrжанím kontroly nad výberom potrebných informácií – anketové otázky sú preto formulované tak, aby podporili riešiteľnosť tohto problému.

Napriek tomu, vedenie rozhovorov na zložité témy vždy zostane komplexnou úlohou, nasledujúce praktické odporúčania majú slúžiť pre zníženie aspoň niektorých možných zdrojov chýb.

**Plánujte dopredu:** schôdzku s respondentom zorganizujte na mieste ktoré vyberie on/ona a na ktorom sa cíti pohodlne, no majte na pamäti, že by malo byť zachované dostatočné súkromie, tak aby nebol rozhovor prerušovaný a aby sa respondent nerozptyľoval. Vyhnite sa časovému tlaku, ktorý môže spôsobiť nevôľu respondenta odpovedať.

**Oboznámte sa s pokynmi pre rozhovor vopred:** Natrénujte si otázky vopred, prečítajte si poriadne všetky otázky vrátane poznámok a šikmého písma. Držte sa pokynov a nepreskakujte medzi otázkami.

**Oboznámte sa s technickým vybavením:** Urobte si krátky test pred každou nahrávkou rozhovoru, aby sa zabezpečilo, že záznamové zariadenie je v poriadku a batérie sú dostatočne nabité.

**Pýtajte sa otvorené otázky:** Keď kladiete otázku respondentovi, je lákavé sa opýtať sugestívne otázky (napr. "Takže si myslíte, že / nemyslím, že ...?"), ktoré môžu byť zodpovedané jednoduchým áno / nie. Takýmto otázkam je potrebné sa čo najviac vyhýbať ak chceme získať viac informácií o tom, čo si respondent skutočne myslí. Snažte sa sústrediť na kladenie otvorených priamych otázok, a pritom používať iné techniky, ako je empatia, úmyselné odmlčania alebo zrkadlenie, čo poskytne respondentovi dostatočný priestor na to aby sa rozpravil.

**Zostaňte stále pozorný:** Aj keď je potrebné byť interaktívny, hlavnou úlohou anketára je počúvať a pozorovať počas rozhovoru. Odporúča sa zostať ostražitý a potenciálne si robiť poznámky po rozhovore, pretože respondenti často poskytujú dôležité informácie ihneď po vypnutí záznamového zariadenia.

Úvod	Inštrukcie
<p><b>Všetci respondenti</b></p> <p><b>Úvod</b></p> <p>[približne 5 minút]</p> <ul style="list-style-type: none"> <li>- Poďakovanie</li> <li>- Vaše meno</li> <li>- Účel</li> <li>- Utajenosť informácií</li> <li>- Trvanie</li> <li>- Ako bude rozhovor vedený</li> <li>- Podpis, potvrdzujúci súhlas, na príslušný formulár</li> </ul>	<p>Rád by som vám poďakoval, že ste si dnes našli čas na stretnutie so mnou. Moje meno je ..... a chcel/a by som s Vami hovoriť na tému "Internet", čo na ňom máte/nemáte radi a akým spôsobom ho využívate.</p> <p>Ako už bolo spomenuté pri príležitosti organizovania tejto schôdzky, tento rozhovor je realizovaný ako súčasť projektu CONSENT, spolufinancovaného Európskou komisiou. Jeho cieľom je zbierať názory užívateľov internetu zo všetkých členských krajín EÚ. Ak si želáte, na konci rozhovoru Vám môžem poskytnúť ďalšie informácie o projekte CONSENT. Váš názor je pre náš výskum veľmi cenný a bude naň prihliadané i v rámci koncipovania záverečnej správy.</p> <p>Rozhovor by mal trvať menej, než jednu hodinu. Budem ho nahrávať, keďže nechcem opomenúť žiadnu z vašich pripomienok. Hoci si budem taktiež robiť poznámky, nie je v mojich silách zaznamenať všetko týmto spôsobom. Keďže je rozhovor nahrávaný, prosím hovorte dostatočne nahlas, aby neostali niektoré vaše komentáre nepovšimnuté.</p> <p>Všetky odpovede sú dôverné, čo znamená, že budú zdieľané iba s inými členmi výskumného teamu. Rovnako bude zabezpečené, aby Vás nebolo možné podľa odpovedí spätne v našej správe identifikovať. Vaše meno tak nebude s odpoveďami spojené žiadnym spôsobom.</p> <p>Prosím prečítajte si a podpíšte tento formulár ohľadom Vášho súhlasu. Máte k nemu nejaké otázky?</p> <p>Pamätajte si, prosím, že nemusíte zodpovedať otázky, ktoré si zodpovedať neželáte a rozhovor môžete kedykoľvek ukončiť. Je to v poriadku?</p> <p><i>Celkový čas: 5 min</i></p>
Ciele	otázky
<p><b>Všetci respondenti</b></p> <p><b>Cvičenie slovných asociácií</b></p> <p>[cca 3 min]</p> <ul style="list-style-type: none"> <li>- určite, ktoré asociácie sa predovšetkým spájajú so</li> </ul>	<p><b>O.1 Na začiatok sa zahráme krátku hru/ spravíme krátke cvičenie: Prečítam Vám slovo a od Vás by som chcel/a, aby ste uviedli niekoľko vecí ktoré Vám okamžite v súvislosti s týmto slovom napadnú/prídu na um: Skúsme si najprv príklad: Čo Vám napadne ako prvé pri slove "leto"? Niečo ďalšie?</b></p> <p><i>Podporujte respondentov v používaní krátkych fráz, jednotlivých slov a zabráňte používaniu dlhých opisov a výrokov.</i></p> <p><b>Kľúčové slová: česťnosť, internet, práca, rodina, súkromie</b></p> <p><i>Celkový čas: 8 min</i></p>

súkromím	
<p><b>Všetci respondenti</b></p> <p><b>Ochota poskytnúť osobné informácie v rôznych situáciách.</b> [okolo 8 min]</p>	<p><b>Q.1.1</b> Teraz poďme na trochu inú tému. Predstavte si že ste v lietadle a osoba sediaci vedľa Vás, niekto kto je pre Vás absolútne cudzí a pravdepodobne ho už nikdy znovu nestretnete, je veľmi komunikatívna. Táto osoba je rovnakého pohlavia ako vy a v podobnom veku. On/ona rozpráva o rôznych veciach a asi po 15 minútach sa začne pýtať či ste zadaný/á, ženatý/vydatá, alebo či ste v nejakom vzťahu. Ako zareagujete? <i>Nechajte respondenta voľne sa vyjadriť. Iba keď neudá dôvod prečo opýtajte sa ho na túto skutočnosť.</i></p> <p><b>Q.1.2</b> Ako by ste zareagovali keby sa Vás opýtal/a na Váš plat? <i>Nechajte respondenta voľne sa vyjadriť. Iba keď neudá dôvod prečo opýtajte sa ho na túto skutočnosť.</i></p> <p><b>Q.1.3</b> A ako by ste zareagovali keby sa Vás opýtal/a že či môže použiť číslo Vášho občianskeho preukazu ako číslo do lotérie? <i>Nechajte respondenta voľne sa vyjadriť. Iba keď neudá dôvod prečo opýtajte sa ho na túto skutočnosť.</i></p> <p><b>Q.1.4</b> Teraz si predstavte že by sa Vás tieto otázky pýtal Váš známy ktorého stretávate párkrát do roka. Bola by Vaša reakcia iná? <i>Opýtajte sa na každú jednu možnosť: či ste slobodný, ženatý/výdatá, vo vzťahu, koľko zarábate, číslo občianskeho preukazu. V každom prípade sa opýtajte či by povedal pravdu a prečo nie.</i> <i>Running Total: 16 min</i></p>
<p><b>Všetci respondenti</b></p> <p><b>Skúsenosti s internetom</b> [okolo 5 min]</p>	<p><b>Q.2</b> Poďme teraz trochu ku téme internet. Ako dlho používate internet?</p> <p><b>Q.3</b> Čo máte na internete najradšej?</p> <p><b>Q.4</b> Čo naopak Vám na internete najviac prekáža? <i>Running Total: 21 min</i></p>
<p><b>Všetci respondenti</b></p> <p><b>Základné presvedčenia postoje</b> a k</p>	<p><b>Q.5</b> Predstavte si že navštívite internetovú stránku, ktorá poskytuje rôzne zľavy napríklad stránku podobnú Grouponu ( ). Stránka ponúka zľavy až do výšky 50 % na rôzne produkty a služby (knihy, cestovanie, potreby pre domácnosť, oblečenie...). Na stránke práve prebieha akcia, ktorá Vám ponúka zľavy až do 75% pre všetkých zákazníkov, ktorí sú ochotní poskytnúť viac</p>

<p><b>reklamnej akcii</b></p> <p>[okolo 5 min]</p>	<p>informácií ako len meno a emailovú adresu. Ktoré osobné informácie by ste boli ochotný poskytnúť aby ste mohli využiť tieto zľavy?</p> <p><i>Začni čítať zoznam: Telefónne číslo, adresa, datum narodenia, ročný príjem, rodinný stav, počet detí, vek detí, číslo občianskeho preukazu alebo pasu, emailová adresa Vášho partnera, či máte životné poistenie, či máte poistenú domácnosť</i></p> <p><i>Pre položky kde bude záporná odpoveď opýtaj sa na dôvod</i></p> <p><i>Running Total: 26 min</i></p>
<p><b>Všetci respondenti</b></p> <p><b>Používanie internetu</b></p> <p>[okolo 2 min]</p>	<p><b>Q.6 Povedzte niečo o internetových stránkach, ktoré používate počas bežného dňa</b></p> <p><i>Otestujet, či aktivity majú vplyv na respondentov životný štýl, návyky a sociálne vzťahy. (Iba dve minúty, netreba ísť príliš do detailov)</i></p> <p><i>Running Total: 28 min</i></p>
<p><b>Všetci respondenti</b></p> <p><b>UGC používanie</b></p> <p>[okolo 5 min]</p> <ul style="list-style-type: none"> <li>- Zistiť či je UGC používateľom</li> <li>- Zistiť či je SNS používateľom</li> <li>- Zistiť ktoré UGC stránky sú používané najčastejšie</li> </ul> <p><i>Ukázať kartu A</i></p>	<p><b>Q.7 Toto je zoznam rôznych stránok &lt;ukáž list UGC stránok použitých v každej krajine pre WP7 &gt;. Mohli by ste nám povedať, či máte na danej stránke vytvorený účet a ako často sa prihlasujete? &lt;Poznačte si či respondent používa SNS a ak nie ktoré UGC používa najviac&gt;</b></p> <p><i>Ukáž kartu A:</i></p> <p><b>A. Sociálne siete ako Facebook &lt;Twitter, Zoznamka, atď. použité vo WP7&gt;</b></p> <p><b>B. Stránky poskytujúce ekonomické informácie ako LinkedIn, Xing.com</b></p> <p><b>C. Zoznamovacie stránky ako parship.com</b></p> <p><b>D. Stránky kde môžete zdieľať fotky alebo videá ako YouTube, Flickr</b></p> <p><b>E. Stránky ktoré robia recenzie a odporúčania (filmy, hudba, knihy, hotely...), ako last.fm, tripadvisor</b></p> <p><b>F. Micro blogové stránky ako twitter</b></p> <p><b>G. Wiki stránky ako Wikipedia, myheritage</b></p> <p><b>H. Multiplayer online hry ako secondlife.com, World of Warcraft</b></p> <p><i>Zistite najmä koľko času trávi respondent na sociálnych sieťach denne/týždenne</i></p> <p><i>Running Total: 33 min</i></p>
<p><b>RESPONDENTI KTORÝ</b></p>	<p><b>Q.8 Prečo nemáte účet na žiadnej z týchto stránok. Vymazali ste ho alebo ste ho ani nikdy nemali?</b></p>

**NEPOUŽÍVAJÚ  
UGC STRÁNKY IN  
Q7**

**Dôvody  
nepoužívania UGC  
stránok**  
[okolo 3 min]

*Preskumajte všetky dôvody ale zaznačte len prvé dva*

*Hlavne nás zaujmajú dôvody súvisiace s problémami respondenta:*

- dôsledky poskytovania informácií online,
- ako sú informácie o nich používané,
- či možno dôverovať UGC stránkam, a
- akekoľvek ďalšie dôvody súvisiace so súkromým.

*Ak ochrana súkromia/spôsob používania informácií  
nedôvera neboli spomenuté ako dôvod položte  
otázku:*

**Q.9 Za akých okolností by ste si otvorili účet na takýchto stránkach?**

*Nechajte respondenta slobodne hovoriť ale potom sa jemne opýtajte či respondent cíti nejaký nátlak na otvorenie účtu na daných stránkach.*

*Ak ochrana súkromia/spôsob používania informácií  
boli spomenuté ako dôvod položte otázku:*

**Q10. Spomenuli ste že jedným z dôvodov prečo ste si neotvorili alebo zrušili účet bolo <podľa predošlej odpovede> . Môžete mi presnejšie povedať čo Vám prekáža?**

*Preskúmajte do hĺbky*

*i. ktoré aspekty UGC stránok sú pre respondenta neakceptovateľné a prečo;*

*ii. Názor respondenta na to ako sú využívané osobné informácie;*

*iii. Názor respondenta na čo vlastne slúžia UGC stránky.*

*Running Total: 36 min*

**RESPONDENTI  
POUŽÍVAJÚCI UGC  
STRÁNKY V Q7**

**UGC stránky –  
motivácia a  
využitie**  
[okolo 6 min]

**Zriadiť:**

- Motivácia používania UGC stránok
- ochota zdieľať informácie

**Q.11 Prečo používate tieto stránky <Podľa predošlej odpovede respondenta>? Zistite hlavné motivácie používania týchto stránok.**

**Q. 12 Počas celkového používania týchto stránok, ktoré osobné informácie ste poskytli?**

*Nechajte respondentovi dostatok času a nech rozpráva svojimi slovami ale sústreďte sa pri odpovedi najmä na meno, adresu, fotky, fotky rodiny a blízkych, audio-video záznamy, zdravotné informácie, záľuby, športy, miesta kde ste boli, názory.*

**Q.13 Kto môže vidieť Váš profil alebo fotky?**

**Q15 Prečo to máte nastavené takýmto spôsobom?**

- dôvera a postoj k  
rôznym druhom  
informácií  
- motivácia na  
nastavenie kto  
môže vidieť  
informácie

**Q.14 Oľutovali ste niekedy poskytnutie týchto informácií a dokumentov?**

*Ak áno: Q.15 Môžete nám povedať niečo o tom... čo sa stalo? Prečo ste oľutovali to čo ste poskytli?*

*Ak respondent nespomenie komerčné informácie a negatívny vplyv potom sa tiež spýtať 16.1 a 16.2*

*Ak nie: Q.16 Viete si predstaviť situáciu kedy by ste to oľutovali?*

*Otestujte či nedostatok pozornosti respondenta súvisí s:*

*i. málo zverejnených informácií, alebo*

*ii. dobré zváženie či danú informáciu zverejní, alebo*

*iii. si myslí, že nie je problém, že každý má prístup k informáciám o nich*

*ak nie i a ii potom sa opýtaj:*

**16.1 Dostávate reklamné informácie ktoré by podľa Vás mohli byť výsledkom zverejňovania vašich informácií, aký máte na to názor?**

*Otestujte do hĺbky:*

*iv. Či sa respondent obáva dosledkov*

*v. Prečo niektoré sú akceptovateľnejšie ako iné*

*vi. Akceptujú ľudia že dostávajú reklamných informácií je súčasť marketingového boja.*

**16.2 Myslíte že sa môže stať niečo negatívne v súvislosti so zverejňovaním osobných informácií?**

**Ako si myslíte že sa to môže stať?**

*Otestujte pozorne ako respondent zmýšľa o využívaní svojich vlastných osobných informácií umiestnených na UGC inými ľuďmi. Použite neutrálny tón aby ste umožnili pozitívne aj negatívne reakcie*

*Running Total: 42 min*

**Všetci respondenti**

**Používanie  
prezývok/nicknam  
ov**

**[okolo 2 min]**

*Ak to nebolo vopred stanovené až po tento bod.*

**Q.17 Použili ste niekedy prezývku alebo krycie meno, keď ste poskytovali informácie priamo? V akom prípade, a prečo? Alebo ak ste prezývku nepoužili, čo si o tom myslíte?**

*Rozoberte to do detailov*

*Running Total: 44 min*

<p>- Prieskum postoja k používaniu osobných informácií</p>	
<p><b>Všetci respondenti</b></p> <p><b>Postoj k používaniu osobných informácií internetovými stránkami</b></p> <p>[okolo 8 min]</p> <p><i>Ukáž kartu B</i></p>	<p><b>Q.18 Informácie, ktoré používatelia uvedú na svojom účte alebo profile webstránok, môžu byť použité majiteľmi webstránok na rôzne účely. Napríklad na prispôsobenie obsahu a reklamy, ktorú na nej používateľ vidí, na posielanie emailov ako aj zhromažďovanie osobných informácií o používateľoch, atď. Vedeli ste o tom, keď ste sa na nejakú stránku prihlásili? Čo si o tom myslíte?</b></p> <p><i>Spravte si poznámku či si bol respondent vedomí daných účelov a bližšie zistíte postoj k používaniu užívateľových informácií, pre každé z nasledujúcich:</i></p> <p><i>Ukážte kartu B:</i></p> <ol style="list-style-type: none"> <li><i>4. Prispôsobenie viditeľnej reklamy (ukazuje to len reklamu na veci a služby, ktoré by Vás mohli zaujímať),</i></li> <li><i>5. Zdieľanie informácií (ktoré by mohli byť priradené k Vašmu menu) o vašom správaní s inými časťami organizácie,</i></li> <li><i>6. Predávanie informácií (nespojených s Vaším menom) iným organizáciám o vašom správaní</i></li> </ol> <p><i>Pre každý bod skúmajte u respondenta dôvod prečo by to bolo alebo nebolo akceptovateľné.</i></p> <p><i>Ak sa predtým o tom respondent nezmienil a žiadny z týchto bodov nepovažuje za neakceptovateľný, spýtajte sa:</i></p> <p><b>Q.19 Na základe akých podmienok, ak sú nejaké, by ste akceptovali poskytovanie osobných informácií na webovej stránke?</b></p> <p><i>Bližšie skúmajte či by bol respondent ochotný akceptovať lotériový lístok, alebo body na stránke, ako napríklad Facebookové body. Prípadne brať z takejto stránky podiel, peniaze.</i></p> <p><i>Running Total: 52 min</i></p>
<p><b>Všetci respondenti</b></p> <p><b>Názor na politiku ochrany osobných údajov</b></p> <p>[okolo 4 min]</p>	<p><b>Q20 Čo si myslíte o ochrane osobných údajov UGCs/SNS, ktoré používate? Prečítali ste si ich predtým ako ste sa prihlásili?(vyberte si jeden ako príklad, ak ste odpovedali nie, na Q 7, tak hocijakú inú webstránku, ktorú používate pravidelne.)</b></p> <p><i>Ak ste odpovedali áno - čo by ste tam hľadali? Ak by ste nenašli to čo ste hľadali, čo by ste potom robili?</i></p> <p><i>Rozoberajte podrobnejšie:</i></p> <ul style="list-style-type: none"> <li><i>- či ľudia skutočne čítajú informácie ohľadom ochrany osobných</i></li> </ul>

	<p>údajov;</p> <ul style="list-style-type: none"> <li>- čo (pritomnosť-chýbanie niektorých vlastností? Ubezpečenia?) hľadajú pri čítaní pokynov o ochrane súkromia?; a</li> <li>- čo robia ak to čo hľadajú tam nie je? (pokračovali by ste aj tak v používaní webstránky? alebo by ste nezačali alebo prestali stránku používať?)</li> </ul> <p><i>Running Total: 56 min</i></p>
<b>Všetci respondenti</b>	<b>Toto je od mňa všetko, je ešte niečo čo by ste k tomu radi dodali?</b>
<b>Podakovanie a záver</b>	<p>Rozdajte stimuly ak ste ich použili. Informujte o ďalších krokoch, prípadne poskytnite viac informácií o projekte, ak si to respondent želá.</p> <p><b>Ďakujem Vám veľmi pekne za Váš hodnotný príspevok k nášmu projektu!</b></p> <p><i>Total: 60 min</i></p>

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## B. Pre-Analysis Template

Interview Country:	_____	Interviewer (name):	_____
Date:	_____	Interview number:	_____
Interviewee age:	_____	Gender:	<input type="checkbox"/> Female
			<input type="checkbox"/> Male
		Location:	<input type="checkbox"/> urban / suburban
			<input type="checkbox"/> rural
SNS/UGC usage:	<input type="checkbox"/> SNS/UGC user		
	<input type="checkbox"/> UGC (non-SNS) user		
	<input type="checkbox"/> 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
Marital Status (Q1.1)				
Income (Q1.2)				
ID Number (Q1.3)				

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

**Additional Quotes:**

**C. Years of Internet Usage**  **(Q2):**

#### D. General Internet-related Attitudes

<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:

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

**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, 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> ( <i>e.g. tripadvisor</i> )				
<b>Micro blogging sites</b> ( <i>e.g. Twitter</i> )				
<b>Wiki sites</b> ( <i>e.g. Wikipedia</i> )				
<b>Multiplayer online games</b> <i>e.g. 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> ( <i>e.g. Facebook, local SNS websites</i> )			
<b>Business networking websites</b> ( <i>e.g. LinkedIn</i> )			
<b>Dating websites</b> ( <i>e.g. parship.com</i> )			
<b>Photo/video sharing websites</b> ( <i>e.g. Flickr, Youtube</i> )			
<b>Websites providing reviews</b> ( <i>e.g. tripadvisor</i> )			
<b>Micro blogging sites</b> ( <i>e.g. Twitter</i> )			
<b>Wiki sites</b> ( <i>e.g. 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)

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

**Additional Quotes:**

### G.5 Privacy Settings (Q13)

Name / type of website	Form of setting <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		
Not acceptable		
Acceptable under conditions		

**Specific Quotes:**

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

		Reasons for/against using an alias or nickname
Yes		
No		

**Specific Quotes:**

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

	Awareness		How did the interviewee learn about this	Attitude	Reaction / Resulting Behaviour
Customising the content and advertising users see	Yes	<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

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

Specific Quotes:
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