



CONSENT

Consumer sentiment regarding privacy
on user generated content services
in the digital economy

Awareness, values and attitudes of user generated content website users and non-users towards privacy in Austria: a quantitative study

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CONSENT

Consumer Sentiment regarding privacy on user generated content (UGC) services in the digital economy
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<http://www.consent.law.muni.cz>

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1. Key Findings

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

The Austrian sample consists of 131 respondents (1.5% of the total sample), of which 62.1% male and 37.9% female, with an average age of 31 and 63.2% tertiary education. With 85% UGC users (total sample 90%), 13.04 mean years of internet usage (total sample 10.67) and 86.9% using the internet at home every day or almost every day (total sample 93%), it is considered a sample of predominantly experienced, frequent internet users who are very likely to also be UGC users.

This level of experience is in line with the Austrian respondents' awareness and behaviour regarding the handling of technical details: 76% are aware of "cookies" (total sample 65%), and more than nine out of ten respondents actually ever disabled them (Austria 92%, total sample 68%). On the level of specific technical measures taken to maintain or increase personal internet security, some practices (pop-up window blockers, checking opt-in / opt-out boxes, checking for spyware, clearing the browser history) are more established than others (blocking emails), with the Austrian sample showing results that are generally above the overall sample average.

93.1% of Austrian respondents indicated that they shop online (total sample 87.4%), with an increase in shopping online with increasing age, and a strong preference to pay after delivery. Of those Austrian respondents who never bought anything online, 18.4% of responses highlighted their lack of trust in online sellers as a reason for this, which is slightly above the overall sample average (15.4%).

The large proportion of Austrian respondents (78.5%) who have ever opened an account with a social networking website (SNS) is below the total sample average (86.7%). Regarding other UGC websites, all are clearly under the 25% mark.

As main drivers for the use of SNS sites, Austrian respondents indicate their interest in networking (Austria 26%, total sample 31%) and the worldwide usage (Austria 14%, total sample 15.2%). In the reasoning for not using the SNS account can be observed a slightly higher-than-average interest of Austrian respondents in networking effects (Austria 37.3%, total sample 34.4%) which is complemented by a substantial 30.5% who indicate disinterest; 8.5% give trust issues as reasons – a proportion which is very similar to the total sample average (8.1%). In the reasons given for deleting an account, trust issues and concern about information misuse and/or disclosure are strongly indicated and clearly above the total sample average (Austria 39%, total sample 29.9%). Similar proportional reasons are given for deleting an account with UGC websites.

Regarding the perception of general risks related to the disclosure of personal information on UGC websites, Austrian respondents appear to perceive slightly less risk than the overall average. This applies also to the specific risks perceived (information being shared with third parties without user's agreement, personal safety being at risk, becoming a victim of fraud, being discriminated against, or reputation being damaged), where Austria scores lower than the total sample average. Only regarding the likelihood of information being used by website owners without the user's knowledge (Austria 83.2%, total sample 73.9%) and the likelihood of information being used to send unwanted commercial offers (Austria 81.6%, total sample 80.9%) Austrian respondents perceive a higher risk than the average CONSENT respondent.

Generally, Austrian respondents show the second highest level of awareness amongst CONSENT respondents regarding the use of personal information by website owners, but also a comparably high level of acceptance – if given permission – of website owners using users' personal information to customise the content and advertising users see. Austrian respondents show a considerably lower-than-average acceptance of website owners' in-depth gathering of information, selling it, or making it available to others. Such practices are seen as largely unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, again, Austria (together with Germany) generally shows the highest levels of non-acceptance.

Actual experience of privacy invasions is comparably high with Austrian respondents scoring 3.31 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, a comparably high portion (64.9%) of Austrian respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), and 87.6% (total sample 79.7%) of those who change privacy settings indicated that they made the privacy settings stricter so that others can see less information about them.

In dealing with privacy policies, comparatively more respondents from Austria (53%, total sample 47%) ever decided not to use a website due to their dissatisfaction with the site's privacy policy, but about half of Austrian respondents never or rarely actually read a site's terms and conditions (49.6%) or privacy policy (49.3%). If reading the privacy policies, respondents rarely read the whole text (Austria 13.5%, total sample 10.8%), although being rather confident that – when reading it – the text is mostly or fully understood (Austria 67.3%, total sample 63.6%).

2. Introduction

The analyses and results in this document are based on an online survey regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. This study was undertaken as part of the CONSENT¹ project. This document highlights the findings from the study that are relevant to Austria. Other separate reports are available for the countries listed in the table below.

The online questionnaire used in this study consisted of 75 questions and sub-questions, covering general internet usage, online behaviour – in particular regarding online shopping and UGC websites – and the related consumer perceptions and attitudes. Given the specific interest of this research project, attitudes and practices in the disclosure of personal information and online privacy were particularly targeted.

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

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

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

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

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

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

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

Consequently, the frequency of internet usage amongst CONSENT respondents is slightly higher than in studies with samples that reflect the general population (in particular Eurobarometer³ and Eurostat⁴).

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

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

However, throughout this report the CONSENT data are, wherever possible, compared with those from these studies and local reports to constantly evaluate the “proximity” of the CONSENT results to those from surveys which aim to be representative of the EU population as a whole.⁶ In order to facilitate such comparison, the online questionnaire included a number of marker questions which are largely compatible in content and/or structure with questions set

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

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

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

⁶ In the Eurobarometer study, the total average is, obviously, based on the results in *all* 27 EU countries. Additionally – and in contrast to the total CONSENT sample, the EU27 average is a weighted average based on the respective population size in each country. Consequently, the total Eurobarometer average will be comparably closer to the country results of e.g. Germany or the UK, and less similar to the results of e.g. Slovakia or Malta. As the CONSENT study is not aiming at representing a total EU population but a trans-European perspective on internet users, we have chosen to attribute to every European respondent the same weight.

in other studies. Responses to these marker questions make comparisons between results of different studies possible and also highlight possible different interpretative standpoints.

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

Additionally, the CONSENT data did *not* reveal any general *trend* which would confirm a socio-geographic divide. On the level of *specific* perceptions and practices, observable variations *do* exist, but rather than ascribing these to either socio-economic differences or putative “national characters” it may be more productive to depict and analyse a situation where shifting ideas and concerns about online privacy and disclosure of personal information are informed by different local – institutional, legal, historical – *and* trans-local structures, which merge and supersede each other. Instead of linking CONSENT results back to assumed “cultural” differences, they can then contribute to the understanding of a, perhaps, specifically European dynamic where ideas and concerns transgress national boundaries. This aspect of the study which requires further *qualitative* research is addressed in another separate CONSENT study (Work Package 8).

3. Methodology

The English and German versions of the online questionnaire used in this study may be viewed in Appendix A.1 and A.2. The questionnaire was also translated into Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, French, Hungarian, Greek, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish. Respondents could choose which language to see the questionnaire in by selecting from a pull-down menu on the first page of the questionnaire.

The questionnaire was available online between July 2011 and December 2011. A snowball technique was used to promote the study and disseminate links to the questionnaire. Each partner in the CONSENT project was responsible for the dissemination of links in their respective country.

In Austria, the following methodology was used:

- A hyperlink to the questionnaire along with the short description of the CONSENT projects objectives was sent out on 4 different mailing-lists; these mailing-lists were addressed to the students and co-workers of the University of Graz, to students of the Vienna University of Economics and Business, as well as to students of the University of Vienna and to members of a mailing list dedicated to information law and IP-law (via Austrian IP-law organisation);
- personalised emails explaining the research were sent in September 2011 to a selection of Austrian academics and some past students of universities in Vienna and Graz;
- personalised emails explaining the research were sent and numerous calls were made in September 2011 to a selection of Austrian bloggers writing on data protection, social media and Internet;
- between September-November 2011 a banner and short article on the CONSENT research objectives was displayed at [vibe.at](#) (an Austrian consumer association);
- between September-December 2011 a banner was displayed at the home page of the Chair;
- between September-December 2011 a banner was displayed at the home of page [infolaw.at](#) (Austrian research society);
- a selected group of Austrian scholars lecturing in Winter Semester 2011 on data protection, legal informatics and social media were asked to send our questionnaire to their students;
- personalised emails explaining the research and containing the web link to the questionnaire were sent in November 2011 to a selection of Austrian informatics/mathematics teachers in schools of Vienna's district 1 to 12.

4. The Sample

4.1 General Demographics

The data analysis for Austria is based on a sample size of 131, representing 1.5% of the total number of respondents to the study. The gender distribution for the Austrian sample is 62.1% male and 37.9% female, and the average age of respondents was 31 years with a standard deviation of 11 (average age for all CONSENT respondents: 30). 36.8% of Austrian respondents indicated their highest level of education as secondary school or lower, 63.2% responded indicating tertiary education, and 40.8% of respondents were students. Finally, 82.2% described the area where they live as urban or suburban and only 17.7% as rural.

4.2 General Internet Usage

Following Eurostat 2011, 75% of Austrian households had access to the internet. But according to Facebook statistics only 45% of internet users were Facebook users, which is below the EU 27 average (51%). At the same time, Austria had an increase of Facebook users between November 2011 and May 2012 (5.19%), within a wide spread of increasing usage in Europe, ranging between the UK (1.52%) and Romania (21.91%)⁷. However, within the CONSENT sample regarding overall UGC usage Austrian respondents are just slightly “below average” UGC users (85% vs. total sample 90%).

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

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

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

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

Austria: Mean years of Internet Usage by Age and Gender			Mean years of Internet Usage	Standard Deviation	Count
Age	20 years or less	Male	8.44	2.404	9
		Female	8.00	1.754	14
	21-30 years	Male	12.88	1.959	8
		Female	13.00	2.070	8
	More than 30 years	Male	15.38	2.926	39
		Female	13.93	2.526	14

Regarding the respondents' location, there is some variation, with mean years of internet usage gradually decreasing as one moves from urban to suburban to rural; but, additionally, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

Austria: Mean years of Internet Usage by Location			
	Mean years of Internet Usage	Standard Deviation	Count
Urban	13.53	3.581	57
Suburban	12.78	3.655	18
Rural	11.32	4.269	19

Finally, the high frequency of internet usage at home by Austrian respondents (86.9%) stands in stark contrast to the Eurobarometer data (36%⁸ every day or almost every day), and still varies substantially from the Eurostat 2011 data which state 59%⁹ for Austria. For the specific usage of internet at work, there are currently no comparable data available.

Austria: Frequency of Internet Usage								
		Every day / almost every day	2-3 times a week	About once a week	2-3 times a month	Less often	Never	Total
At home	Count	113	12	5	0	0	0	130
	%	86.9%	9.2%	3.8%	0.0%	0.0%	0.0%	100.0%
At work	Count	93	2	2	1	8	17	123
	%	75.6%	1.6%	1.6%	0.8%	6.5%	13.8%	100.0%

⁸ Base however including non-users.

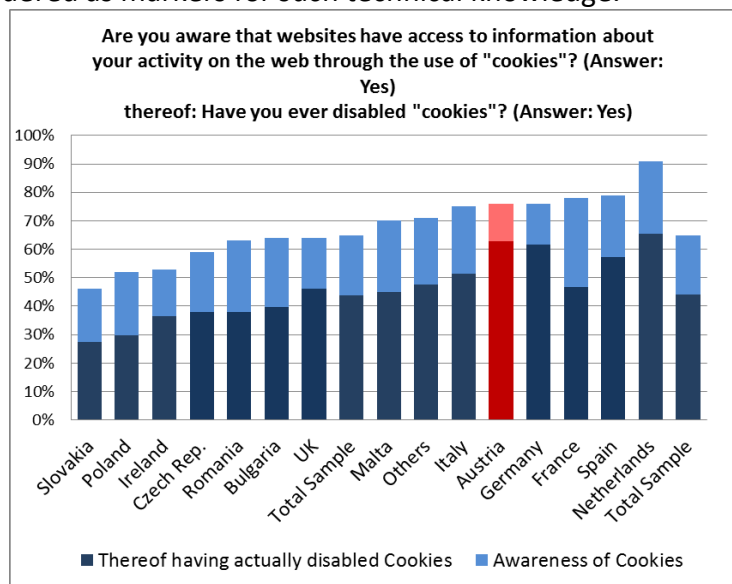
⁹ No distinction between usage at home and usage at work.

5. Results

5.1 Online Behaviour

5.1.1 General Behaviour

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

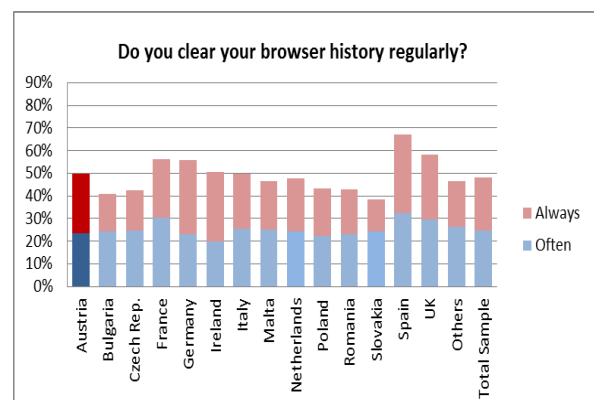
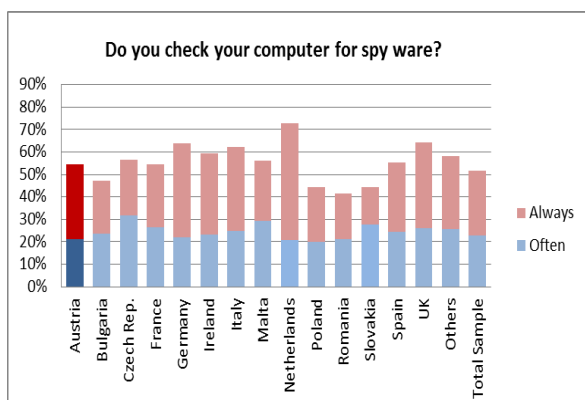
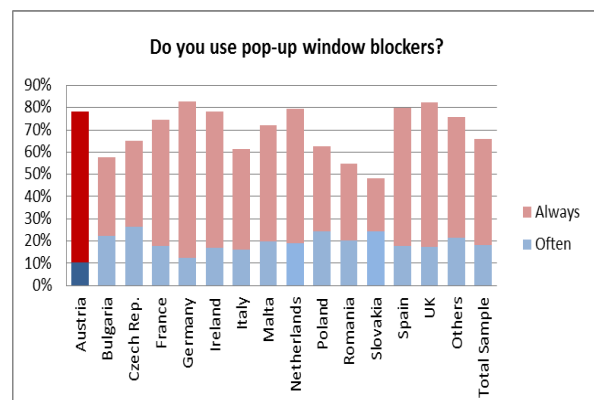
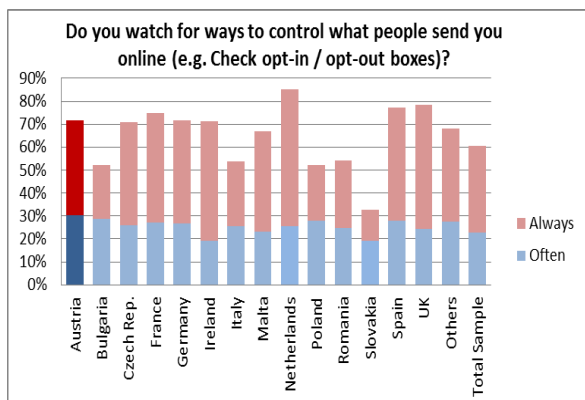


Respondents who disabled cookies.		
Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
Poland	161	57%
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands	207	72%
UK	420	72%
Spain	170	73%
Germany	388	81%
Austria	80	92%
Total Sample	3,031	68%

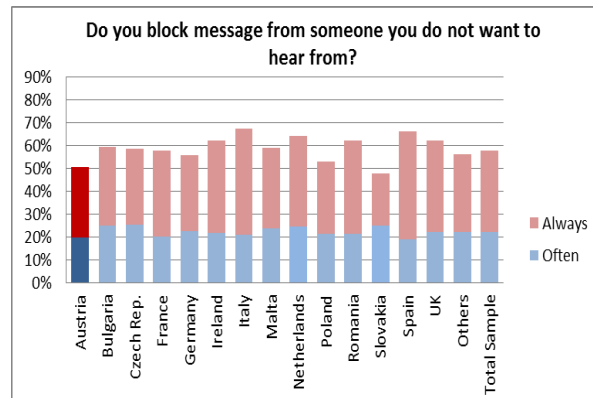
The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. The Austrian respondents themselves show a comparatively high *awareness* of the use of cookies (76%; total sample 65%), within an “East-West divide” (except for Ireland and the UK) that ranges between Slovakia (48%) and the Netherlands (91%).

Additionally to this higher awareness of cookies indicated by Austrian respondents, 92% of those Austrian respondents who were aware of the use of cookies stated that they ever disabled them (total sample 68%). Here, the distribution between the different countries may be linked to a combination of factors,¹⁰ ranging from country-specific levels of technical internet experience to general user inertia.

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



¹⁰ Differences between awareness and actual practices may, here, also be linked to the fact that many websites do not work properly if cookies are generally disabled (rather than deleted on a selective basis). Additionally, it can also be browser-dependent how easy (or difficult) it is to disable cookies.



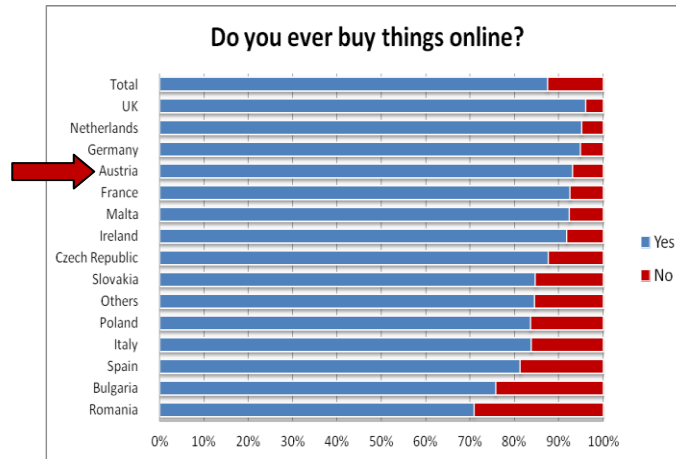
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what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

5.1.2 Online Shopping Behaviour

The higher incidence of online shopping found in the current study when compared to previous studies may, again, reflect the fact that the sample in the CONSENT study is one of experienced internet users whereas those in other studies is more likely to consist of general internet users.

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

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



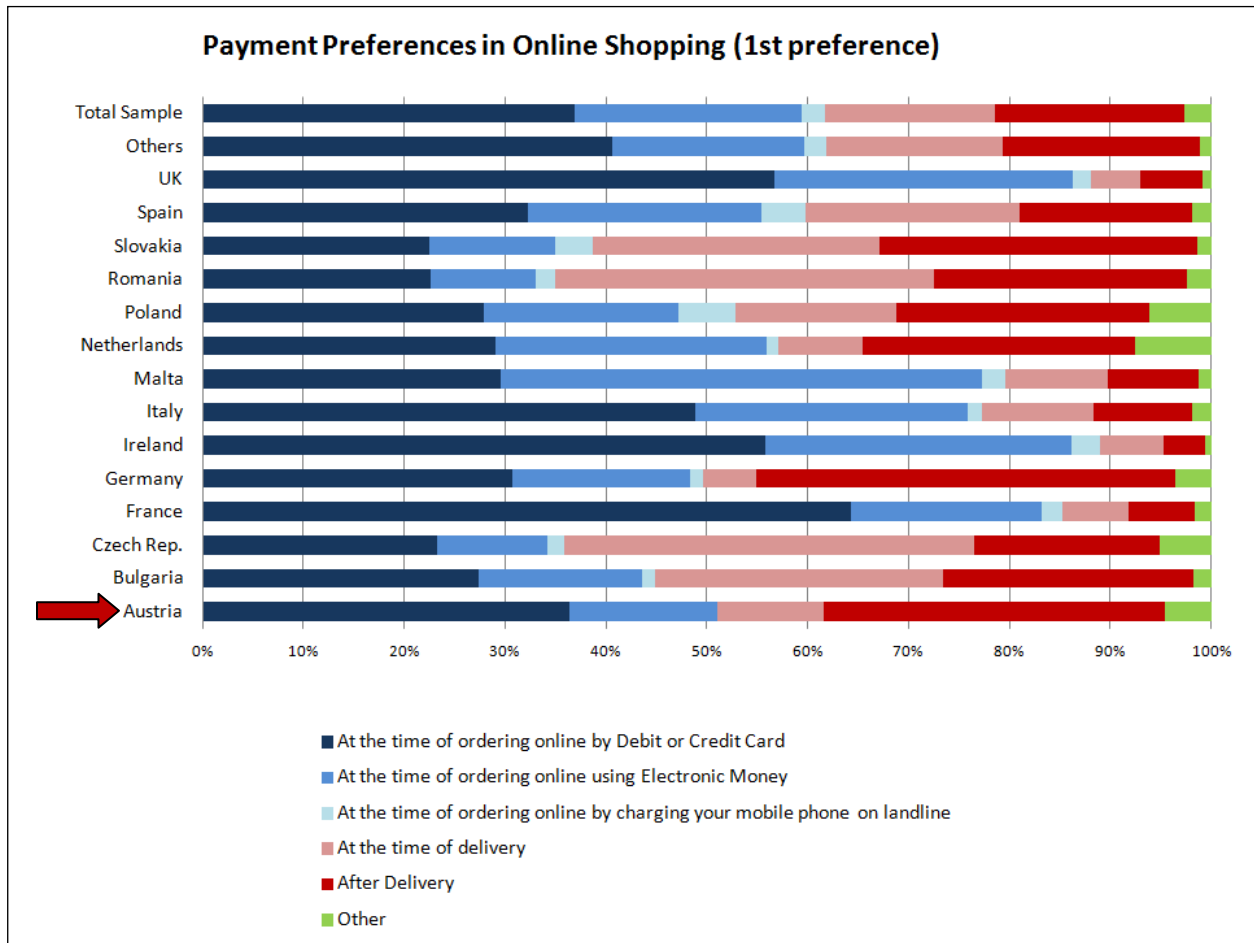
Austria: Online Shopping practice by Age			Austria: Online Shopping by Location		
Age	Yes	No	Location	Yes	No
20 years or less	77.1%	22.9%	Urban	93.8%	6.2%
21 – 30 years	95.8%	4.2%	Suburban	90.9%	9.1%
> 30 years	100%	0.0%	Rural	90.9%	9.1%

Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online and a total sample average of 87.4%. Austria, here, ranges with 93.1% clearly above-average. Five of the remaining seven countries which scored lower than 90% are those traditionally regarded as belonging to the former eastern block, the remaining two, Italy and Spain, may be seen as representative of a southern European flank. Thus, there can be observed a certain East/South-West/North divide; however, e.g. the figures for Malta do not “fit” into such classification.

Online shopping activity of the Austrian respondents appears to be *not* substantially linked to location. Regarding age, though, there is an increase in shopping online with increasing age.

Regarding online shopping *frequency*, Austrian respondents are slightly above average in comparison to other European respondents, with 56.5% shopping between 1-10 times a year (compared to the total sample average of 63.1%) and 19.6% shopping between 11-20 times a year (total sample 20.5%) but 24.0% more than 20 times a year (total sample 16.4%).

Results also indicate that there is a below-average preference in Austria to pay (via Debit/Credit card or Electronic Money) at the time of ordering. In contrast to particularly the UK, Ireland, France, Malta and Italy, Austrian respondents share with respondents from Germany, Slovakia and other East European countries a stronger preference for payment to be made at or after the time of delivery. These differences may point at potential trust issues with online shopping providers in these countries, but it may also be a reflection of the availability of the option of payment at or after delivery.



Generally, the issue of lack of trust was highlighted by a certain proportion of those Austrian respondents who have never bought anything online: Of 38 responses, 18.4% indicated a lack of trust in online sellers was their reason for refraining from online shopping, whereas this trust issue ranges from 5.6% (France) to 46.2% (Malta) with a total sample average of 15.4%. The main reasons for refraining from online shopping additional to trust issues were: a dislike for disclosing financial details online (Austria 21.1%, total sample 14.9%) and a dislike of disclosing details online of where one lives (Austria 13.2%, total sample 8.9%).

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

5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Austria	Count	102	28
	Percentage	78.5%	21.5%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Austria	Percentage	49%	51%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Austrian respondents having ever opened a SNS account is below the overall CONSENT results, which is, though on a lower level, confirmed by the Eurobarometer data in which Austrian users also range below the EU27 average. Further analysis reveals that there is no substantial difference in opening a SNS account amongst those living in an urban (81%), suburban (81%) or rural (77%) areas.

With which UGC websites have you ever created an account for your personal use?				
	Austria		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	55	23.3%	2,422	16.7%
Dating websites such as parship.com	13	5.5%	651	4.5%
Websites where you can share photos, videos, etc., such as YouTube	54	22.9%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	32	13.6%	2,574	17.8%
Micro blogging websites such as Twitter	23	9.7%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	34	14.4%	1,675	11.6%
Multi-player online games	25	10.6%	1,161	8.0%

The percentages of Austrian respondents having ever created accounts with business networking websites (23.3%) and wiki sites (14.4%) stand above the percentage for the total sample. This higher incidence of accounts with business networking websites and wiki sites is counter-balanced by smaller percentages of respondents who open accounts with photo/video sharing websites, recommendation/review websites and micro blogging websites.

5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, Austrian respondents gave a clear preference to Facebook (having opened an account with) which was preferred by 93.5% of Austrian respondents (total sample 96.7%). 32.4% of Austrian respondents indicated that they had opened an account with MySpace, all other SNS websites were below the 10% mark.

Why would you miss this SNS website (Facebook)?				
	Austria		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	39	26.0%	2,751	31.0%
It's easier to use than other sites	15	10.0%	630	7.1%
It has more features than other sites	12	8.0%	683	7.7%
I trust this site more than other sites	2	1.3%	311	3.5%
It's easier to meet new people on this site	6	4.0%	405	4.6%
It is more fashionable	11	7.3%	524	5.9%
It is used worldwide	21	14.0%	1,347	15.2%
It gives you information quickly	18	12.0%	1,035	11.7%
You can find out what is happening worldwide	18	12.0%	893	10.1%
Other	8	5.3%	301	3.4%

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

Why don't you use your account with this SNS site?				
	Austria		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	2	3.4%	128	4.0%
This type of website no longer interests me	18	30.5%	952	29.6%
I tried the website but found I didn't like	8	13.6%	573	17.8%
I no longer trust the company running the website	2	3.4%	112	3.5%
My friends / colleagues no longer use this website	22	37.3%	1,105	34.4%
I was concerned about use of information about me	3	5.1%	147	4.6%
Other	4	6.8%	198	6.2%

At the same time, in the reasoning for not using the SNS account can be observed a slightly higher-than-average interest of Austrian respondents in networking effects (Austria 37.3%, total sample 34.4%) which is complemented by a substantial 30.5% who indicate disinterest; 8.5% give trust issues as a reason (compared to the total sample average of 8.1%).

In the reasons given for *deleting* the account, trust issues and concern about information misuse and/or disclosure are also above average, but even more strongly indicated by Austrian respondents (Austria combined 39.0%¹¹, total sample 29.9%) than was the case for simply not using the account. However, although the number of respondents to this question was fairly low (41), it appears that dislike and disinterest remain the major motivators for people deleting their accounts (as was the case for non-usage of the account).

¹¹ Combined percentages of respondents answering "I no longer trust the company running the site", "I was concerned about use of information about me" and "I want the content that I have created on the website to be deleted".

Why did you delete your accounts with UGC websites?				
	Austria		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	20	13.4%	1,012	17.0%
The website no longer interests me	50	33.6%	2,070	34.8%
I no longer trust the company running the site	9	6.0%	305	5.1%
My friends no longer use this website	11	7.4%	455	7.7%
Membership of the website is not worth the money	5	3.4%	304	5.1%
I was concerned about use of information about me	19	12.8%	664	11.2%
I want the content that I have created on the website to be deleted	25	16.8%	685	11.5%
I don't want people to know that I have used this website	9	6.0%	327	5.5%
Other	1	0.7%	123	2.1%

The distribution of reasoning for deleting an UGC (non-SNS) account is very similar to the one for deleting a SNS account. 41.6%¹² of Austrian respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues, being as such substantially above the average percentage of 33.3% of total respondents with similar concerns. Dislike and disinterest (combined 47.0%) remain, again, the stronger motivators.

Austria: Why haven't you ever opened an account with this kind of website?						
	20 years or less		21 - 30 years		> 30 years	
	Count	Percentage	Count	Percentage	Count	Percentage
This kind of website does not interest me	90	45.9%	51	48.6%	153	52.2%
Hadn't heard of this type of website before now	9	4.6%	1	1.0%	3	1.0%
Didn't know you could open an account with websites like this before now	11	5.6%	1	1.0%	10	3.4%
None of my friends use this website	15	7.7%	4	3.8%	1	0.3%
It is not worth the money	1	0.5%	4	3.8%	13	4.4%
I was concerned about use of information about me	9	4.6%	15	14.3%	25	8.5%
I visit these sites but don't feel the need to become a member	61	31.1%	29	27.6%	88	30.0%

The main reason for *not opening* an account with an UGC (non-SNS) site appears to be also the lack – or loss – of interest, which is independent from age. The specific concern about information disclosure, however, is increasing with the respondents' age, and although this percentage remains relatively low in Austrian respondents as well as in the total sample (4.1%),

¹² Combined percentages of respondents answering "I no longer trust the company running the site", "I was concerned about use of information about me", "I want the content that I have created on the website to be deleted" and "I don't want people to know that I have used this website".

it may indicate that whilst among most respondents potential misuse of information disclosed online is not top of mind, there is a small core of respondents for whom this is a concern.

5.3 Disclosure of Personal Information

5.3.1 Types of Information

Thinking of your usage of UGC sites, which types of information have you already disclosed?	Austria		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	0	0%	97	1%
Financial Information	4	4%	194	3%
Work history	58	51%	2,074	30%
ID card / passport number	0	0%	173	3%
Name	100	89%	5,679	83%
Home address	21	19%	1,028	15%
Nationality	72	64%	3,966	58%
Things you do (hobbies etc.)	54	48%	3,626	53%
Tastes and opinions	41	36%	3,002	44%
Photos of you	78	69%	4,635	68%
Who your friends are	53	47%	3,731	55%
Websites you visit	12	11%	1,138	17%
Mobile phone number	19	17%	1,527	22%
Email address	93	82%	5,434	79%
Other	3	3%	243	4%

There are some differences between Austria and the majority of CONSENT respondents in other countries on the types of information disclosed online – in particular regarding their work history (Austria 51%, total sample 30%), which corresponds with the high usage of business networking sites. However, there are some differences to the results of the Eurobarometer survey, which split the question between information released on SNS websites and information given in the context of online shopping:

Eurobarometer Survey: Which types of information have you already disclosed?	Austria		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	3%	12%	3%	5%
Financial Information	34%	21%	33%	10%
Work history	9%	26%	5%	18%
ID card / passport number	11%	12%	18%	13%
Name	90%	82%	90%	79%
Home address	85%	53%	89%	39%
Nationality	60%	62%	35%	47%
Things you do (hobbies etc.)	12%	48%	6%	39%
Tastes and opinions	12%	44%	5%	33%
Photos of you	12%	56%	4%	51%
Who your friends are	7%	47%	2%	39%
Websites you visit	8%	28%	4%	14%

Mobile phone number	55%	40%	46%	23%
Other	4%	4%	1%	1%

Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Austrian respondents in the Eurobarometer study are fairly similar to each other, but the Austrian (as well as all) CONSENT respondents are significantly less likely to have disclosed their ID card / passport number and, in particular, their home address. This substantial difference between Eurobarometer respondents in disclosing the home address on online shopping sites (Austria 85%, EU27 89%) and on SNS websites (Austria 53%, EU27 39%) supports the assumption that CONSENT respondents, the majority of which are very regular SNS users, consider their home address at a different level of privacy than hobbies, tastes and opinions, photos, or friends relationships.

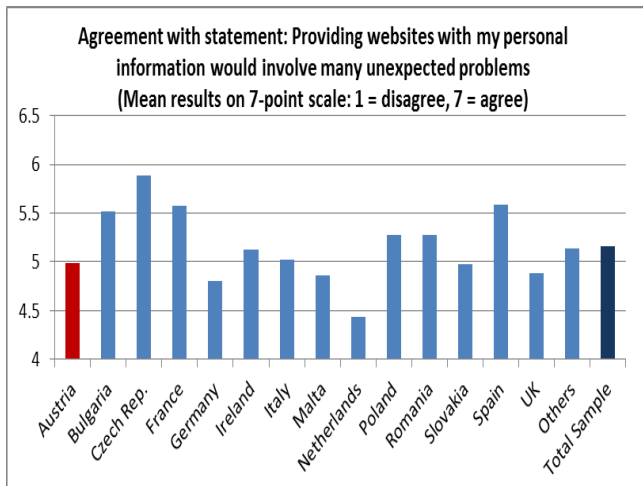
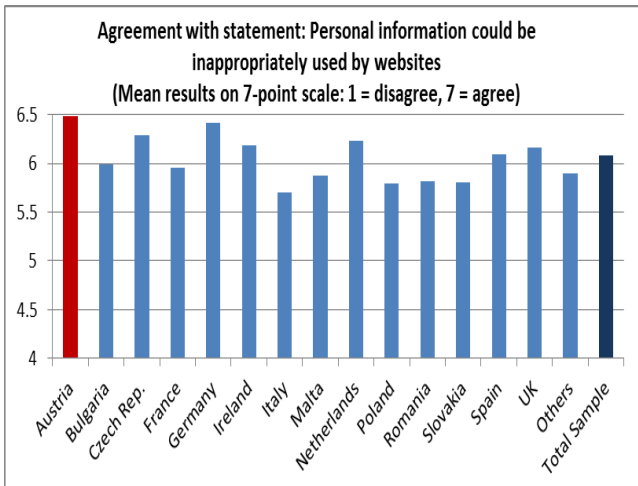
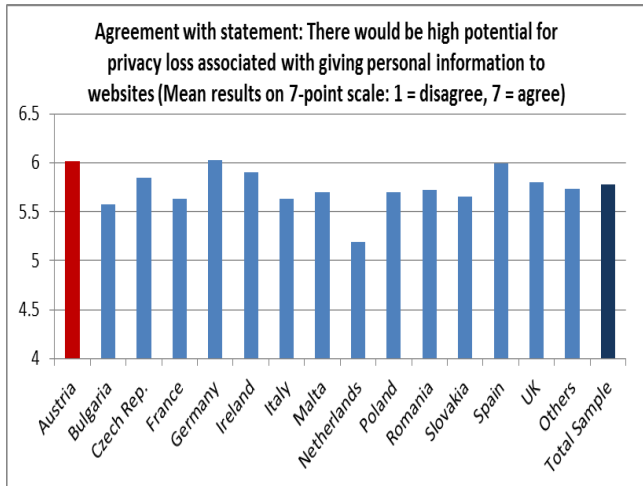
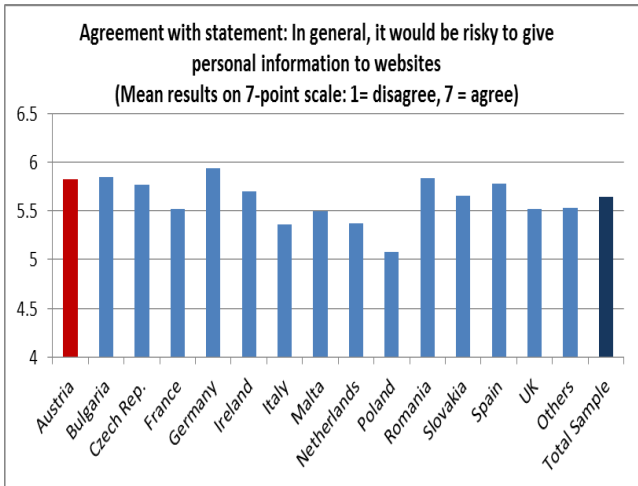
5.3.2 Risk Perceptions

Perception of general risks related to the disclosure of personal information (Rated on a 7-point scale, 1 = disagree, 7 = agree)	Austria	Total Sample
	Mean	Mean
In general, it would be risky to give personal information to websites	5.83	5.64
There would be high potential for privacy loss associated with giving personal information to websites	6.02	5.78
Personal information could be inappropriately used by websites	6.48	6.08
Providing websites with my personal information would involve many unexpected problems	4.99	5.16

The set of results in the table above relates to general risk perceptions: Austrian respondents agree that giving personal information online is risky, and perceive this as being riskier than the overall CONSENT average. In contrast, in the Eurobarometer survey 36% of Austrian respondents (EU27: 33%) agreed with the statement that disclosing personal information “is not a big issue”, whereas 57% disagreed (EU27: 63%); but 75% of the Austrian (EU27: 74%) agreed with the statement that “disclosing information is an increasing part of modern life”¹³ – a statement which could be read as a certain acceptance of risk but may, partially, also be blurred with differing interpretations of a “modern life”.

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

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



Expectations that the following is likely to happen as a result of disclosing information on UGC sites (combined answers 'likely' and 'very likely')	Austria		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	94	83.2%	4,872	73.9%
Information being shared with third parties without your agreement	82	72.6%	4,799	72.7%
Information being shared to send you unwanted commercial offers	93	81.6%	5,342	80.9%
Your personal safety being at risk	15	13.3%	1,596	24.4%
Becoming victim of fraud	17	14.9%	2,082	31.8%
Being discriminated against (e.g. job selection)	20	17.5%	1,491	22.9%
Reputation being damaged	19	16.8%	1,638	25.1%

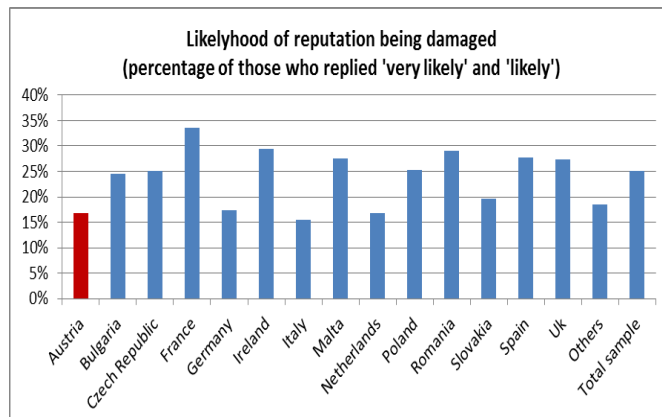
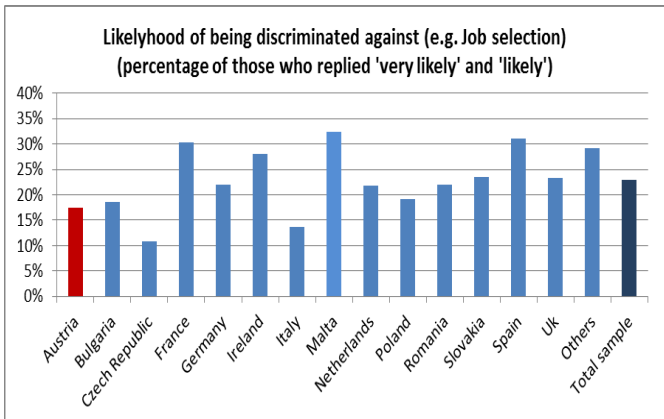
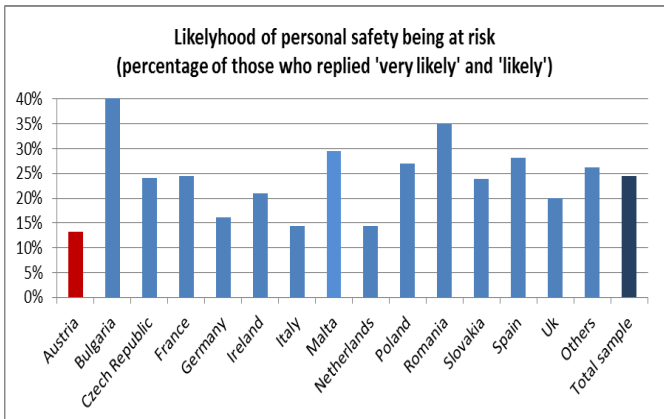
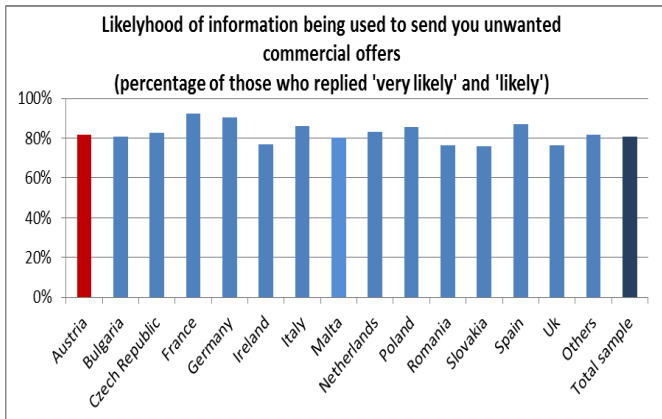
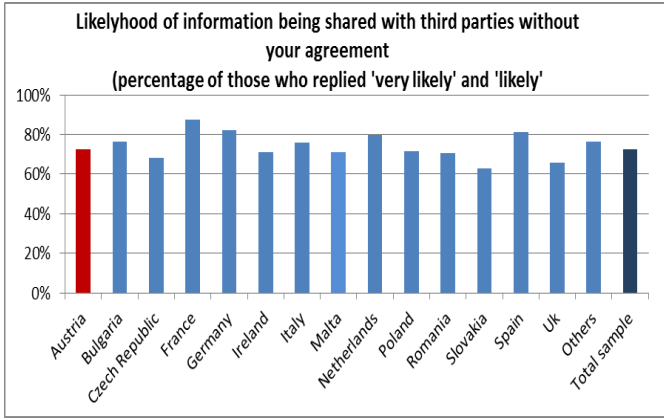
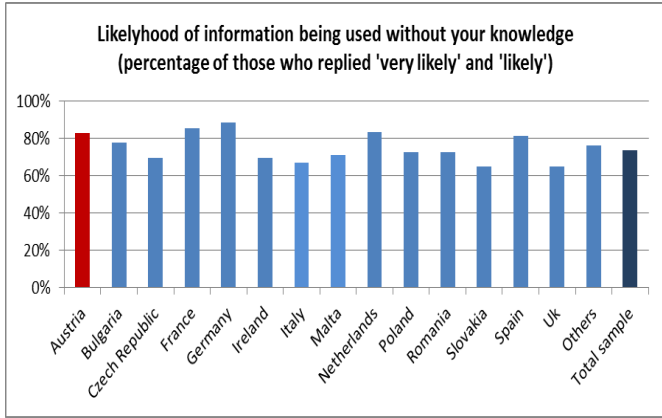
Eurobarometer	Austria		EU27	
What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
Information being used without your knowledge	41%	46%	43%	44%
Information being shared with third parties without your agreement	54%	54%	43%	38%
Information being shared to send you unwanted commercial offers	42%	34%	34%	28%
Your personal safety being at risk	12%	14%	12%	20%
Becoming victim of fraud	42%	30%	55%	41%
Being discriminated against (e.g. job selection)	9%	11%	3%	7%
Reputation being damaged	11%	14%	4%	12%

Analyses on the level of *specific* risks connected with the disclosure of personal information on UGC sites show an even more differentiated picture. Whilst, here, the statements in the CONSENT and Eurobarometer studies for the results shown in the tables above were identical, different questions were asked about the statements. This makes a direct comparison of the results from the two studies difficult. The Eurobarometer question requires selecting the most important risks up to a maximum of three answers which necessarily focuses attention on the risks more generally encountered and deemed to have the most serious consequences. By contrast, the CONSENT data reflect a more realistic picture of the perception of the likelihood of all potential consequences. There is a higher level of perceived likelihood of all risks in the CONSENT study when compared to the importance of these risks found in Eurobarometer,

except for becoming a victim of fraud. Becoming a victim of fraud is certainly an important risk (as shown from the Eurobarometer results), but it is perceived as not amongst the three risks most likely to occur in the CONSENT study.

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

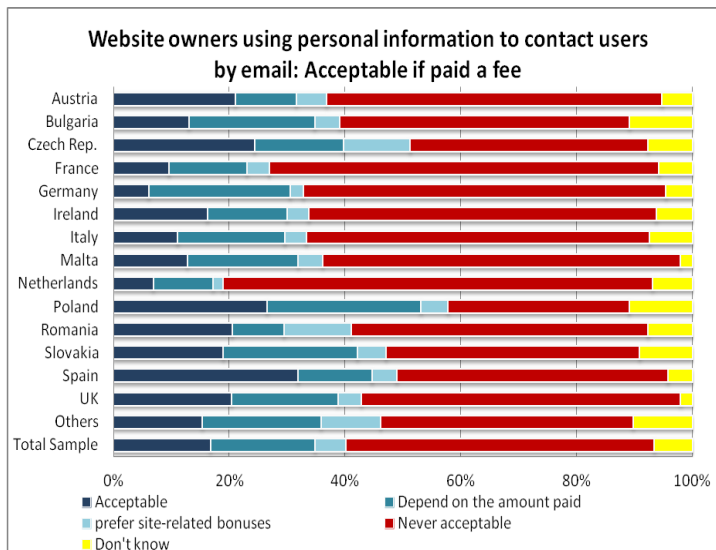
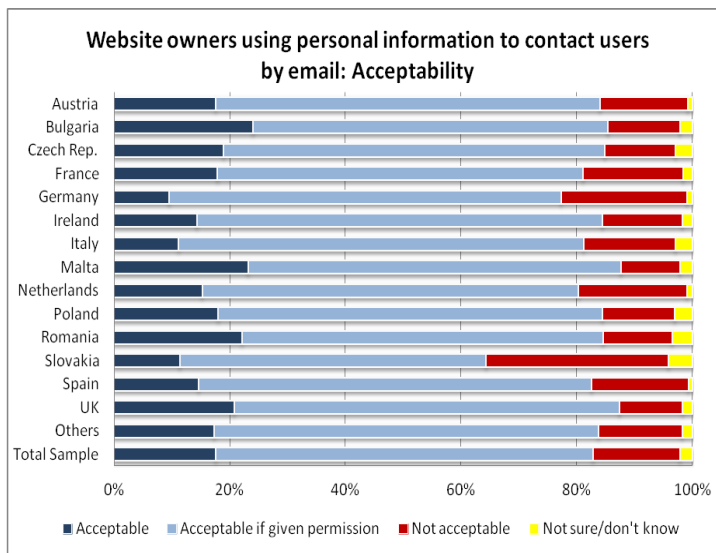
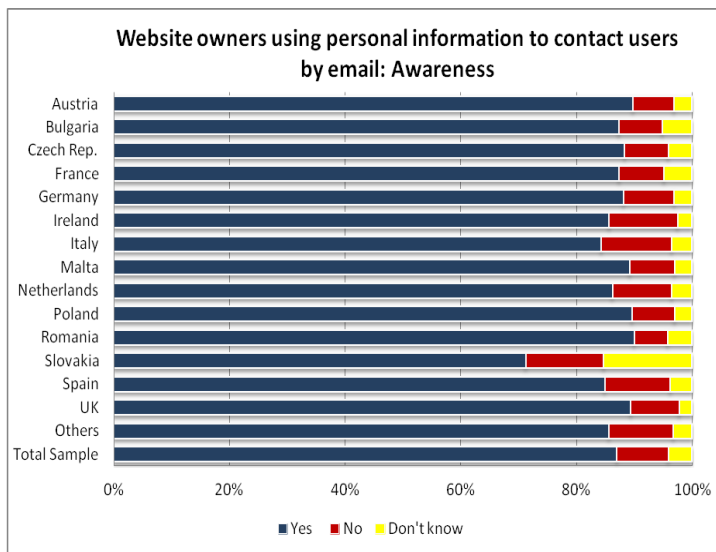
It is also interesting to note that responses regarding the likelihood of the top three situations are somewhat “homogenous” on a similarly high level across countries; here, Austrian respondents appear to perceive more risks than the average CONSENT respondent. On the other side, there are larger disparities in perception of the more personal risks such as personal safety, risk of job discrimination, the risk to personal reputation and becoming the victim of fraud. Here, respondents from Austria show a level of perception which is lower than the total CONSENT sample average.



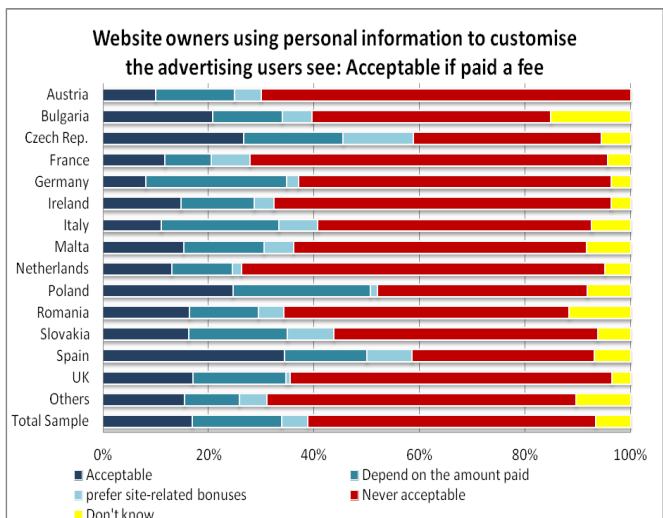
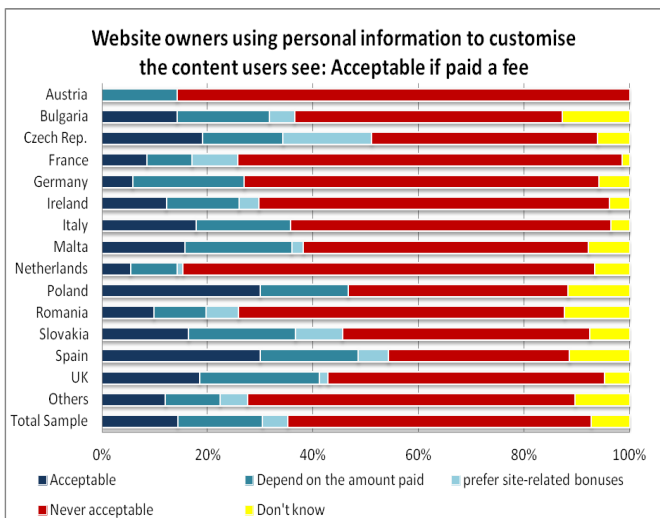
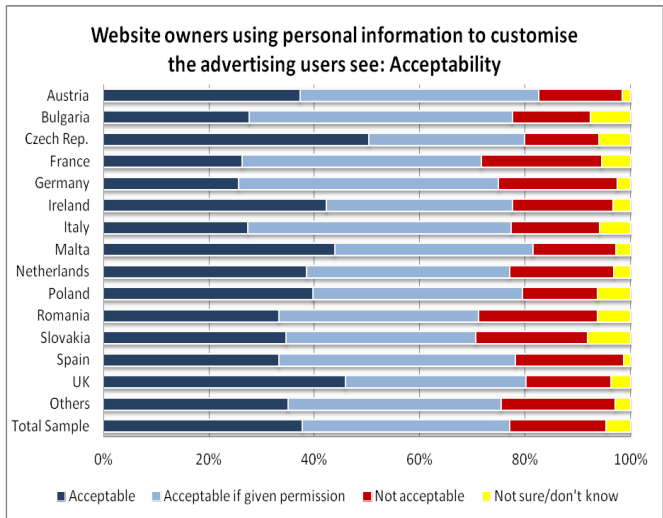
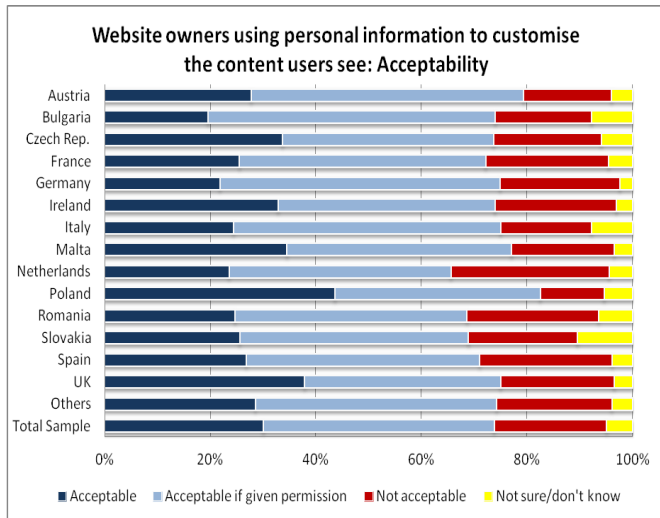
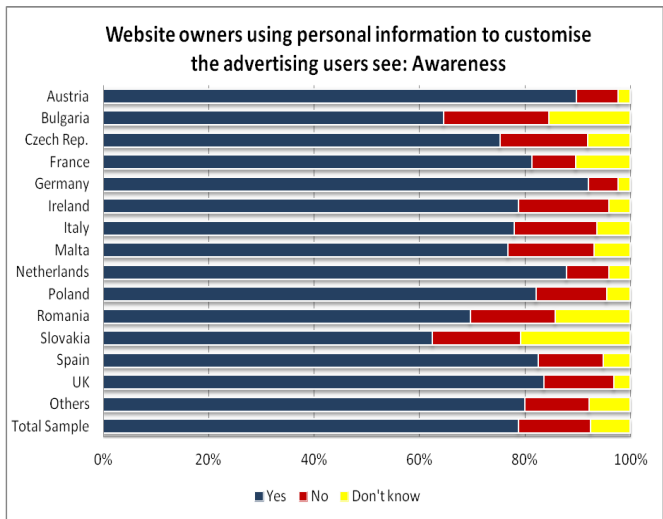
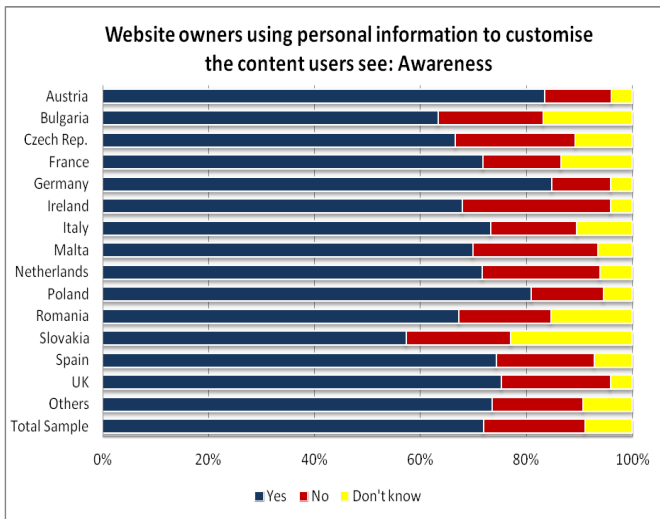
5.3.3 Awareness and Acceptance

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

Austrian respondents show the second highest level of awareness amongst CONSENT respondents about the use of personal information, at a similar level as Germany. But these differences cannot be simply ascribed to national differences in internet exposure or internet experience. Here, awareness (or non-awareness) may also be linked to internet-related local information policies and regulations.

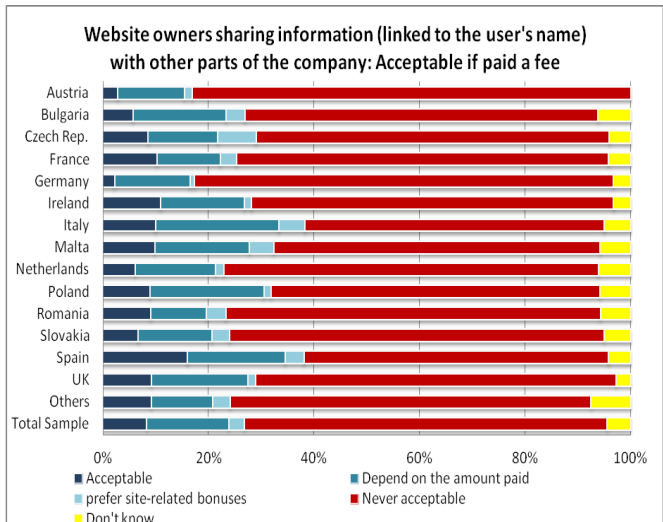
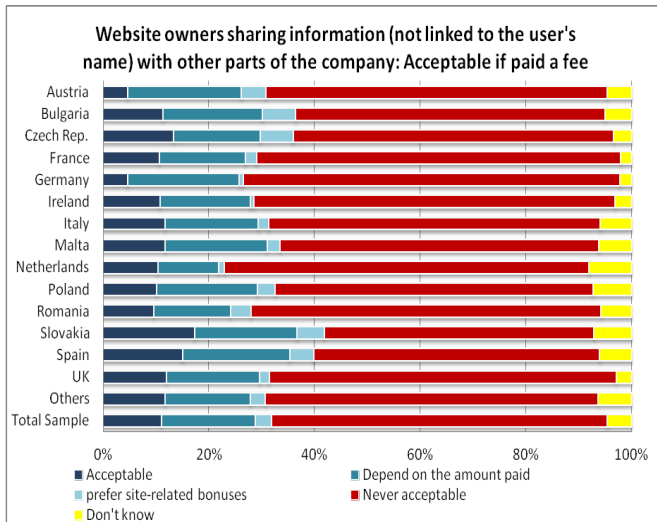
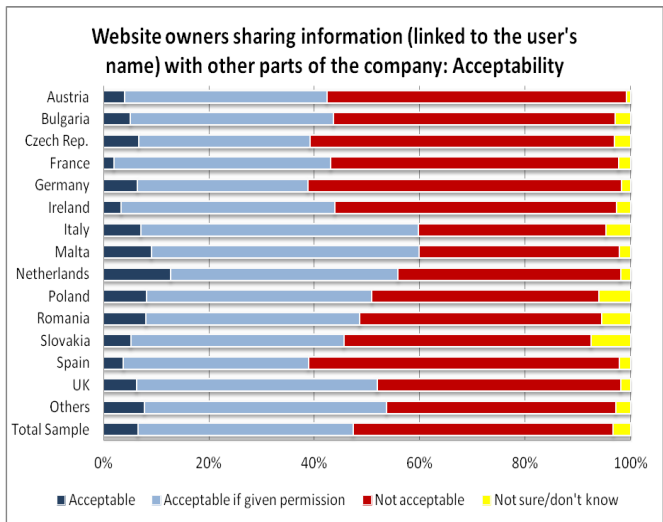
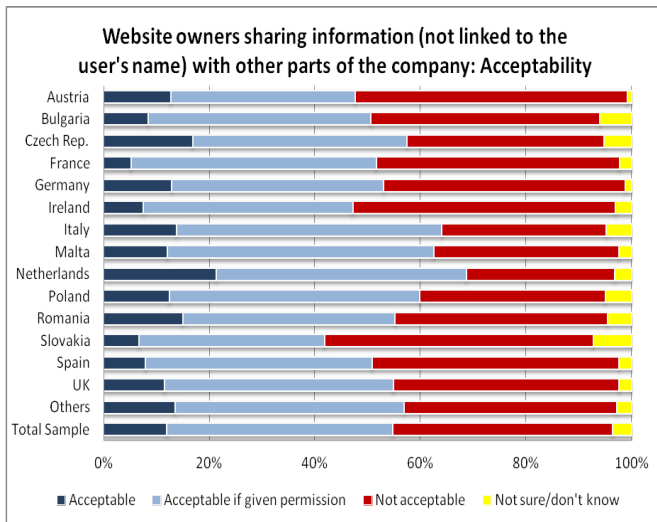
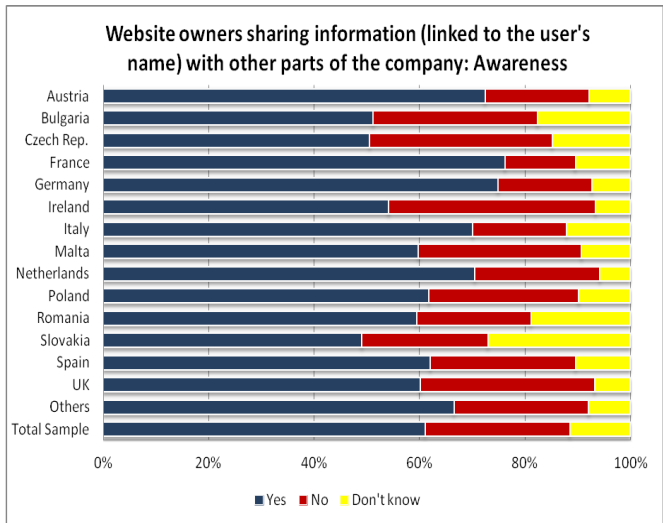
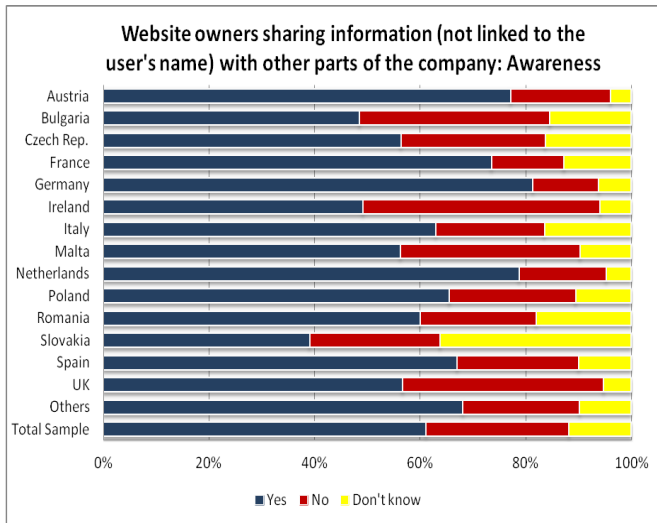


Base: Only respondents who answered that it was unacceptable to contact users by email.



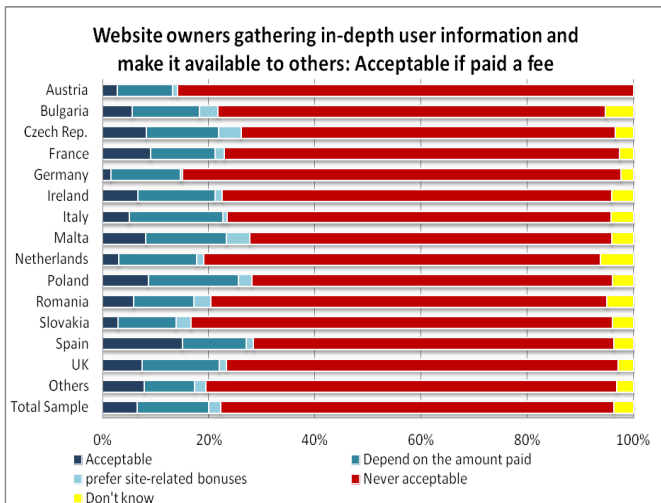
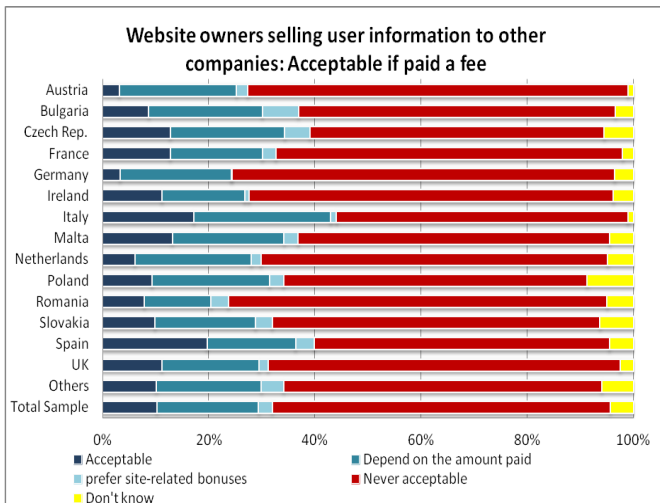
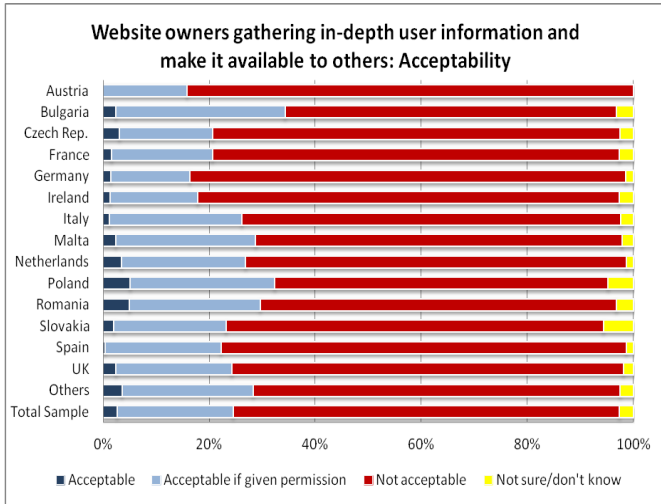
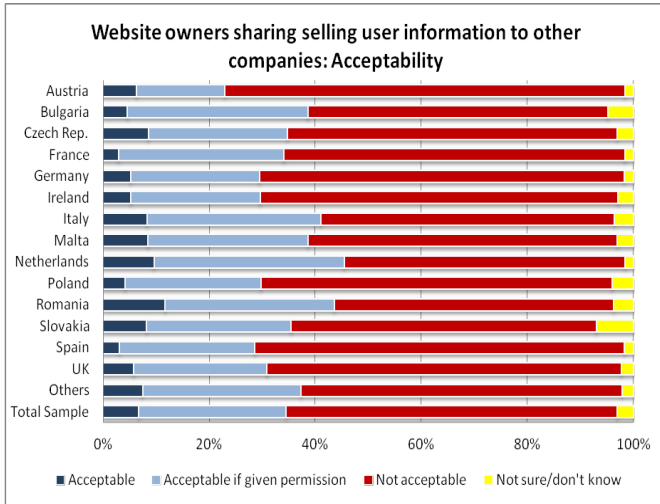
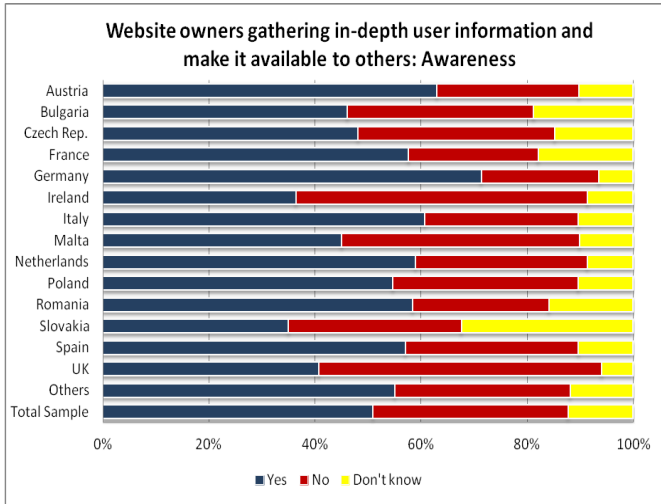
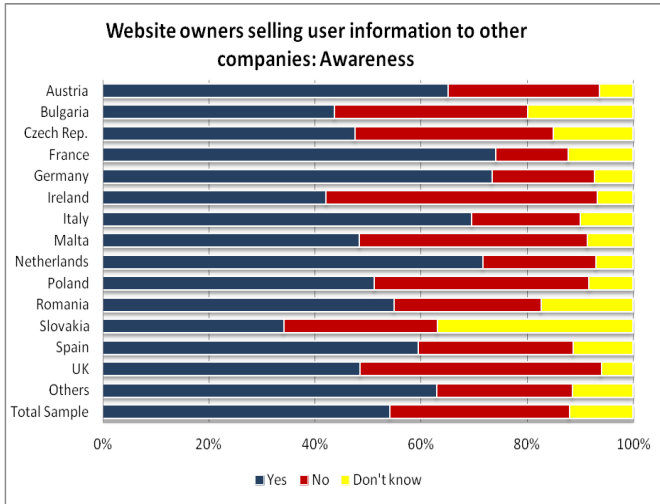
Base: Only respondents who answered it was unacceptable to customize the content users see.

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



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

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



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

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

Regarding the awareness – and acceptance – of specific purposes, the use of personal information by website owners to contact users by email appears to be known about and accepted by most respondents. There are uniform high levels of awareness (above 84%) and acceptance (above 77%) of use of information by website owners to contact users by email, and the large majority of those who deem it acceptable for website owners to use information to contact users by email think that this should only be done if permission has been granted by users.

Of those who do not think it acceptable for information to be used to contact them by email, in most countries the majority still think it unacceptable even if they were to be paid a fee. Here, Austrian respondents are above the total CONSENT average (Austria 58%, total sample 53%).

There is also little support for the idea of receiving site related bonuses in return for information being used to contact users by email.

Awareness and acceptance of the use of personal information to customise content and advertising is high as well, though not at the levels of use of information to contact users by email and with more variability between countries. Here, Austrian respondents show a particularly high level of awareness, and a clearly below-average level of acceptance. Interestingly, it appears that most CONSENT respondents, whilst accepting the customisation of content more than the customisation of advertising, are generally more willing to consider commercial trade-off's in advertising than in the customisation of content. This may relate to the comparatively higher awareness of advertising, but, potentially, also to a privacy-related fine line drawn between the sphere of “private” (and not to be commercialised) content and the “public” sphere of advertising.

However, whereas in being contacted by email as well as in the customisation of content and advertising there still appears to be some form of “balance” between user awareness and user acceptance, overall acceptance levels are clearly decreasing when personal information (both linked and not linked to the user's name) is being shared with other parts of the website owner's company. Gathering in-depth information about users and making it available or selling it to others is largely seen as unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, Austrian respondents show together with those from Slovakia and Germany the highest level of non-acceptance (Austria 86%, total sample 74%).

5.4 Privacy

5.4.1 Experience of Privacy Invasions

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

Actual experiences of invasions of privacy are, as is to be expected, much lower than second-hand experience of misuse of information on the internet. Austrian respondents score higher than the total sample average in both the personal invasion of privacy, and in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 58% of Austrian respondents had “heard” about violation of privacy or fraud (EU27: 55%), but only 15% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 3% of the Austrians actually reported an abuse of personal information.

5.4.2 Safeguarding Privacy

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

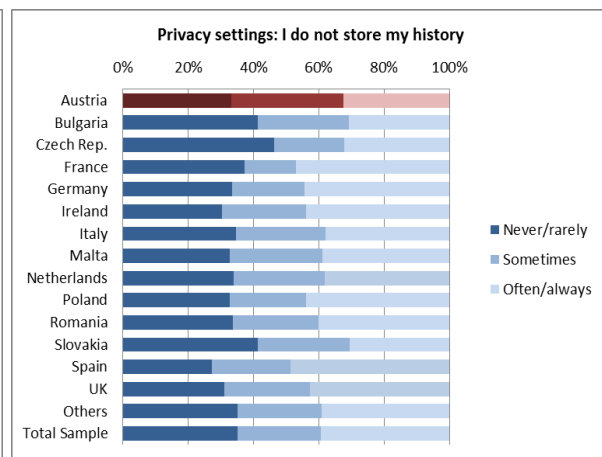
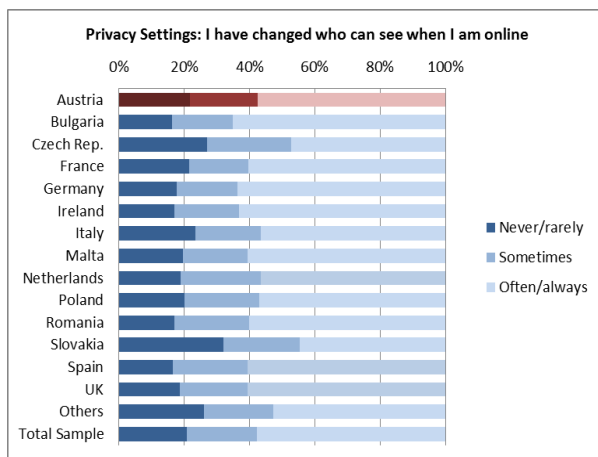
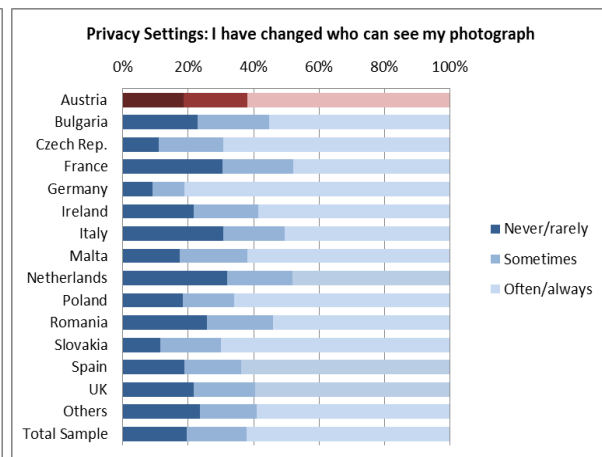
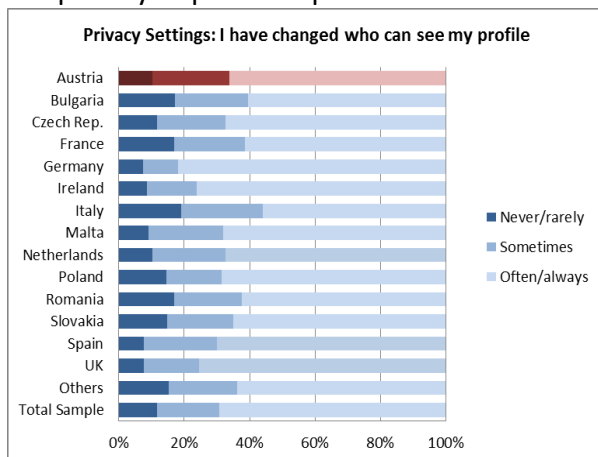
In respect to the question how the respondents safeguard their privacy, 64.9% of the Austrian respondents often or always change the privacy settings of their personal profiles on UGC sites. This is above the overall sample average (53.5%). Austrian respondents who never or rarely changed privacy settings amounted to 12.3%, compared to 18% of total respondents. The Eurobarometer survey included a similar question, asking whether the respondents “ever tried to change the privacy settings”. There, Austrian respondents gave a similar picture (38%; EU27: 51%). However, “trying” is a more vague expression which asks more for (more or less serious) intentions rather than actual practices.

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

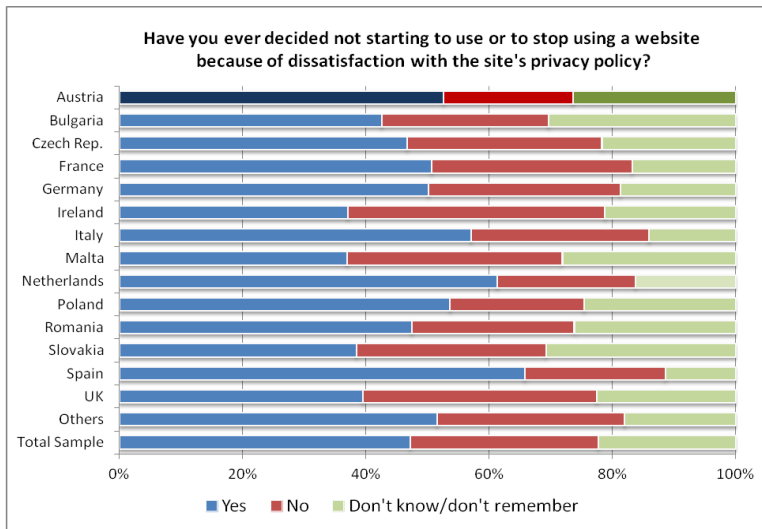
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Austria: Changes in Privacy Settings				
		I have made the privacy settings less strict such that more information about me is available to others	Sometimes I have made the privacy settings stricter and sometimes less strict	I have made the privacy settings stricter so that others can see less information about me
Austria	Count	1	12	92
	Percentage	1.0%	11.4%	87.6%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

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



5.4.3 Dealing with Privacy Policies

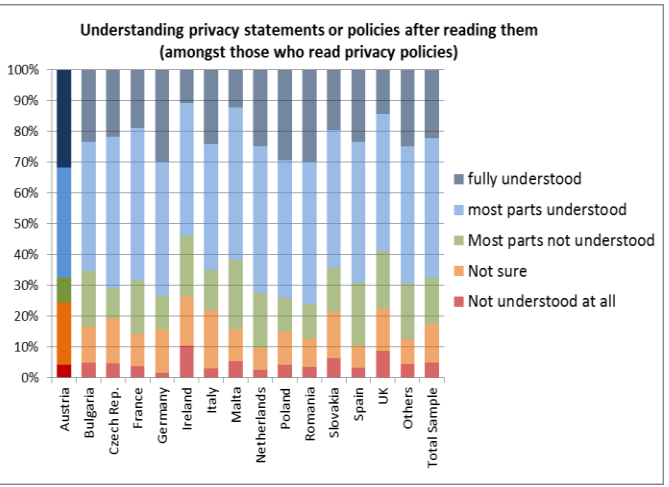
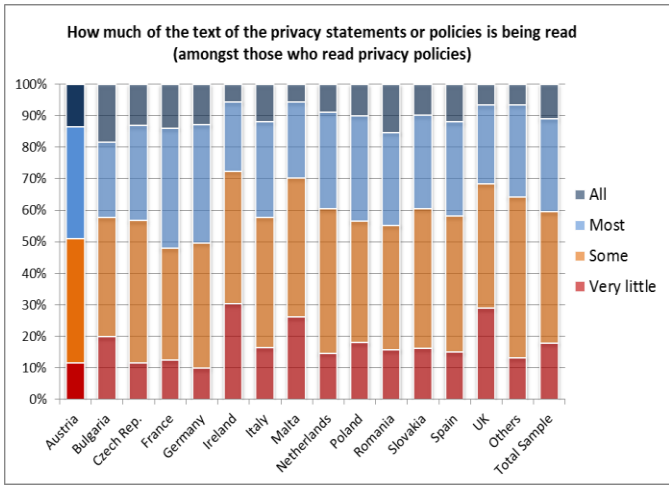
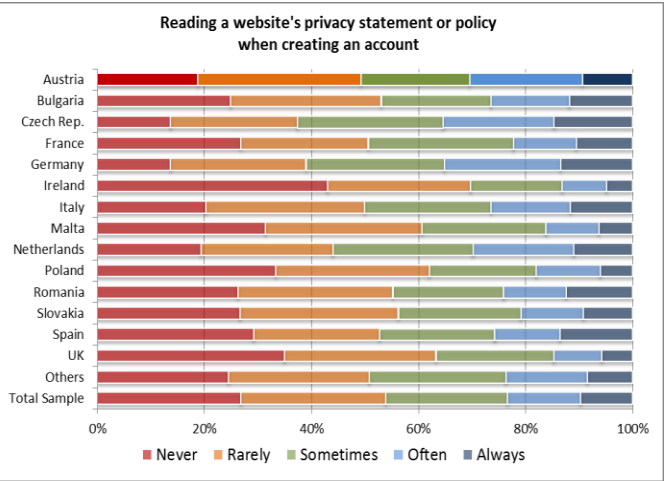
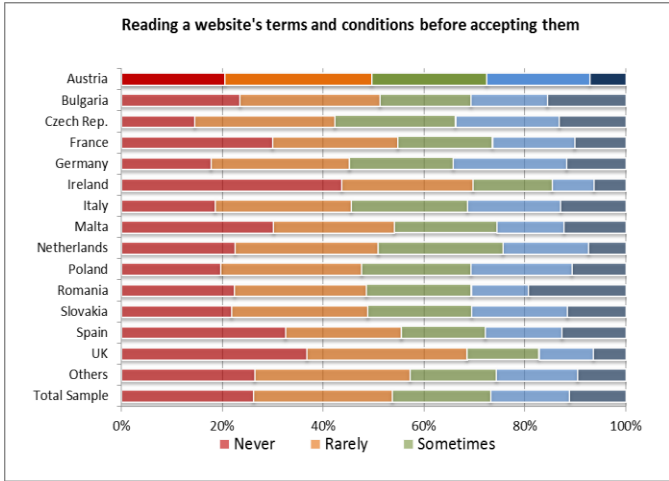


There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. A comparably larger proportion of Austrian respondents (53%, total sample 47%) have ever decided not to use a website due to dissatisfaction with the site's privacy policy.

Results from the set of graphs below suggest that many respondents are giving consent without potentially being aware of what they are consenting to. A significant proportion of respondents rarely or never read a website's terms and conditions before accepting them, with some variability between countries. At one end of the range, 45.2% of respondents in Germany and 45.5% of respondents in Italy rarely or never read the terms and conditions. At the other end of the range, 69.7% of Irish respondents and 68.6% of UK respondents rarely or never read websites' terms and conditions. Just under half of respondents from Austria (49.6%) rarely or never read the terms and conditions before accepting them. A small core of respondents always read terms and conditions, 7.1% amongst Austrian respondents do so which is lower than the sample average (11.3%).

A fairly similar pattern of results was recorded for reading of websites' privacy policies when creating an account with a substantial number of respondents never or rarely reading them (Austria 49.3%, total sample 54%).

The majority of those who do read privacy policies do not read the whole text (total sample 89.2%). Only 13.5% of Austrian respondents read all the text, whereas as many as 18.3% of Bulgarian respondents read all the text of privacy policies. Despite the generally low number of respondents who read all of the text of privacy policies, there is a fair deal of confidence that what is read in privacy policies is fully or mostly understood (sample average 63.6%). 67.3% of Austrian respondents claim to understand usually most or all of what they read in privacy policies.



6. Conclusion

The Austrian CONSENT respondents represent a sample of predominantly experienced – and very frequent – internet users in a local environment with generally moderate to high SNS usage. At the same time, it also appears that their (in comparison to the total CONSENT sample average) high level of taking technical measures to maintain or increase their personal internet security is – to a large extent - keeping up with this high-frequency usage.

Correspondingly, Austrian CONSENT respondents do clearly perceive increased risks regarding the disclosure of personal information on UGC websites (above the total sample average); however, they appear to be less-than-average concerned regarding the risk of being faced with unexpected problems and “personal” risks such as personal safety, fraud, discrimination and reputation.

Their specific risk awareness is also reflected in general levels of awareness regarding the various practices of website owners. Levels of awareness and non-acceptance are very high, and their willingness to accept these practices under conditions or against receiving financial compensation is amongst the lowest within the total CONSENT sample. This, if being linked back to their comparatively high awareness of general technical protection measures and the low perception of personal risks, may point at a certain level of perceived control towards these website owners’ practices.

Such interpretation would be supported by the practice of almost 3 out of 5 Austrian respondents indicating that they have changed their privacy settings often or always (and a very high portion thereof having made their settings stricter). However, regarding all specific protection measures asked for, such as the accessibility of their personal profile, their pictures, restrictions who can see when they are online, or the storage of their history, Austrian CONSENT respondents indicated a rather average risk-aware behaviour.

In this context, the quality of privacy policies appears to have a certain impact on the behaviour of just over half of the Austrian respondents, in particular the non-usage of a UGC website due to dissatisfaction with its privacy policy. However, it is also about half of the Austrian (as well as the average CONSENT) respondents who are never or rarely reading them.

Probing these reported perceptions, attitudes and practices – in particular the high risk awareness but comparably low reading practice of privacy policies, and whether or not this is related to the aforementioned technical protection measures and perceived control – will require and be one of the core tasks of further research as set out in the qualitative research planned in CONSENT Work Package 8.

Acknowledgements

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

Appendices

A.1 English Online Questionnaire

0.0 Introduction

Make your views count!

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

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

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

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

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

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

Privacy Policy

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

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

1.0 Internet experience

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

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

1=Everyday/almost every day;

2=Two or three times a week;

3=about once a week;

4=two or three times a month;

5=less often;

6=never

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

ALT.1.3 Do you ever buy things online?

1=yes 2=no

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

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

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

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

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

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

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

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

ALT 2.0 UGC services usage

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

1=yes 2=no

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

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

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

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

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

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

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

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

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

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

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

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

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

ALT 2.2.3.1.1 Why would you miss this site?

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

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

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

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

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

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

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

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

Open information box on UGC SITES

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

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

- B. Business networking websites such as LinkedIn, Xing.com
- C. Dating websites such as parship.com
- D. Websites where you can share photos, videos, etc, such as YouTube, Flickr
- E. Websites which provide recommendations and reviews (of films, music, books hotels etc), such as last.fm, tripadvisor
- F. Micro blogging sites such as twitter
- G. Wiki sites such as Wikipedia, myheritage
- H. Multiplayer online games such as secondlife.com, World of Warcraft

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

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

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

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

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

- 1=yes 2=no

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

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

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

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

3.0 Disclosure Behaviour on UGCs

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

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

16. Don't know

4.0 Perceived Risks

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

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

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

5.0 Behaviour relating to Privacy Settings

Open information box on PERSONAL PROFILES

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

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

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

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

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

5.1.2 How have you changed the privacy settings?

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

5.1.3 Which of these privacy settings have you changed?

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

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

6.0 Perceived Playfulness/Ease of Use/Critical Mass

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

6.2 Using UGC sites is fun

7.3 This website is simple to use.

7.4 I easily remember how to use this website.

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

9.0 Behaviour relating to Terms & Conditions and Privacy Policies

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

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

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

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

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

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

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

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

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

Open information box on PRIVACY POLICIES

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

1=I never read privacy policies

2=I rarely read privacy policies

3=I sometimes read privacy policies

4=I often read privacy policies

5=I always read privacy policies

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

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

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

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

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

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

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

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

10.0 Awareness & Attitudes – Processing of Information

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

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

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

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

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

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

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

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

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

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

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

Open information box on COOKIES

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

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

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

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

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

11.0 Perceived privacy risks

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

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

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

11.3 Personal information could be inappropriately used by websites.

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

12.0 Technical Protection

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

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

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

12.2 Do you use a pop up window blocker?

12.3 Do you check your computer for spy ware?

12.4 Do you clear your browser history regularly?

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

14.0 Privacy victim

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

15.0 Media exposure

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

16.0 Disposition to value privacy

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

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

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

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

17.0 Social Norms

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

17.2 My friends believe I should care about my privacy.

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

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

18.0 Tendency to Self-Disclosure

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

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

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

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

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

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

19.0 General caution

Thinking about your behaviour generally, not just online

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

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

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

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

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

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

20.0 Demographics

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

20.1 Sex 1=male; 2=female

20.2 Age ___ years

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

1=no formal schooling

2=Primary school

3=Secondary/High School

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

20.4 Employment

NON-ACTIVE	
-------------------	--

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

20.5 Nationality

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

20.6 Country of residence

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

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

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

20.8 Main Language spoken at home

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

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

A.2 German Online Questionnaire

0.0 Einleitung

Verleihen Sie Ihren Ansichten eine Stimme!

Und helfen Sie dadurch Konsumenten und Internet Benutzer rechtlich zu stärken.

Diese Umfrage ist Teil des CONSENT Projekts – ein Kollaborationsprojekt mitfinanziert von der Europäischen Kommission unter dem FP7 Programm – mit dem Ziel, Ansichten zum Umgang mit persönlichen Daten, der Privatsphäre und in Zustimmungsfragen von Internetnutzern aller EU-Länder zu sammeln.

Diese Informationen dienen zur Vorbereitung von Briefings für EU-Entscheidungsträger und Rechtsexperten, die den Rechtsschutz von Verbrauchern und Internetnutzern stärken sollen. Die Ergebnisse werden auf der CONSENT Webseite veröffentlicht werden.

Das Ausfüllen der Umfrage nimmt ungefähr 20 Minuten in Anspruch. Alle Antworten werden anonym behandelt, es werden keine persönlichen Daten, wie Name, E-Mail oder IP Adresse gespeichert. Sie können die Befragung zwischendurch unterbrechen und zu einem späteren Zeitpunkt wieder aufnehmen. Ihre Teilnahme an dem Projekt wird sehr geschätzt.

Vielen Dank für Ihre Teilnahmen an diesem Projekt.

Um weitere Informationen zu erhalten, besuchen Sie die CONSENT Webseite unter www.consent.law.muni.cz

Datenschutzerklärung

In dieser Umfrage werden keine persönlichen Informationen (wie Name oder E-Mailadresse) gesammelt. Sämtliche erhobenen Daten sind anonymisiert und werden nicht mit persönlichen Informationen verbunden. Diese Seite benutzt einen „Cookie“, um Ihnen, falls Sie die Umfrage nicht bei Ihrem ersten Besuch abschließen und absenden, zu ermöglichen, zur Umfrage zurückzukehren und dort fortzufahren, wo Sie früher aufgehört haben. Diese Umfrage wird von Qualtrics gehosted. Die Datenschutzerklärung von Qualtrics kann unter www.qualtrics.com/privacy-statement eingesehen werden.

1.0 Internet Erfahrung

1.1 Seit wie vielen Jahren nutzen Sie das Internet? Seit ___ Jahr(en).

1.2 Wie oft nutzen Sie das Internet in folgenden Situationen?

1=täglich/fast täglich;

2=Zwei- oder dreimal pro Woche;

3=etwa einmal pro Woche;

4=zwei- oder dreimal im Monat;

5=weniger oft;

6=nie

1. Zu Hause
2. Auf der Arbeit
3. Anderswo (Schule, Universität, Internetcafé, etc.)

1.3 Wie oft nutzen Sie das Internet für die folgende Zwecke?

1=täglich/fast täglich;

2=Zwei- oder dreimal pro Woche;

3=etwa einmal pro Woche;

4=zwei- oder dreimal im Monat;

5=weniger oft;

6=nie

A. Unterhaltung

B. Bildung

C. Berufsbezogene Recherchen

D. Persönliche Finanzen (Bankgeschäfte, Aktienhandel)

E. Tagesaktuelles (Nachrichten, Sport, Wetter)

F. Reise (Recherchen, Reservationen)

G. Informationen über Produkte sammeln

H. Online-Shopping

1.3.H.1 Wie oft im Jahr kaufen Sie Produkte im Internet?

1.3.H.2 Welche Zahlungsform bevorzugen Sie beim Kauf von Produkten im Internet?

1. Wahl, 2. Wahl, 3. Wahl.

1. Direkt bei der Online-Bestellung mit der EC-Karte or Kreditkarte
2. Direkt bei der Online-Bestellung über ein elektronisches Bezahlsystem wie Paypal, etc.
3. Direkt bei der Online-Bestellung über die Festnetztelefon- oder Handyabrechnung
4. Per Nachnahme
5. Auf Rechnung
6. Andere- bitte angeben

1.3.H.3 Warum haben Sie noch nie im Internet eingekauft?

1. Ich vertraue Online-Händlern nicht
2. Ich würde gerne im Internet kaufen, habe aber keine EC/Kreditkarte
3. Ich würde gerne im Internet kaufen aber die entsprechenden Webseiten sind zu kompliziert
4. Ich möchte meine Bankdaten nicht im Internet preisgeben
5. Ich möchte meine Adressedaten nicht im Internet preisgeben

6. Ich befürchte andere Ware als bestellt geliefert zu bekommen
7. Mich stört es, wenn Produkte reklamiert werden müssen
8. I finde es besser Produkte vor dem Kauf anfassen/sehen/austesten zu können
9. Mich stört es zusätzliche Portogebühren zahlen zu müssen
10. Andere (bitte angeben)

1.3.H.4 Wie wahrscheinlich ist es, dass Sie innerhalb der nächsten 6 Monate etwas im Internet kaufen?

- 1=sehr unwahrscheinlich
- 2=unwahrscheinlich
- 3=neutral
- 4=wahrscheinlich
- 5=sehr wahrscheinlich

I. Kommunizieren mit Anderen (Chat/E-Mail)

J. Soziale Netzwerke

K. Andere <bitte ausfüllen>

ALT.1.3 Kaufen Sie jemals im Internet ein?

ALT 2.0 Gebrauch von Diensten für nutzergenerierte Inhalte

ALT.2.1. Haben Sie schon einmal ein Konto in einem sozialen Netzwerk wie Facebook, MySpace, Stayfriends, etc. angelegt

1=Ja 2=Nein

ALT.2.2 In welchen Sozialen Netzwerken haben Sie ein Konto angelegt?

Facebook, MySpace, Stayfriends, Studivz Andere 1 (bitte angeben). Andere 2 (bitte angeben)

ALT.2.2.1 Warum haben Sie anderen Webseiten vorgezogen?

1. Viele meiner Bekannten haben dort ein Konto
2. Es ist leichter zu benutzen als andere Seiten
3. Es hat mehr Funktionen als andere Seiten
4. Ich vertraue dieser Seite mehr als anderen
5. Auf dieser Seite ist es leichter neue Leute kennen zu lernen
6. Diese Seite ist moderner als andere
7. Diese Seite wird international genutzt
8. Es ist auf der Sprache, die ich gerne benutze
9. Andere

ALT.2.2.2 Haben und nutzen Sie noch das Konto von <genannter Webseite>?

1. Ich habe es noch und nutze es täglich/ fast täglich

2. Ich habe es noch und nutze es wöchentlich
3. Ich habe es noch, nutze es aber weniger als einmal pro Woche
4. Ich habe es noch, nutze es aber nicht
5. Ich habe das Konto gelöscht

ALT.2.2.2.1 Warum nutzen Sie Ihr Konto bei <genannte Webseite> nicht mehr?

1. Diese Art Webseite interessiert mich nicht mehr
2. Ich bekomme keinen Zugang mehr zu meinem Nutzerkonto
3. Ich habe die Webseite getestet, mochte sie aber nicht
4. Ich vertraue den Betreibern der Webseite nicht mehr
5. Meine Freunde/ Kollegen benutzen diese Webseite nicht mehr
6. Ich befürchtete die Weitergabe meiner Daten
7. Andere (bitte angeben)

ALT.2.2.2.2 Warum haben Sie ihr Konto bei <genannte Webseite> gelöscht?

1. Die Webseite interessiert mich nicht mehr
2. Ich habe die Webseite getestet, mochte sie aber nicht
3. Ich vertraue den Betreibern der Webseite nicht mehr
4. Meine Freunde/Kollegen benutzen die Webseite nicht mehr
5. Ich befürchtete die Weitergabe meiner Daten
6. Ich möchte, dass die Informationen, die ich eingegeben habe von der Seite gelöscht werden
7. Anderes (bitte angeben)

ALT.2.2.3 Haben und nutzen Sie noch Konten/Accounts die Sie bei sozialen Netzwerkanbietern geöffnet haben?

1. Ich habe sie noch und nutze sie täglich/ fast täglich
2. Ich habe sie noch und benutze es einmal pro Woche
3. Ich habe sie noch, benutze es aber weniger als einmal pro Woche
4. Ich habe sie noch, benutze es aber nicht
5. Ich habe die Konten/Accounts gelöscht

ALT.2.2.3.1 Wenn eine der dieser Seiten schließen würde, welche würden Sie am Meisten vermissen?

ALT 2.2.3.1.1 Warum würden Sie diese Seite vermissen?

1. Viele meiner Bekannten haben dort ein Konto
2. Es ist leichter zu benutzen als andere Seiten
3. Es hat mehr Funktionen als andere Seiten
4. Ich vertraue dieser Seite mehr als anderen
5. Auf dieser Seite ist es leichter neue Leute kennen zu lernen
6. Diese Seite ist moderner als andere
7. Diese Seite wird international genutzt
8. Man kommt schnell an Informationen heran

9. Man erfährt, was weltweit passiert
10. Andere <bitte angeben>

ALT.2.2.3.2 Warum nutzen Sie diese Seite am häufigsten?

1. Viele meiner Bekannten haben dort ein Konto
2. Es ist leichter zu benutzen als andere Seiten
3. Es hat mehr Funktionen als andere Seiten
4. Ich vertraue dieser Seite mehr als anderen
5. Auf dieser Seite ist es leichter neue Leute kennenzulernen
6. Diese Seite ist moderner als andere
7. Diese Seite wird international genutzt
8. Man kommt schnell an Informationen heran
9. Man erfährt, was weltweit passiert
10. Andere <bitte angeben>

ALT.2.2.3.3 Warum nutzen Sie Ihr Konto bei <genannter Webseite> nicht mehr?

1. Ich bekomme keinen Zugang mehr zu meinem Nutzerkonto
2. Diese Art Webseite interessiert mich nicht mehr
3. Ich habe die Webseite getestet, mochte sie aber nicht
4. Ich vertraue den Betreibern der Webseite nicht mehr
5. Meine Freunde/ Kollegen benutzen diese Webseite nicht mehr
6. Ich befürchtete die Weitergabe meiner Daten
7. Andere (bitte angeben)

ALT.2.2.2.2 Warum haben Sie Ihr Konto aufgelöst bei <genannte Webseite>?

1. Ich habe die Webseite getestet, mochte sie aber nicht
2. Diese Art Webseite interessiert mich nicht mehr
3. Ich vertraue den Betreibern der Webseite nicht mehr
4. Meine Freunde/ Kollegen benutzen diese Webseite nicht mehr
5. Ich befürchtete die Weitergabe meiner Daten
6. Ich möchte, dass der von mir erstellte Inhalt gelöscht wird
7. Andere (bitte angeben)

Klicken Sie hier, um Informationen über SEITEN MIT NUTZERGENERIERTEN INHALTEN (UGC) zu erhalten

Einige Webseiten erlauben Nutzern Inhalte, welche von anderen Nutzern gelesen werden können, hinzuzufügen oder zu editieren. Beispiele hierfür sind das Schreiben eines Kommentars (z. B. bei Facebook) oder einer Rezension (z. B. bei Amazon oder eBay), das Diskutieren in Foren, das Hochladen von Videos oder anderem digitalen Material (z. B. YouTube oder flickr) oder das Editieren von Beiträgen (z. B. bei Wikipedia) etc. Diese Art Webseite nennt man „Webseite mit nutzergeneriertem Inhalt“.

ALT 2.9 Auf welchen der nachstehenden Webseiten mit nutzergeneriertem Inhalt haben Sie jemals ein eigenes Konto zum persönlichen Gebrauch angelegt (und nicht die Seite nur aufgerufen, ohne ein eigenes Konto anzulegen)?

B. Geschäftliche, soziale Netzwerke wie z. B. Xing oder LinkedIn

C. Webseiten zur Partnersuche (wie ElitePartner)

D. Webseiten, auf denen man Fotos oder Videos mit anderen teilen kann wie z. B. YouTube oder flickr

E. Webseiten, auf denen Empfehlungen und Rezensionen (z. B. zu Filmen, Büchern oder Hotels) zu finden sind wie z. B. last.fm oder tripadvisor

F. Microblogging-Webseiten, wie z. B. Twitter

G. Wikis wie z. B. Wikipedia, Wikia oder Exika

H. Webseiten mit Online-Gemeinschaftsspielen wie z. B. World of Warcraft oder Second Life

ALT 2.9.1 Warum haben Sie niemals ein Konto auf Webseiten dieser Art angelegt?

1. Diese Art von Webseiten interessieren mich nicht
2. Ich habe bis jetzt noch nie von Webseiten dieser Art gehört
3. Ich wusste nicht, dass man auf Webseiten dieser Art ein Konto anlegen kann
4. Keiner von meinen Freunden nutzt solch eine Webseite
5. Die Mitgliedschaft ist mir das Geld nicht wert
6. Ich befürchtete die Weitergabe meiner Daten
7. Ich besuche solche Webseiten zwar, habe aber dennoch kein Interesse, ein Konto anzulegen
8. Andere

ALT.2.9.2 Nutzen Sie immer noch alle Konten, die Sie jemals auf Webseiten mit nutzergenerierten Inhalten angelegt haben?

1=Ich nutze immer noch alle Konten, die ich jemals auf Webseiten mit nutzergenerierten Inhalten angelegt habe

2=Ich nutze einige Konten, habe die anderen aber gelöscht

3=Ich habe alle Konten gelöscht

ALT.2.9.2.1 Haben Sie ALLE Konten, die sie jemals auf Webseiten mit nutzergenerierten Inhalten angelegt haben während der letzten 6 Monaten genutzt?

1=Ja 2=Nein

ALT.2.9.2.1.1 Warum haben Sie ihre Konten in den letzten 6 Monaten nicht genutzt?

1. Ich hatte keinen Zugriff auf mein Konto
2. Dies ist nicht der Typ Webseite, den ich regelmäßig benutzen würde
3. Ich habe die Webseite getestet, mochte sie aber nicht
4. Ich habe das Interesse an der Webseite verloren
5. Ich vertraue den Betreibern der Webseite nicht mehr

6. Meine Freunde nutzen diese Webseite nicht mehr
7. Ich befürchtete die Weitergabe meiner Daten
8. Andere (bitte angeben)

ALT.2.9.2.2 Warum haben Sie ihr Konto auf einer Webseite mit nutzergeneriertem Inhalt gelöscht?

1. Ich habe die Webseite getestet, mochte sie aber nicht
2. Ich habe das Interesse an der Webseite verloren
3. Ich vertraue den Betreibern der Webseite nicht mehr
4. Meine Freunde nutzen diese Webseite nicht mehr
5. Die Mitgliedschaft ist mir das Geld nicht wert
6. Ich befürchtete die Weitergabe meiner Daten
7. Ich möchte, dass der von mir erstellte Inhalt gelöscht wird
8. Ich möchte nicht, dass andere Leute wissen, dass ich diese Seite benutzt habe
9. Andere (bitte angeben)

3.0 Preisgabeverhalten auf Seiten mit nutzergenerierten Inhalten

3.1 Welche der folgenden Daten haben Sie bei der Benutzung von Webseiten mit nutzergenerierten Inhalten (wie z. B. soziale Netzwerke, Webseiten zum Austauschen von Daten und Meinungen oder Webseiten mit Online-Spielen) preisgegeben (bei der Registrierung oder bei Benutzen der Webseite)?

1. Medizinische Daten (ihre Patientenakte, Informationen über ihre Gesundheit)
2. Finanzielle Daten (Einkommen, Bankdaten)
3. Ihre berufliche Laufbahn
4. Ihre Personalausweisnummer
5. Ihren Namen
6. Ihre Privatadresse
7. Ihre Nationalität
8. Freizeitaktivitäten (Hobbies, Sport etc.)
9. Ihre Geschmäcker und Meinungen
10. Fotos von Ihnen
11. Wer Ihre Freunde sind
12. Webseiten, die Sie besuchen
13. Ihre Handynummer
14. Ihre E-Mail-Adresse
15. Andere (bitte angeben)
16. Ich weiß nicht

4.0 Wahrnehmung von Risiken

4.1 Geben Sie für jede dieser Situationen an, für wie wahrscheinlich Sie es halten, dass die folgenden Ereignisse eintreten, nachdem Sie persönliche Daten auf Webseiten mit nutzergenerierten Inhalten preis gegeben haben.

1=sehr unwahrscheinlich 2= unwahrscheinlich 3=neutral 4= wahrscheinlich 5=sehr wahrscheinlich

1. Ihre Daten werden ohne Ihr Wissen benutzt
2. Ihre Daten werden ohne Ihre Zustimmung an Dritte weitergegeben
3. Ihre Daten werden benutzt, um Ihnen unerwünschte Werbung zukommen zu lassen
4. Ihre persönliche Sicherheit ist gefährdet
5. Sie werden Opfer von Betrug
6. Sie werden diskriminiert (z. B. bei Bewerbungsverfahren, Zugangerschwerung zu bestimmten Angeboten, Kaufpreiserhöhung)
7. Ihr Ruf wird geschädigt

5.0 Verhalten bezogen auf die Privatsphäreneinstellungen

Klicken Sie hier, um Informationen zu PERSÖNLICHEN PROFILEN zu erhalten

Ein persönliches Profil auf einer Webseite mit nutzergenerierten Inhalten (wie z. B. soziale Netzwerke, Webseiten zum Austauschen von Daten und Meinungen oder Webseiten mit Online-Spielen) beinhaltet Daten wie z. B. Ihr Alter, Ihren Standort, Ihre Interessen, Ihre hochgeladenen Fotos und einen "Über mich"-Bereich. Die Sichtbarkeit Ihres Profils – wer Ihre Informationen sehen und sie kontaktieren kann – kann in einigen Fällen personalisiert werden, indem Sie Privatsphäreneinstellungen, die Ihnen von der Webseite zur Verfügung gestellt werden, nutzen.

5.1 Haben Sie jemals die Privatsphäreneinstellungen Ihres persönlichen Profils auf einer Webseite mit nutzergenerierten Inhalten geändert?

1=nie, 2= selten, 3= manchmal, 4= oft, 5=immer

5.1.1 Warum haben Sie die Privatsphäreneinstellungen nicht geändert?

1. Ich wusste nicht, dass Privatsphäreneinstellungen existieren
2. Ich wusste nicht, wie die Einstellungen geändert werden
3. Ich befürchtete, dass die Webseite nach der Änderung der Privatsphäreneinstellungen nicht mehr funktioniert
4. Ich wusste nicht, dass ich die Einstellungen ändern kann
5. Ich vertraue der Webseite, dass sie angemessene Privatsphäreneinstellungen einrichtet
6. Ich bin mit den Standardeinstellungen zufrieden
7. Ich hatte keine Zeit mit die verschiedenen Optionen anzuschauen
8. Andere

5.1.2 Inwiefern haben Sie die Privatsphäreneinstellungen geändert?

1. Insofern, dass die Privatsphäreneinstellungen weniger streng eingestellt sind und damit mehr Daten von mir für andere verfügbar sind
2. Ich habe die Privatsphäreneinstellungen mal mehr, mal weniger streng eingestellt

3. Insofern, dass die Privatsphäreneinstellungen strenger eingestellt sind und damit weniger Daten von mir für andere verfügbar sind

5.1.3 Welche der folgenden Privatsphäreneinstellungen haben Sie geändert?

1=nie, 2= selten, 3= manchmal, 4= oft, 5=immer

1. Ich habe geändert, wer mein Profil sehen kann
2. Ich habe geändert, wer meine Fotos sehen kann
3. Ich habe geändert, wer meinen Online-Status sehen kann
4. Ich speichere meinen Verlauf nicht
5. Andere

6.0 Wahrnehmung des Spaßfaktors

Geben Sie für die Webseite mit nutzergeneriertem Inhalt, die Sie am häufigsten benutzen an, inwieweit Sie mit den folgenden Aussagen übereinstimmen, indem Sie auf der Skala den Wert anklicken, der Ihre Ansicht am Besten widerspiegelt. 1=Ablehnung und 7=Zustimmung

6.1 Die Nutzung von Webseiten mit nutzergenerierten Inhalten bringt Freude

6.2 Die Nutzung von Webseiten mit nutzergenerierten Inhalten macht Spaß

6.3 Die Nutzung von Webseiten mit nutzergenerierten Inhalten macht mich glücklich

6.4 Die Nutzung von Webseiten mit nutzergenerierten Inhalten erweckt meine Neugier

6.5 Die Nutzung von Webseiten mit nutzergenerierten Inhalten erweckt meine Phantasie

7.0 Wahrnehmung der Benutzerfreundlichkeit

Geben Sie für die Webseite mit nutzergeneriertem Inhalt, die Sie am häufigsten benutzen an, inwieweit Sie mit den folgenden Aussagen übereinstimmen.

7.1 Diese Webseite ist einfach zu benutzen.

7.2 Ich habe schnell gelernt, wie diese Webseite zu benutzen ist.

7.3 Diese Webseite hat einen schlichten/einfachen Aufbau.

7.4 Ich kann mich schnell daran erinnern, wie diese Webseite zu benutzen ist.

7.5 Es war einfach zu lernen, wie diese Webseite zu benutzen ist.

8.0 Wahrnehmung der Gruppendynamik (frei übersetzt)

Geben Sie für die Webseite mit nutzergeneriertem Inhalt, die Sie am häufigsten benutzen an, inwieweit Sie mit den folgenden Aussagen übereinstimmen.

8.1 Viele Leute, die ich kenne, nutzen diese Webseite.

8.2 Die Leute, die ich kenne, werden diese Webseite auch in Zukunft nutzen.

8.3 Die Leute, mit denen ich in Verbindung stehe werden diese Webseite auch in Zukunft nutzen

8.4 Viele Leute, die ich kenne, nutzen diese Webseite regelmäßig.

9.0 Verhalten in Bezug auf Geschäfts- und Datenschutzbestimmungen

Die meisten Internetseiten verlangen von ihren Nutzern, dass sie die Geschäftsbedingungen der Webseite akzeptieren – meist durch Anklicken in einem Auswahlfeld.

9.1 Wie akzeptieren Sie die Geschäftsbedingungen einer Webseite, beim Anlegen eines Kontos?

- 5=Ich lese die Geschäftsbedingungen **immer** bevor ich sie akzeptiere.
- 4= Ich lese die Geschäftsbedingungen **oft** bevor ich sie akzeptiere
- 3= Ich lese die Geschäftsbedingungen **manchmal** bevor ich sie akzeptiere
- 2=Ich lese die Geschäftsbedingungen **selten** bevor ich sie akzeptiere
- 1= Ich lese die Geschäftsbedingungen **nie** bevor ich sie akzeptiere
- 6= Ich weiß nicht/Ich bin mir nicht sicher, was das bedeutet

9.2 Lesen Sie die Datenschutzbestimmungen einer Webseite, die Sie noch nie zuvor benutzt haben, wenn Sie dort ein neues Konto anlegen wollen?

Klicken Sie hier, um Informationen zu DATENSCHUTZBESTIMMUNGEN zu erhalten.

Manchmal wird auf Webseiten im Internet neben den Geschäftsbedingungen (manchmal auch als Teil von ihnen) auch angegeben, wie und von wem die Daten, die der Benutzer eingibt, genutzt werden.

- 1=Ich lese die Datenschutzerklärung nie
- 2=Ich lese die Datenschutzerklärung selten
- 3=Ich lese die Datenschutzerklärung manchmal
- 4=Ich lese die Datenschutzerklärung meistens
- 5=Ich lese die Datenschutzerklärung immer

9.2.1 Wenn Sie die Datenschutzerklärung lesen, lesen Sie:

- 1=einen sehr kleinen Teil des Textes 2= einen kleinen Teil des Textes 3=den größten Teil des Textes 4=den ganzen Text

9.2.2 Beim Lesen von Datenschutzerklärungen:

- 1. bin ich mir meist nicht sicher, sie richtig zu verstehen
- 2. verstehe ich meist gar nichts
- 3. verstehe ich das Meiste nicht
- 4. verstehe ich fast alles
- 5. verstehe ich sie für gewöhnlich vollständig
- 6. weiß ich nicht/erinnere mich nicht

9.2.3 Haben Sie jemals eine Webseite nicht benutzt oder aufgehört sie zu benutzen, weil Sie mit deren Datenschutzerklärung (Privacy Policy) unzufrieden waren?

- 7. 1=Ja, 2=Nein 3= weiß ich nicht/erinnere mich nicht

9.3.1 Warum lesen Sie keine Datenschutzerklärungen?

1. Ich habe noch nie etwas davon gehört
2. Ich weiß nicht wo sie auf den Webseiten zu finden sind
3. Sie sind zu lang
4. Sie sind zu schwer zu verstehen
5. Wenn ich ein Konto auf einer Webseite anlagen möchte, ist mir die Datenschutzerklärung egal
6. Mir ist die Datenschutzerklärung egal, weil ich nichts zu verbergen habe
7. Die Datenschutzerklärungen der Webseiten sind mir egal, weil sie sowieso nicht eingehalten werden
8. Sollte eine Webseite wider dem Datenschutz handelt, schützt mich das Gesetz
9. Andere (bitte ausfüllen)

10.0 Bewusstsein & Einstellungen – Weitergabe von Informationen

10.1 Die Daten, die Sie in Ihrem Konto/Account anregen, können von den Betreibern der Webseite für verschiedenste Zwecke verwendet werden. Wussten Sie das?

1=Ja, 2=Nein, 3=Bin nicht sicher, was damit gemeint ist

10.2.A Bitte geben Sie an, ob Sie wussten, dass Betreiber von Webseiten die Informationen, die Ihr Account enthält, benutzen können.

1=Ja 2=Nein 3=Weiß nicht

10.2.B Bitte geben Sie an, was Sie davon halten, wenn Betreiber von Webseiten Ihre Informationen verwenden um:

1= Das ist ok, ich muss nicht erst um Erlaubnis gebeten werden; 2= Das ist ok, aber nur wenn ich die Erlaubnis dazu erteile; 3=Das ist nicht akzeptabel; 4=bin mir nicht sicher/weiß nicht

1. die Inhalte, die Sie sehen, individuell anzupassen
2. die Werbung, die Sie sehen, individuell anzupassen
3. Sie per E-Mail zu kontaktieren
4. Informationen über Ihr Verhalten (ohne Angabe Ihres Namens) an andere Teile des Unternehmens weiterzugeben
5. Informationen über Sie (mit Angabe Ihres Namens) an andere Teile des Unternehmens weiterzugeben
6. Informationen über Ihr Verhalten (ohne Angabe Ihres Namens) an andere Unternehmen zu verkaufen
7. über die eigene und andere Webseiten detaillierte persönliche Informationen über Sie zu sammeln, um sie an Dritte weiterzugeben

10.3 Würden Sie, gegen eine Gebühr, der Webseite erlauben:

1=Ja, es wäre akzeptabel 2=Nein, es wäre niemals akzeptabel 3=Es hängt davon ab wie viel dafür bezahlt wird 4=Ich würde lieber Gutscheine und Bonusangebote für die entsprechende Webseite erhalten 5=weiß nicht

1. die Inhalte, die Sie sehen, individuell anzupassen

2. die Werbung, die Sie sehen, individuell anzupassen
3. Sie per E-Mail zu kontaktieren
4. Informationen über Ihr Verhalten (ohne Angabe Ihres Namens) an andere Teile des Unternehmens weiterzugeben
5. Informationen über Sie (mit Angabe Ihres Namens) an andere Teile des Unternehmens weiterzugeben
6. Informationen über Ihr Verhalten (ohne Angabe Ihres Namens) an andere Unternehmen zu verkaufen
7. über die eigene Webseite und andere detaillierte persönliche Informationen über Sie zu sammeln um sie an Dritte weiterzugeben

Klicken Sie hier, um Informationen über COOKIES zu erhalten

Zusätzlich zu den von Ihnen eingerichteten Profilen können Webseiten auch noch auf anderem Wege Informationen über Ihre Aktivitäten im Internet, wie z.B. welche Seiten Sie besucht haben, was Sie dort gerne tun, etc., bekommen. Webseiten tun dies durch Daten (auch „cookies“ genannt) die von den Browsern, über die Sie ins Internet gelangen (Internet Explorer, Firefox, Safari, etc.) gespeichert werden.

10.4 Wissen Sie, dass Webseiten durch den Gebrauch von “cookies” Zugang zu Informationen über Ihre Aktivitäten im Internet haben?

1=Ja, 2=Nein 3=Bin nicht sicher, was damit gemeint ist

10.4.1 Browser geben Ihnen die Möglichkeit, den Webseiten das Speichern von Informationen zu Ihren Aktivitäten im Internet zu verbieten, indem cookies in Ihrem Browser ausgeschaltet werden. Haben Sie schon einmal cookies ausgeschaltet?

1=Ja, 2=Nein, 3=weiß nicht/erinnere mich nicht

10.4.1.1 Warum haben Sie cookies noch nie ausgeschaltet?

1. Ich glaube nicht, dass das nötig ist
2. Webseiten funktionieren nicht mehr richtig, wenn man cookies ausschaltet
3. Webseiten arbeiten langsamer, wenn man cookies ausschaltet
4. Ich weiß nicht, wie man cookies ausschaltet
5. Andere

11.0 Wahrnehmung von Risiken bezogen auf die Privatsphäre

Bitte geben Sie an, inwiefern Sie folgenden Aussagen, bezogen auf persönliche Informationen und auf das Internet, zustimmen oder ablehnen, indem Sie auf der Skala den Wert anklicken, der Ihre Meinung am Besten widerspiegelt.

1=Ablehnung und 7=Zustimmung.

11.1 Generell ist es riskant, persönliche Daten an Webseiten zu geben.

11.2 Mit der Weitergabe persönlicher Daten an Webseiten besteht die Möglichkeit einer Einschränkung der Privatsphäre.

11.3 Persönliche Daten könnten von Webseiten missbraucht werden.

11.4 Das Weitergeben meiner Daten an Webseiten würde viele unerwartete Probleme mit sich bringen.

12.0 Technischer Schutz

Wenn Sie an Ihr Verhalten im Internet denken, wie oft tun Sie folgendes:

1=nie 2=selten 3=manchmal 4=oft 5=immer 6=ich weiß nicht, was gemeint ist 7=ich weiß nicht wie

12.1 Schauen Sie nach Wegen, um zu kontrollieren, was Sie online geschickt bekommen (wie z.B. Felder, bei denen Sie bestimmte Angebote ablehnen oder annehmen können)

12.2 Benutzen Sie einen Pop-up-Fenster Blocker?

12.3 Kontrollieren Sie Ihren Computer auf Spy-Ware (Spionageprogramme)?

12.4 Löschen Sie die Browser Chronik regelmäßig?

12.5 Blockieren Sie Nachrichten/E-Mails von Leuten, mit denen Sie keinen Kontakt haben möchten?

13.0 Sorge um die Privatsphäre

Bitte geben Sie für jede der folgenden Fragen an, inwiefern Sie besorgt sind 1=überhaupt nicht besorgt 5=sehr besorgt

13.1 Befürchten Sie, dass hinter Online-Organisationen nicht das steht, wofür sie sich ausgeben?

13.2 Befürchten Sie einen Online-Identitätsbetrug?

13.3 Befürchten Sie, dass sich Leute online für jemand anderen ausgeben als sie tatsächlich sind?

13.4 Befürchten Sie, dass jemand anderes auf elektronischem Wege Zugang zu Ihrer Krankenakte erhalten könnte?

13.5 Befürchten Sie, dass jemand anderes Zugriff auf Ihre Kreditkartennummer erlangen könnte, wenn Sie diese für Einkäufe im Internet verwenden?

13.6 Befürchten Sie, dass Ihre Kreditkarte für falsche Abbuchungen missbraucht wird, wenn Sie diese für Einkäufe im Internet verwenden?

14.0 Opfer von Verletzungen der Privatsphäre

14.1 Wie oft sind Sie Ihrer Ansicht nach Opfer einer unerwünschten Störung der Privatsphäre im Internet geworden? 1=nie 7=sehr oft?

15.0 Entlarvung durch Medien

15.1 Wie oft haben Sie im letzten Jahr von eventuellem Datenmissbrauch im Internet gelesen oder gehört? 1=überhaupt nicht 7=sehr oft?

16.0 Einstellung zum Wert der Privatsphäre

Bitte geben Sie an, inwiefern Sie den folgenden Aussagen bezüglich persönlicher Daten zustimmen oder nicht zustimmen. 1=Ablehnung und 7=Zustimmung.

16.1 Verglichen mit meinen Freunden bin ich viel hellhöriger, was den Umgang von online Unternehmen mit meinen persönlichen Daten angeht.

16.2 Für mich ist es am Wichtigsten, meine online Privatsphäre zu behalten.

16.3 Verglichen mit meinen Freunden tendiere ich mehr dazu mir Sorgen über Angriffe auf meine persönliche Privatsphäre zu machen.

17.0 Soziale Normen

17.1 Leute, deren Meinung ich schätze, finden, dass die Wahrung persönlicher Daten sehr wichtig ist.

17.2 Meine Freunde finden, dass ich meine Privatsphäre ernst nehmen sollte.

17.3 Leute, deren Meinung ich schätze, finden, dass ich vorsichtig sein sollte bei der Preisgabe meine persönliche Daten im Internet.

Bitte denken Sie bei den folgenden Fragen an Ihr allgemeines Verhalten, nicht nur an das im Internet.

18.0 Bereitschaft zur Selbstenthüllung

Geben Sie an, inwieweit die folgenden Aussagen Ihr Kommunikationsverhalten widerspiegeln. 1=Ablehnung und 5=Zustimmung

18.1 Ich rede nicht oft über mich selbst. (R)

18.2 Ich rede normalerweise längere Zeit über mich selbst.

18.3 Nur selten bringe ich meine persönlichen Einstellungen und Meinungen zum Ausdruck. (R)

18.4 Wenn ich erst einmal angefangen habe, gebe ich viel Vertrauliches von mir preis.

18.5 Ich gebe oft bedenkenlos sehr intime und persönliche Dinge über mich preis.

19.0 Allgemeine Vorsicht

Bitte denken Sie an Ihr allgemeines Verhalten, nicht nur an das im Internet

1=nie 2=selten 3=manchmal 4=oft 5=immer

19.1 Zerreißen/verbrennen Sie Ihre persönlichen Dokumente bevor Sie sie entsorgen?

19.2 Verstecken Sie Ihre PIN Nummer unter der Hand beim Einkauf / Abheben von Geld am Automaten?

19.3 Registrieren Sie sich nur auf Webseiten, die eine Datenschutzerklärung haben?

19.4 Schauen Sie nach einem Zertifikat für die Datenschutzerklärung, bevor Sie sich auf einer Webseite registrieren?

19.5 Lesen Sie Lizenzverträge vollständig bevor Sie sie akzeptieren?

20.0 Demographisches

Im folgenden Teil geht es um Informationen zu Ihrer Person. Sie können diesen Teil unausgefüllt lassen, es würde für die Umfrage jedoch von Vorteil sein, wenn Sie auch diesen Teil ausfüllen.

20.1 Sex 1=männlich; 2=weiblich

20.2 Alter __ Jahre

20.3 Welchen Abschluss haben Sie?

1=keinen

2=Grundschule

3=Oberstufenabschluss

4=Hochschulabschluss (Universität, Fachhochschule, Berufsschule, etc.)

20.4 Beschäftigung

Nicht erwerbstätig	
Verantwortlich für Einkäufe, Haushalt oder ohne derzeitige Beschäftigung, nicht erwerbstätig	1
Student/in	2
Arbeitslos oder vorübergehend arbeitslos	3
Pensioniert oder nicht arbeitsfähig (aufgrund von Krankheit)	4
Selbstständig	
Bauer/Bäuerin	5
Fischer/in	6
Fachmann/frau (Jurist/in, Mediziner/in, Steuerberater/in, Architekt/in, etc.)	7
Ladeneigentümer/in, Handwerker/in, andere selbstständige Tätigkeiten	8
Geschäftsführer/in, Firmeninhaber/in (vollständig oder als Partner/in)	9
Angestellt	
Fachmann/frau im Angestellten Verhältnis (Jurist/in, Mediziner/in, Steuerberater/in, Architekt/in, etc.)	10
Geschäftsleitung, Direktor oder Vorstand (Führungspositionen im Allgemeinen)	11
Management auf mittlerer Führungsebene, andere Arten von führenden Positionen (Abteilungsleitung, nachrückende Führungskraft, Lehrer, Techniker)	12

Angestellung hauptsächlich am Schreibtisch	13
Anstellung nicht am Schreibtisch sondern unterwegs (Vertreter/in, Fahrer/in)	14
Anstellung nicht am Schreibtisch sondern im Dienstleistungsbereich (Krankenhaus, Restaurant, Polizei, Feuerwehr, etc.)	15
Aufsichtsperson	16
Gewerblicher Arbeitnehmer/Techniker (ausgelernt)	17
Andere (nichtgewerbliche)/(ungelernte) Arbeitnehmer, Bedienstete/r	18

20.5 Nationalität

Österreicher/in, Belgier/in, Brite/Britin, Bulgare/Bulgarin, Zypriot/in, Tscheche/Tschechin, Däne/Dänin, Niederländer/in, Este/Estin, Finne/Finnin, Franzose/Französin, Deutsche/r, Grieche/Griechin, Ungar/in, Ire/Irin, Italiener/in, Lette/Lettin, Litauer/in, Malteser/in, Pole/Polin, Portugiese/Portugiesin, Rumäne/Rumänin, Slowake/Slowakin, Slowene/Slowenin, Spanier/in, Schwede/Schwedin, Andere

20.6 Land des ständigen Wohnorts

Österreich, Belgien, Bulgarien, Zypern, Tschechien, Dänemark, Estland, Finnland, Frankreich, Deutschland, Griechenland, Ungarn, Irland, Italien, Lettland, Litauen, Malta, Niederlande, Polen, Portugal, Rumänien, Slowakei, Slowenien, Spanien, Schweden, Großbritannien, Andere

20.7 Leben Sie in einer Region, die: urban/ländlich/vorstädtisch ist?

20.8 Zu Hause gesprochene Sprache

Baskisch, Bulgarisch, Katalanisch, Tschechisch, Dänisch, Niederländisch, Englisch, Estländisch, Finnisch, Französisch, Galizisch, Deutsch, Griechisch, Ungarisch, Irisch, Italienisch, Lettisch, Litauisch, Luxemburgisch, Maltesisch, Polnisch, Portugiesisch, Rumänisch, Slowakisch, Slowenisch, Spanisch, Schwedisch, Andere <bitte angeben>

20.9 Religion 1=Buddhist/in, 2=Christ/in 3= Hindu, 4=Jude/Jüdin, 5=Moslem/Muslimin, 6=Sikh, 7=keine Religion, 8=Andere Religion (bitte angeben)