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 Germany: a qualitative study

Noellie Brockdorff[1], Sandra Appleby-Arnold[1], Bogdan Manolea[2], Ioana Vasiu[3], Christian Hawellek[4]

[1] Department of Cognitive Science, University of Malta, Msida, Malta
[2] Association for Technology and Internet, Bucharest, Romania
[3] Faculty of Law, Babeş-Bolyai University, Cluj-Napoca, Romania
[4] Institut für Rechtsinformatik, Leibniz Universität Hannover, Hannover, Germany

April 2013

The views expressed in this report are the sole responsibility of the authors
and do not necessarily reflect the views of the European Union

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

Table of Contents

1.   Key Findings

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

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

Regarding general perceptions of privacy, respondents differentiated between information that is perceived as personal but not very private, information that is perceived as private and its privacy status being a social norm, and information which is considered as private and critical, its disclosure being associated with potential personal risks.

At the same time, being strongly engaged in social networking did not necessarily go alongside with a greater willingness to disclose information online for commercial trade-offs, and being open to commercial trade-offs was not visibly linked to a more "generous" disclosure of personal and private information on UGC sites.

Regarding the different specific practices of websites owners, respondents mostly accepted the customising of website content – either as something that is "standard", by appreciating the free services such websites provide, or it was accepted due to the belief that a machine was steering this process which, being impersonal, would not represent an invasion of privacy. On the other hand, website owners passing on personal and private information to others was not accepted by the majority of respondents even if the information was anonymised due to fears of losing control – the respondents clearly stated that they wanted to decide themselves what data are disclosed and by whom –. Similarly, the selling of personal and private information to other companies was not accepted by the majority of respondents due to control issues; participating in profits from such sales was, in this context, also mostly not accepted.

As main measures to keep a certain level of control, some respondents used nicknames, provided fake personal data or adapted their privacy settings. However, some interviewees also specifically perceived SNS as a tool for acquiring initial contacts and establishing a basic communication line rather than as a comprehensive platform for organising and coordinating all their social contacts. Thus, they provided only basic information on SNS, but left their profile fully publicly accessible.

Only half of the interviewed UGC users claimed that they mostly read privacy policies, and both readers and non-readers stated difficulties in the policies' form and structure. However, most interviewees also felt that there was no real alternative to consenting.
Ultimately, the interviewees' responses revealed rather reflective attitudes towards their own ability to keep control. Non-users consciously make a distinction between privacy

considerations (in the sense of an awareness of privacy matters) and privacy concerns (as as "fear" of potential privacy violations) or perceive their non-usage as a measure of self-protection. Users referred to a combination of common sense (regarding their awareness of practices like the customisation of website content) and suspicion (regarding the website owners' sharing and passing on of personal information).

Whilst perceiving a certain institutional security due to the existing legal data protection framework in Germany, it appeared that most of the interviewees did sometimes reflect upon their feelings of being in control; with one UGC user referring to the *"illusion of control"*.

2.   Introduction

2.1   Study Target

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

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

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

---

[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(SSH-2009-3.2.1. "Changes in Consumption and Consumer Markets").

2.2   Methodology

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

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

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

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

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

---

[2] Data could fall into different categories at the same time and were then also double-coded as such.

2.3   Description of the Sample

The data analysis for Germany is based on eleven interviews with a demographic distribution which complies mostly with the required quota:

Interviewee No.	Gender	Age	Age category	Location category	UGC usage
I-1	male	26	25-34	Urban/Suburban	UGC non-user
I-2	female	57	45+	Urban/Suburban	UGC non-user
I-3	female	23	15-24	Urban/Suburban	UGC user
I-4	male	18	15-24	Urban/Suburban	UGC user
I-5	female	35	35-44	Rural	UGC non-user
I-6	male	27	25-34	Urban/Suburban	UGC (non-SNS) user
I-7	female	26	25-34	Urban/Suburban	UGC user
I-8	female	21	15-24	Urban/Suburban	UGC user
I-9	female	28	25-34	Urban/Suburban	UGC (non-SNS) user
I-10	female	27	25-34	Urban/Suburban	UGC non-user
I-11	Male	35	35-44	Rural	UGC user

Having one more respondent in the age group of 45+ would have been desirable, and there is a slight underrepresentation of males. Within the age groups, however, a comparably even split was achieved, with a particularly strong representation of UGC non-users.

Five interviews were conducted within the university premises (office or library), for two interviewees thereof this location represented their working place. Three interviews were held in public spaces (café or restaurant), and for the remaining three there was no information available regarding the specific interview location. Most respondents were described as interested, open and keen to respond, they mostly appeared as feeling secure in the interview situation, although some of them tended to be slightly reluctant or rather brief in their answers. Only one interviewee (I-2, UGC non-user, female, 57)was described as tense and suspicious of some form of "hidden agenda".

All interviewees (with the exception of I-2 who indicated three years of usage, and I-4 with four years) have been using the internet for at least ten years; looking at the relation between UGC usage and the age when these respondents started to use the internet, there is no recognisable link between being a "digital native" or a "digital initiate" and using – or not using – UGC websites:

Interviewee No.	Age	Years of Internet usage	Age when starting to use the Internet	UGC usage
I-1	26	15	11	UGC non-user
I-2	57	3	54	UGC non-user
I-3	23	12	11	UGC user
I-4	18	8	10	UGC user
I-5	35	14	21	UGC non-user
I-6	27	14	13	UGC (non-SNS) user
I-7	26	10	16	UGC user
I-8	21	10	11	UGC user
I-9	28	11-12	16-17	UGC (non-SNS) user
I-10	27	15	12	UGC non-user
I-11	35	16	19	UGC user

3. Results

3.1 Attitudes towards UGC websites

In generally using the internet, all interviewees appreciated most the availability and speed of information. At the same time, the majority disliked viruses, spam and unwanted commercial emails. Beyond that, however, it was particularly the UGC *users* who revealed their critical attitude towards the internet – that there was *"too much information about people"* (I-4, UGC user) and *"information available that is harmful"* (I-11, UGC user), that "it was "*hard to tell who does what*", and *"that nothing is forgotten – simply the fact that once you upload a photo somewhere you cannot be sure that you won't be confronted with that 20 years later; and that Google always knows what I was looking for at Amazon: That scares me"* (I-8, UGC user).

In their specific use of UGC websites, of those eight interviewees who were UGC users only three declared that they perceived a certain peer pressure to join a social networking site – two of them described that they were initially using StudiVZ[3], but when all friends they wanted to stay in touch with moved to Facebook, they switched their accounts as well. Another one was abroad at the time when all friends started opening their SNS accounts and she was invited to do so too. Additionally, the main reason given for opening an SNS account was to re-establish or maintain contact with (potentially distant) friends or acquaintances:

> *"I liked the idea of meeting people, even if only virtually, in the beginning. Having the chance to keep in touch with people one loses contact with, for example due to changing your job or moving away. Or to re-contact people one has not seen since primary school, but with whom one was getting on very well back then"* (I-11, UGC user).

Other reasons for using SNS were the financial-technical advantages of using SNS, as posting messages there was seen as being *"cheaper than sending text messages all the time"* (I-4, UGC user), and *"often you know the name of fellow students but not their mail addresses and, hence, it is easier to find them in the social network"* (I-7, UGC user). Finally, one interviewee explained that, being politically active, she would *"need"* this platform *"to be close to the people"* (I3, UGC user).

Those respondents who did not hold accounts with SNS websites gave a combination of reasons for this. On one hand, they declared their preference for offline social contacts – *"I did not use social networks for 35 years, and I have no reason to believe that I will change my attitude"* (I-5, UGC non-user) – and that true friends would accept such a choice. At the same time, they expressed a certain concern to becoming *"addicted"* (I-1, UGC non-user) to such websites and being themselves prone to misuse them, e.g. by uploading pictures they would regret afterwards.

Privacy and the protection of personal data also played a certain role in these interviewees' non-usage of SNS; however, one interviewee explained additionally that *"I would not upload any private imagery [...] that would cross a border. But, again, it is rather the lack of use*

---

[3] Germany-based online social network for students, first launched in 2005.

[personal usefulness] than any fear that my privacy could be violated" (I-5, UGC non-user), indicating that there are privacy considerations that are not linked with concerns about privacy violations.

Regarding other UGC websites, some respondents were using photo/video sharing and blogging websites, but giving no reasons for their specific usage. Two interviewees highlighted their activity in multiplayer online games, one of them explaining their function as going beyond mere entertainment – *"this for me, was also rather like a social network in the beginning. It spread out at the university and we started to play it in our circle of friends"* (I-11, UGC user) – pointing to a strong network effect..

3.2   Information Disclosure – "Offline" and Online

In order to gain an insight into how the behaviour of UGC users and non-users corresponds with their attitudes and perceptions "offline" (e.g. regarding privacy-related social norms), respondents were encouraged to imagine a situation where, whilst travelling on a plane, a stranger would ask them a number of personal questions – whether they would reveal their marital status, their income, and their ID card number. After that, they were requested to talk about their reaction if the same questions were asked by a friend.

In these imagined "offline" situations, it strongly depended on the type of personal or private information[4] whether or not German respondents would disclose it to a stranger. Being asked for their marital status, the information was mostly considered as "*not that private*" (I-10, UGC non-user). Although some interviewees explained that answering such a question may depend on whether *"it is a nice person"* (I-11, UGC user) who is asking the question, *"the feeling and understanding with that person is good"* (I-7, UGC user) and there is an *"impression of honesty"* (I-9, UGC (non-SNS) user). The fact itself that the stranger could be counter-asked or asked for the reasons behind the question supported the acceptance of such question. Only one respondent declared that he would most probably give false information.

In contrast, information about income and the ID card number would generally not be revealed – although for rather different reasons. Being asked by a stranger for one's salary was predominantly considered as being "*none of his/her business*", something *"you do not talk about"* (I-3, UGC user) and that *"may create envy or makes people judge other people"* (I-8, UGC user). The question regarding one's ID card number was perceived as intrusive and violating privacy, combined with uncertainty, a deep mistrust and the perceived risk of becoming subject to fraud: *"I don't precisely know how this could be misused, but I have been raised to be very cautious about such things"* (I-8, UGC user).On being asked for one's income, some interviewees considered talking politely around it, or by using the counter-question they would make an attempt to clarify that social norms had been violated.

In a conversation with friends, all interviewees responded similarly that they would reveal their marital status. They were also clearly more willing to respond to the question regarding their income, although still giving *"no precise figure"* (I-10, UGC non-user), as it still *"may raise envy [even] between friends"* (I-8, UGC user). Regarding their ID card number, the majority of respondents argued that it could become subject to mutual trust in friendship relations – "*if it is a good friend*" (I-2, UGC non-user) and "*he really has a good reason*" (I-3, UGC user). In general, some interviewees imagined practices which exceeded a mere reaction of either disclosing or not disclosing the information requested, but the "offline"

---

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

situation allowed them to counter-react, negotiate and (re-)establish perceived social norms and boundaries – not only with friends but also with strangers.

Whereas the interviewees' responses revealed a comparably homogeneous pattern of answering in offline situations with both strangers and friends, there was a wider variation in answers regarding what information would be disclosed online in the context of online shopping / commercial trade-offs.[5]

Generally, for commercial advantages the majority of interviewees were willing to reveal their address, their date of birth and, to a certain extent, their marital status. All other information was indicated by the majority of respondents as not to be disclosed; here, privacy as a reason for non-disclosure can be divided into different – though partially overlapping – categories:

(a) Information was perceived as generally "too private" (in particular one's income and the spouse's email address);
(b) the disclosure was linked to the perceived risk of fraud;
(c) the disclosure was linked to the perceived risk of receiving unwanted commercial offers, (in particular phone number); and
(d) the information requested was considered as "not relevant" for the website owner – something "they don't need to know", and it was not understood why they would want such information (e.g. ID card number, insurances).

Whereas the respondents were clearly aware that such commercial trade-off "*is about balancing use and risk*" (I-5, UGC non-user), some of them felt a vague discomfort disclosing presumably "harmless" information like the date of birth, because "*this would allow third parties, in combination with information already given, to possibly access more information about me*" (I-6, UGC (non-SNS) user), and "*I would not know what they need it for – this ignorance makes it an indefinable risk*" (I-8, UGC user). Here, it appeared that the interviewees felt generally more uncomfortable than in a (imagined) offline situation with strangers where the same piece of information was requested, because they perceived more difficulties to estimate the actual consequences of their information disclosure.

Regarding the disclosure of personal and private information on UGC websites, the majority of interviewees indicated that they had revealed their name, photos of themselves and, to a certain extent, photos of friends and family members. A minority had also disclosed their hobbies, sports, tastes and opinions; however, there were no reasons given for the disclosure or non-disclosure of this information.

Finally, being strongly engaged in UGC usage did not necessarily go alongside with a greater willingness to disclose information for commercial trade-offs, and being open to commercial trade-offs was not visibly linked to a more "generous" disclosure of personal and private information on UGC sites.

---

[5] For commercial trade-offs, interviewees were asked whether they would disclose their phone number, address, date of birth, marital status, income, number and age of kids, their spouse's email address, their home insurance, life insurance, and their ID card number.

3.3 Privacy Matters

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

The majority of respondents (seven, thereof four UGC users, one UGC (non-SNS) user, and two UGC non-users) indicated that they were aware before opening a UGC website account that website owners may use personal information provided by users to customise their site's content: *"This is commonly known"* (I-8, UGC user). Additionally, one interviewee indicated that she was aware of such practice due to media discussions. All other respondents either learnt about this practice with time after opening an account, or they stated a general awareness, as *"it is sometimes obvious"* (I-10, UGC user).

Acceptance levels – and the underlying motivation for acceptance – differed depending on the website owners' practice. The customising of content was mostly accepted – either as something that is *"standard"* (I-9, UGC (non-SNS) user), *"not that tragic"* (I-3, UGC user) or *"ignored anyway"* (I-1, UGC non-user). One interviewee stated that she would even be *"happy to find interesting products"* (I-5, UGC non-user), or commercial offers were accepted as a trade-off: *"If it is the case that I can access a certain service for free but will receive certain additional advertisement for that I could live with that"* (I-6, UGC (non-SNS) user).

On the other hand, some respondents clearly did not find this practice acceptable, due to a feeling of *"being spied on"* (I-2, UGC non-user) and finding it *"scary – particularly if you think about what else could be done with your data"* (I-7, UGC user).

Attitudes and perceptions appear to change when personal information is being passed on without their owner's permission. Here, the majority of interviewees (seven) were not aware of this website owner's practice, and it was also not deemed acceptable. The main reason given for this non-acceptance was a fear of losing control; the respondents clearly stated that they wanted to decide themselves what data are disclosed and by whom – even if the information was anonymised – as in the process of data transfer they perceived a loss of *"power to decide"* (I-1, UGC non-user) themselves.

Only two interviewees found such practice acceptable as, e.g. "*job offers can be interesting and are not binding*" (I-5, UGC non-user), or – on a more general level – because *"in the moment I upload information I accept that they are used"* (I-4, UGC user), the latter statement representing an awareness that any upload of personal or private information online is potentially linked to a loss of ownership and control.

Similarly, the website owners' practice of selling their users' personal information was mostly not accepted due to control issues and, as one respondent indicated, would even be a reason for closing the account. Another (not-accepting) interviewee explained, *"I don't think that all this connecting of data is a good thing [...] Platforms should be rather neutral, offering only one service and not transfer data of their users"* (I-7, UGC user), expressing her specific discomfort deriving from uncontrollable data transfer. Some interviewees (four) were willing to accept this practice under the condition that consent was given and the information was anonymised, but, only one of them considered a potential participation in profits from such sale as a reason for consenting.

3.3.2 How Privacy matters: Protective Measures

Privacy concerns of the interviewees circulated mostly around one topic: the aforementioned perceived uncertainty about who has access to personal and private information online. Additionally, the interviewed UGC users felt particularly vulnerable regarding pictures of themselves uploaded by others without their knowledge or permission, which could be misused or misinterpreted.

In order to "disconnect" – rather than protect – the intentionally or unintentionally revealed information from potential personal consequences, a method chosen by some respondents was not to reveal their real name but use nicknames: *"Every time I can avoid giving my real name I would do so"* (I-1, UGC non-user). It was seen as useful *"to increase password security"* (I-9, UGC (non-SNS) user), but also for inhibiting further searches such as for a mother's maiden name.

However, the majority of interviewees indicated that they do not use nicknames (except for in multiplayer online games where it was perceived as part of the game). This was partially for moral reasons – *"it's not right to use a fake name"* (I-2, UGC non-user) – but mostly because it was either felt that nicknames do not provide real protection, or because interviewees claimed that they only use websites that can be trusted, or because *"in SNS it is a fundamental principle that one can be found by others"* (I-11, UGC user).

> *"I use my real name on Facebook. I think it is clever to use a pseudonym, but I don't do it because I think it is annoying when I look for example for Jan-Niklas but he calls himself 'Uschi' on Facebook – then I have to look for [him] for half an hour and that is really annoying"* (I-8, UGC user).

Another protective measure used by some interviewees was to adapt the privacy settings of UGC websites. Here, three out of eight interviewed UGC users declared that they limited access to their profile to 'only friends' – one of them additionally personalising her settings by defining specific groups like 'close friends' or 'work colleagues':

> *"I differentiate. There are things which I would like to let my friends know, [but] which I wouldn't tell an acquaintance. And then I think Facebook has become a platform to generally take care of your social contacts – not only real friends, but also colleagues or parents of friends. And there are people who I know a little – of course I want to keep in touch with them, but I certainly do not want to disclose as much to them as to my close friends [...] In the end it is like reality: What I would tell some people there I do not want to tell them on Facebook [...] But the widest circle having access to my profile are 'Facebook friends' – friends of friends etc are blocked"* (I-8, UGC user).

Such comprehensive differentiation, however, appeared to be rather an exception. In contrast, some respondents declared that they intentionally set their profile as publicly accessible, because *"it is a communication platform. Hence it is useful to disclose rather little and rather general information about yourself, but make this sort of information available to many people"* (I-7, UGC user).

These last two quotes reveal a basic difference in the way online social networks are used which may in turn lead to different perceptions of online privacy. Whereas the first uses SNS to organise and coordinate *all* her social contacts, the second uses them to predominantly allow first contacts and initial communication. It remains, though, unclear to what extent not only profile information but information contained in the online communication itself may, or may not, be perceived as subject to privacy protection, and to what extent protection measures themselves are rather used *"to keep the illusion of having control over the data"* (I-11, UGC user).

3.3.3 Making Privacy matter: Evaluating Privacy Policies

Four out of the eight interviewed UGC users claimed that they mostly read privacy policies - all three UGC non-users, one UGC (non-SNS) user and three UGC users stated that they do not. The reasons given for not reading can, generally, be divided into two categories. On a "technical" level, the (non-reading) interviewees indicated that privacy policies are too long and illegible due to being written in very small letters. On the level of actual policy content, UGC non-users claimed that *"they are always the same"* (I-2, UGC non-user), or that they would already know the most important parts due to discussions in the media.

One non-user additionally stated that he did not read them because he felt forced to accept them, similarly to general terms and conditions in online shopping: *"It's like giving up"* (I-1, UGC non-user) – or, as another non-reading respondent stated: *"I have no influence on it anyway […] I cannot change section 5 paragraph 6 of the privacy policy"* (I-5, UGC non-user).

A further reason given for not reading privacy policies was there was seen no need to do so when giving fake information: *"As long as I provide them with false data I don't care what they'll do with them, as the information is incorrect […] I would not read them either – [even] if they were shorter"* (I-6, UGC (non-SNS) user).

However, the policy-reading interviewees also indicated that they perceived difficulties in form and structure of privacy policies. Thus, if this perception is shared by both non-readers and readers, the actual motivation for making an effort to read may be rather the interviewees' evaluation of privacy policies – the extent to which it was believed that privacy policies actually have an impact and can be effective in the protection of personal data. The respondents mostly expected to at least find information about which information is shared, sold, with or to whom, and how the personal data is protected The issue of sharing information also being the main aspect mentioned by non-reading respondents.

If a privacy policy was found not to contain the expected content, a majority of interviewees stated that *"if it was a service which I consider important enough I use it anyway. But I would be more careful which data to disclose or not to disclose"* (I-7, UGC user) – *"If it was worth it I'd do it"* (I-6, UGC (non-SNS) user). Beyond the perception that there is no real alternative to consenting, one respondent expressed her hopes that

> *"As an ultima ratio, it might happen that I wouldn't open an account if the service is not that badly needed. If this is not possible, there remains the hope that*

somebody will regulate it, or that consumer protection centers will interfere – or that at least nothing bad happens" (I-9, UGC (non-SNS) user)*.*

Only one interviewee affirmed that he probably would not use a website if he did not find the expected clauses – but only if he finds a website that provides a similar service: *"Let's say there was one provider passing on personal data and another one who doesn't: That might be a reason to go to the second, even if it is slightly more expensive there"* (I-6, UGC (non-SNS) user.

4.   Conclusion: The Illusion of Control

In the beginning of each interview, the respondents were asked to give their spontaneous associations with a number of terms: honesty, internet, work, family, privacy. The subsequent results show a particularly interesting contrast between the first and the last of them – honesty and privacy. Whereas honesty was predominantly described as an established value and a social norm, the respondents' associations with privacy represented more often a highly desired value that provides a feeling of safety. At the same time, however, it was also characterised as being something that requires responsibility, is *"often not respected enough"* (I-10, UGC user), and it becomes *"more and more important to protect it"* (I-7, UGC user) – the latter association also representing a perceived shift in practices.

Such responsibility, though, appeared to be ascribed mostly to a third party or an impersonal other – whereas honesty was clearly defined as a *"positive personal attribute"* (I-1, UGC non-user), privacy, as a generally *"positive quality"* (I-1, UGC non-user), appeared to be something that others should, or could, be held accountable for. These ascriptions also appeared to correspond with the interviewees' statements towards possible misuse of personal data or privacy violation, which was more linked to website providers than to fellow UGC users.

Generally, the German interviewees' responses revealed rather reflective attitudes towards their own ability to keep control. Non-users separating consciously between privacy considerations (in the sense of an awareness of privacy matters) and privacy concerns (as a "fear" of potential privacy violation) or perceiving their non-usage as a measure of self-protection, and users referring to a combination of common sense (regarding their awareness of practices like the customisation of website content) and suspicion (regarding the website owners' sharing and passing on of personal information). Whilst perceiving a certain institutional security due to the existing legal data protection framework in Germany, it appeared that, ultimately, most of the interviewees did reflect upon their own *"illusion of control"* (I-11, UGC user).

Acknowledgements

Appendices

A.1 Interview Guidelines (English)

Instructions for Interviewers

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

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

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

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

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

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

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

Introduction	Briefing
ALL RESPONDENTS **Introduction** [about 5 min] - Thank you - Your name - Purpose - Confidentiality - Duration - How interview will be conducted - Signature of consent on consent form	**I would like to thank you for taking the time to meet me today. My name is----------------------------------and I would like to talk to you about the internet, what you like about it, what you dislike, and how you use it.** **As was mentioned when we set up this appointment, this interview is being carried out as part of the CONSENT project which is co-funded by the European Union. The CONSENT aims to gather views of internet users from all countries of the EU. If you wish I will give you more information about the CONSENT project at the end of the interview.** **Your opinion is very valuable for our study and will be taken into consideration when drawing up the final report.** **The interview should take less than one hour. I will be taping the session because I don't want to miss any of your comments. Although I will be taking some notes during the session, I can't possibly write fast enough to get it all down. Because we're on tape, please be sure to speak up so that we don't miss your comments.** **All responses will be kept confidential. This means your interview responses will only be shared with research team members and will ensure that any information we include in our report does not identify you as the respondent. Your name will not be connected with the answers in any way.** **Please read and sign this consent form. Do you have any questions on that?** **Remember, you don't have to talk about anything you don't want and you may end the interview at any time. Is that OK?** *Running Total: 5 min*
Objectives	**Questions**
ALL RESPONDENTS **Word-association exercise** [about 3 min] - establish top of	**Q.1 To start off we are going to play a short game/carry out a short exercise: I will read out a word and I would like you to say the first couple of things that come to mind/pops into your head when you hear the word. Let's try an example first: What is the first thing that comes to mind if I say the word "summer"? Anything else?** *Encourage respondents to use short phrases or single words and to*

mind associations with privacy	*avoid lengthy descriptions and statements.* *Test words:* **honesty, internet, work, family, privacy** *Running Total: 8 min*
ALL RESPONDENTS **Willingness to disclose personal information in various situations.** [about 8 min]	**Q.1.1** Now let's talk about something a little different. I would like you to imagine you are on a plane and the person next to you, somebody you don't know and who you are unlikely to ever meet again, is a really talkative member of the same sex about your age. He/she starts talking about different things and after 15 minutes he/she asks you whether you were single, married or in a relationship, what would you tell her/him? *Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.* **Q.1.2 What if he/she asked you about how much you earn What would you do?** *Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.* **Q.1.3 And what if they would tell you they can use their ID card number to choose lottery numbers to play. He/she asks you what your ID card number is. What would you do?** *Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.* **Q.1.4 Now let's imagine that instead of this talkative fellow passenger, you were asked the same questions by a friend who you meet a few times a year. What would you do?** *Probe about each of: whether you are single, married or in a relationship, how much you earn, ID card number. And in each case whether respondent would say the truth and why/why not* *Running Total: 16 min*
ALL RESPONDENTS **Internet experience and attitudes** [about 5 min]	**Q.2 Let's talk a bit more about the internet now, how long have you been using the internet?** **Q.3 What do you love most about the internet?** **Q.4 What do you dislike most about the internet?** *Running Total: 21 min*
ALL RESPONDENTS **Underlying beliefs & attitudes to commercial/privac**	**Q.5 Imagine that you are visiting a website of a discount club, for example a site similar to Groupon <***or similar, please choose the one most appropriate for your country>***. The club offers up to 50% discounts on different consumer products and services (e.g. books, travel, household goods, and fashion items) to its**

y trade-off [about 5 min]	**members. The site is currently running a promotion and giving a discount up to 75% to all visitors who provide the site with more information than the standard name and email. Which information would you be willing to provide this website to get this up to75% discount offer?** *Start reading out list:* **phone number, home address, date of birth, annual income, marital status, number of kids, age of kids, ID or passport number, email address of partner or spouse, life insurance status, home insurance status** *For items that respondent is <u>not</u> willing to provide information about to the website probe reason:* **Q5.i Why not?** *Or* **Why wouldn't you give your...** *Running Total: 26 min*
ALL RESPONDENTS **Internet usage** [about 2 min]	**Q.6 Please tell me a little about the internet websites you use in a typical week and what you use them for.** *Probe if Internet activities describe above (including usage of UGC and SNS) have an impact on the respondents' lifestyles, habits and social relationships (just 2 minutes for this question, so do not go into too many details).* *Running Total: 28 min*
ALL RESPONDENTS **UGC usage** [about 5 min] - Establish whether UGC user or non-user - Establish whether SNS user - Establish UGC site used most frequently - Provides link to findings from online questionnaire *Show card A*	**Q.7 This is a list of some websites** *<show list of UGC sites used in each country for WP7 >.* **Could you please tell me whether you have accounts with (not just visit) any of them and if you do have an account how often you log in?** *<Make a note which whether respondent uses Social Networking Site and if not which UGC website respondent uses most>* *Show card A:* **A. Social networking website such as Facebook, *<Local SNS used in WP7>*** **B. Business networking websites such as LinkedIn, Xing.com** **C. Dating websites such as parship.com** **D. Websites where you can share photos, videos, etc., such as YouTube, Flickr** **E. Websites which provide recommendations and reviews (of films, music, books hotels etc), such as last.fm, tripadvisor** **F. Micro blogging sites such as twitter** **G. Wiki sites such as Wikipedia, myheritage** **H. Multiplayer online games such as secondlife.com, World of Warcraft**

	Probe how much time is spent on social networks and UGC services daily/weekly (if not established already in Q6)
	Running Total: 33 min
RESPONDENTS WHO DO <u>NOT</u> USE OR NO LONGER USE UGC SITES IN Q7 **Reasons for not using UGC sites** [about 3 min]	**Q.8 Why don't you have accounts with any of these sites, or why did you cancel or don't use them anymore? Anything else?** *Probe fully, but make note of first and second reason given.* *We are interested in exploring further any reasons that relate to respondents' concerns about:* *- the consequences of giving information online,* *- how information about them is used,* *- whether UGC sites can be trusted, and* *- any other issue relating to privacy.* *<u>If privacy/information use/trust related issues not mentioned as a reason for not using (anymore)UGC sites ask:</u>* **Q.9 For what reasons may you be likely to open an account – or not open account - with any of these sites soon?** *Allow respondents to speak freely, but then gently probe to establish if respondent feels any pressure to open a UGC account;* *<u>If any privacy/information use/trust related issues mentioned ask:</u>* **Q10. You mentioned that one of the reasons (the reason) you don't use UGC sites is <**whatever respondent said that relates to privacy/information use*>***. Can you tell me a bit more about what in particular concerns you**? *Probe <u>in depth</u> to determine* *i. what aspect of UGC sites respondent finds unacceptable, and why;* *ii. beliefs about how internet sites use information;* *iii beliefs about what UGC sites are for.* *Running Total: 36 min*
RESPONDENTS WHO USE UGC SITES IN Q7 **UGC sites - Motivations & Usage** [about 6 min] Establish: - motivations for	**Q.11 Why did you start using** *<Social Networking Site, if used. If respondent does not use Social Networking site, then UGC site in Q7 used most frequently>***?** *Probe to determine key motivations for using site.* **Q. 12 During all of the time that you've been using these sites, what information about yourself have you put on the site/sites?** *Allow respondents to take their time and reply in their own words but probe for: name, home address, photos of you, photos of family and friends, audio-video recordings, medical information, hobbies, sports, places where you've been, tastes and opinions, etc*

UGC use
- willingness to share information
- beliefs & attitudes on different types of information
- motivations for settings of who can view information
	Q.13 Who can see your profile and/or your photos?
	Probe **Why have you set things up in that way?**
	
	Q.14 Have you ever regretted posting some information on one of these sites?
	
	If yes: **Q.15 Can you tell me a little bit about it...what happened? Why did you regret the posting?**
	
	If respondent <u>does not</u> mention commercial info & negative effects, then also ask 16.1 and 16.2
	
	If no: **Q.16 Could you imagine a situation when you might regret it?**
	Probe to determine whether lack of concern about respondent's own posting is due to:
	i. respondent posting little information, or
	ii. always thinking carefully before posting, or
	iii. thinking that it is no problem that everybody has access to information about them
	If NOT i and ii then ask:
	16.1 Do you receive commercial info that you think is a result of the personal information that you have posted? If yes, how do you feel about this?
	
	Probe to determine exactly:
	    i. if the respondents are aware of consequences of putting information online
	    ii. why some are more acceptable than the others
	    iii. do people accept that receiving commercial info is part of the commercial trade-off for using the service
	
	16.2 What do you think can happen (for example regarding job selection, reputation) as a result of personal information you have posted?
	If Yes- **How do you think this will happen?**
	If No- **Why don't you think this is possible?**
	Probe to determine exactly how the respondents think about other people using their own information posted on UGCs. Use a neutral tone to allow both positive and negative reactions.
	
	Running Total: 42 min

ALL RESPONDENTS **Usage of**	*If not previously established up to this point* **Q.17 Have you yourself ever used an alias or a nickname when giving information online? In what case/s and why? Or, if you**

aliases/nicknames [about 2 min] - explore attitudes towards revealing personal information in different situations	**haven't, what do you think about it?** *Probe more in detail.* *Running Total: 44 min*
ALL RESPONDENTS **Attitudes towards use of personal information by websites** [about 8 min] *Show card B*	**Q.18 The information users include in their account or profile on a website can be used by the website owners for a number of purposes, such as to customize the content and advertising that users see, to send them emails, to gather in-depth personal information about them etc. Did you know this when you signed up with a website (or UGC/SNS)? What do you think of it?** *Make a note whether respondent was aware of purposes and probe to determine attitude to use of users' information for each of the following:* *Show card B:* 1. *customize the advertising you see (show you only advertising for things/services that likely to interest you)* 2. *share information (which could be linked to your name) about your behaviour with other parts of the company* 3. *sell information (not linked to your name) about your behaviour to other companies* *For <u>each purpose</u> probe respondent for the reason behind finding the use acceptable/unacceptable.* *If not already mentioned, for any purpose respondent finds unacceptable ask:* **Q.19 Under which conditions, if any, would you find it acceptable for users to give information about themselves to be used by a website for** *< purpose respondent finds unacceptable>***?** *Probe to determine whether respondent would accept a ticket in a sweepstake/lottery, points on website such as Facebook points, a share of profits from the website, money.* *Running Total: 52 min*
ALL RESPONDENTS **Attitudes towards & behaviour on privacy policies.**	**Q20 What do you think about privacy policies of the UGCs/SNS that you are using? Did you read them before you signed up?** *(choose one as an example, If no to Q 7,then any other website that you use frequently)* *If yes –* **what would you look for? If you didn't find what you have looking for, what would you do?**

[about 4 min]	*Probe to determine:* *- if people really read the privacy policy;* *- what (presence/absence of some feature? reassurance?) they are looking for when they do read privacy policies; and* *- what they do if what they are looking for isn't in the policy (carry on using the website anyway? not start/stop using it?)* *Running Total: 56 min*
ALL RESPONDENTS **Thank & close**	**That's all from me, is there anything else you would like to add?** *Hand out incentives if used* *Inform about the next steps, give more information about CONSENT project if respondent wishes* **Thank you very much for your valuable contribution to our project!** *Total: 60 min*

A.2 Interview Guidelines (German)

Anleitung für den Interviewer

Zweck dieser Interviews ist es, ein tieferes Verständnis persönlicher Meinungen, Gedanken, Empfindungen, Erfahrungen und Verhaltensweisen bezüglich des Datenschutzes, basierend auf den quantitativen Ergebnissen aus WP7, zu erhalten. Es ist daher wichtig, den Befragten die Möglichkeit zu geben, so frei wie möglich zu sprechen und ihren eigenen Gedankengang entwickeln zu lassen und nicht vordefinierten ja/nein "multiple choice"-Mustern zu folgen.

Offensichtlich ist eine der größten Herausforderungen für jeden Interviewer, der standardisierte offene Interviews durchführt, eine Balance zu finden dazwischen, solche Offenheit zu erlauben *und* gleichzeitig die Kontrolle zu behalten – sich selbst zurücknehmen, ohne den „roten Faden" zu verlieren – und die Wortwahl der Interviewfragen ist dafür wichtig.

Allerdings wird die Durchführung von Interviews zu einem komplexen Thema immer eine anspruchsvolle Aufgabe bleiben, die folgenden praktischen Empfehlungen sollen aber zumindest einige der Schwierigkeiten verringern.

Vorausplanen: Mache eine feste Verabredung mit dem Befragten an einem Ort seiner/ihrer Wahl, wo er/sie sich wohlfühlt, aber bedenke, dass dieser ausreichend privat sein sollte, um ein Interview ohne übermäßige Ablenkungen oder Unterbrechungen zu ermöglichen. Vermeide enge Zeitpläne, denn Gefühle von (Zeit-)Druck können sich – ungewollt – auf den Befragten übertragen.

Sei vertraut mit den Interview-Richtlinien: Übe die Fragen im Voraus und lese die fragespezifischen Anweisungen (gekennzeichnet in kursiver Schrift) aufmerksam. Halte dich an die Leitlinien und springe nicht zwischen Fragen hin und her.

Sei vertraut mit der technischen Ausrüstung: Mache eine kurze Testaufnahme vor jedem Interview, um sicherzustellen, dass das Aufnahmegerät funktioniert und die Batterien ausreichend geladen sind.

Stelle offene Fragen: Insbesondere, beim Nachfragen auf eine Antwort des Befragten ist es verlockend, Suggestivfragen zu stellen (z.B. So sehen Sie das?/Glauben Sie nicht, dass…?), die mit einem simplen ja/nein beantwortet werden können. Solche ja/nein Fragen sollten weitestgehend vermieden werden, da wir beim Nachfragen mehr Details darüber erfahren wollen, was der Befragte denkt und nicht ein einfaches ja/nein. Versuche weiterhin, offene direkte Fragen zu stellen und nutze auch andere Nachfragetechniken, wie Mitgefühl, erwartungsvolle Pausen oder Wiederholungen, um den Befragten genügend Zeit zum nachdenken zu geben.

Wachsam bleiben: Während es wichtig ist, interaktiv zu sein, ist die Hauptaufgabe des Interviewers, während der Unterhaltung zuzuhören und zu beobachten. Es ist empfehlenswert, wachsam zu bleiben und möglicherweise nach dem Interview Notizen zu machen, da Befragte oftmals wichtige Informationen erst unmittelbar nach Ausstellen des Aufnahmegeräts geben.

Einführung	Einweisung
ALLE BEFRAGTEN **Einführung** [ungefähr 5 min] - Dank - Deinen Namen - Zweck - Vertraulichkeit - Dauer - Wie das Interview durchgeführt wird - Unterzeichnung der Einwilligungs-erklärung	Ich möchte Ihnen danken, dass Sie sich die Zeit nehmen, mich heute zu treffen. Mein Name ist-------------------------------------und ich möchte mit Ihnen über das Internet sprechen, was Sie daran mögen, was Sie nicht mögen und wie Sie es nutzen. Wie bereits erwähnt, als wir dieses Treffen vereinbart haben, wird dieses Interview als Teil des CONSENT-Projektes durchgeführt, welches von der Europäischen Kommission co-finanziert wird. CONSENT zielt darauf ab, Sichtweisen von Internetnutzern aus allen Staaten der EU zu erhalten. Wenn Sie wollen, werde ich Ihnen am Ende des Interviews weitere Informationen zum CONSENT-Projekt geben. Ihre Meinung ist sehr wertvoll für unsere Studie und wird bei Erstellung des Endberichtes mitberücksichtigt werden. Das Interview sollte weniger als eine Stunde dauern. Ich werde das Interview aufnehmen, um keine Ihrer Aussagen zu verpassen. Obwohl ich während des Interviews einige Notizen machen werde, kann ich unmöglich schnell genug schreiben, um alles aufzunehmen. Da wir das Interview aufnehmen, sprechen Sie bitte laut genug, damit wir nichts verpassen. Alle Antworten werden vertraulich behandelt. Das heißt, dass Ihre Antworten ausschließlich mit anderen Wissenschaftlern geteilt werden und Sie durch keine der Informationen, die wir in unseren Bericht einfügen, als Befragter identifiziert werden können. Ihr Name wird mit Ihren Antworten in keiner Weise verbunden. Bitte lesen und unterschreiben Sie die Einwilligungserklärung. Haben Sie irgendwelche Fragen dazu? Bitte bedenken Sie: Sie müssen nicht über etwas reden, worüber Sie nicht wollen. Sie dürfen das Interview jederzeit beenden. Ist das in Ordnung? *Gesamtzeit: 5 min*
Ziele	**Fragen**
ALLE BEFRAGTEN **Wort-Assoziation**	**Q.1 Zu Anfang werden wir ein kurzes Spiel spielen/eine kleine Übung machen: Ich werde ein Wort vorlesen und möchte, dass Sie die ersten paar Dinge sagen, die Ihnen in den Sinn kommen/die in**

Test [ungefähr 3 min] - untersuche spontane Verknüpfung mit Privatsphäre	**Ihrem Kopf auftauchen, wenn Sie das Wort hören.** **Lassen Sie uns zunächst ein Beispiel ausprobieren: Was kommt Ihnen als erstes in den Sinn, wenn ich das Wort „Sommer" sage? Sonst noch etwas?** *Ermutige die Befragten, kurze Sätze zu benutzen oder einzelne Wörter und längere Beschreibungen und Aussagen zu vermeiden.* *Testwörter:* **Ehrlichkeit, Internet, Arbeit, Familie, Privatsphäre** *Gesamtzeit: 8 min*
ALLE BEFRAGTEN **Bereitschaft persönliche Informationen in verschiedenen Situationen preiszugeben.** [ungefähr 8 min]	**Q.1.1 Nun lassen Sie uns über etwas ein wenig Anderes reden. Ich möchte, dass Sie sich vorstellen, in einem Flugzeug zu sitzen, und die Person neben Ihnen, jemand den Sie nicht kennen und wahrscheinlich nicht wiedersehen werden, ist eine sehr redselige Person ihres Geschlechts und ungefähren Alters. Er/Sie beginnt über verschiedene Dinge zu reden und fragt Sie nach 15 Minuten, ob Sie Single sind, verheiratet oder in einer Beziehung. Was würden Sie ihm/ihr erzählen?** *Lasse die Befragen frei antworten und nur dann wenn sie keine Gründe geben, warum, frage weiter warum/warum nicht.* **Q.1.2 Was wäre, wenn er/sie Sie fragt, wieviel Sie verdienen? Was würden Sie tun?** *Lasse die Befragen frei antworten und nur dann, wenn sie keine Gründe geben, warum, frage weiter warum/warum nicht.* **Q.1.3 Und was wäre, wenn er/sie Ihnen erzählen würde, ob er/sie seine/ihre Ausweisnummer benutzen kann, um Lottozahlen auszuwählen? Er/sie fragt Sie, wie Ihre Ausweisnummer lautet. Was würden Sie tun?** *Lasse die Befragen frei antworten und nur dann wenn, sie keine Gründe geben, warum, frage weiter warum/warum nicht.* **Q.1.4 Nun stellen Sie sich vor, dass ihnen statt von einem redseligen Mitpassagier dieselben Fragen von einem Freund gestellt werden, den Sie ein paar Mal im Jahr treffen. Was würden Sie tun?** *Frage nach jedem Punkt: Ob sie Single sind, verheiratet oder in einer Beziehung, wieviel sie verdienen, die Ausweisnummer. Und in jedem Falle, ob der Befragte die Wahrheit sagen würde und warum/warum nicht.* *Gesamtzeit: 16 min*
ALLE BEFRAGTEN	**Q.2 Lassen Sie uns nun etwas mehr über das Internet sprechen. Wie lange nutzen Sie das Internet bereits?**

Internet Erfahrungen und Einstellungen [ungefähr 5 min]	**Q.3 Was gefällt Ihnen am Meisten am Internet?** **Q.4 Was gefällt Ihnen am Wenigsten am Internet?** *Gesamtzeit: 21 min*
ALLE BEFRAGTEN **Grundlegende Vorstellungen & Einstellungen zur Kommerz/Privatsphäre Abwägung** [ungefähr 5 min]	**Q.5 Stellen Sie sich vor, Sie besuchen eine Webseite eines Rabatt-Clubs, beispielsweise Groupon**<*oder ähnlich, bitte wähle den für dein Land angemessensten Anbieter* >**. Der Club bietet bis zu 50% Rabatt auf verschiedene Konsumprodukte und Dienstleistungen (z.B. Bücher, Reisen, Haushaltsgegenstände, Modeartikel) für seine Mitglieder. Die Seite veranstaltet derzeit eine Werbeaktion und gibt einen Rabatt bis zu 75% an alle Besucher, die der Seite mehr Informationen zur Verfügung stellen als Name und E-Mail. Welche Informationen wären Sie bereit, der Webseite zur Verfügung zu stellen, um den Rabatt bis zu 75% zu bekommen.** *Beginne Liste vorzulesen:* **Telefonnummer, Privatanschrift, Geburtsdatum, jährliches Einkommen, Familienstand, Anzahl der Kinder, Alter der Kinder, Personalausweis- oder Ausweisnummer, E-Mail-Adresse des Partners oder Ehegatten, Lebensversicherungsstatus, Hausversicherungsstatus** *Für Punkte, für die der Befragte* <u>nicht</u> *bereit ist, Informationen an die Webseite zur Verfügung zu stellen, frage nach dem Grund:* **Q5.i Warum nicht?** *Oder* **Warum würden sie nicht Ihre ... herausgeben?** *Gesamtzeit: 26 min*
ALLE BEFRAGTEN **Internetnutzung** [ungefähr 2 min]	**Q.6 Bitte erzählen Sie mir ein wenig über die Internetseiten, die Sie in einer typischen Woche nutzen und wofür Sie diese nutzen.** *Frage nach, ob die beschriebenen Internetaktivitäten (inklusive der Benutzung von UGC und SNS) einen Einfluss auf den Lebensstil, die Gewohnheiten und sozialen Beziehungen des Befragten haben (nur 2 Minuten für diese Frage, also nicht zu sehr ins Detail gehen).* *Gesamtzeit: 28 min*
ALLE BEFRAGTEN **UGC Nutzung** [ungefähr 5 min]	**Q.7 Dies ist eine Liste einiger Webseiten** < *zeigen der Liste der UGC Seiten die im jeweiligen Land für WP7genutz wurden* >**. Können Sie mir bitte sagen, ob Sie Benutzerkonten (nicht nur Besuch) bei den einzelnen Webseiten haben, und wenn ja, wie oft Sie sich einloggen?** < *Mache eine Notiz, ob und welche SNS der Befragte*

- Herausfinden, ob Nutzer von UGC oder nicht - Herausfinden, ob SNS Nutzer - Am häufigsten genutzte UGC site herausfinden - Herstellung einer Verbindung zu den Ergebnissen der online-Umfrage. *Zeigen von Karte A*	nutzt und welche nicht und welche UGC Webseite der Befragte am Meisten nutzt. > *Zeige Karte A:* **A. Soziale-Netzwerk-Webseiten wie Facebook,** *<Lokale SNS genutzt in WP7>* **B. Geschäftliche-Netzwerk-Webseiten wie Linkedin, Xing.com** **C. Dating-Webseiten wie parship.com** **D. Webseiten, auf denen du Fotos, Videos etc. teilen kannst wie Youtube, flickr** **E. Webseiten, welche Empfehlungen und Berichte enthalten (von Filmen, Musik, Büchern, Hotels etc.), wie last.fm, tripadvisor** **F. Micro-Blogging-Seiten wie twitter** **G. Wiki-Seiten wie Wikipedia, myheritage** **H. Mehrspieler-Online-Spiele wie secondlife.com, World of Warcraft** *Frage nach, wie viel Zeit mit sozialen Netzwerken und UGC-Seiten verbracht wird, täglich/wöchentlich (falls nicht bereits bekannt aus Frage Q6)* *Gesamtzeit: 33 min*
BEFRAGTE, DIE NICHT ODER NICHT MEHR UGC-SEITEN AUS FRAGE Q7 NUTZEN **Gründe für die Nichtnutzung von UGC-Seiten** [ungefähr 3 min]	**Q.8 Warum haben Sie keine Nutzerkonten bei irgendeiner dieser Seiten, oder warum haben Sie diese gekündigt oder nutzen Sie nicht mehr?** *Frage in Gänze nach, aber notiere dir den ersten und zweiten angegebenen Grund.* *Wir sind an der Erforschung weiterer Gründe interessiert, die sich beziehen auf Bedenken des Befragten über:* *- die Konsequenzen der Onlinestellung von Informationen,* *- wie Informationen über Sie genutzt werden,* *- ob UGC-Seiten vertraut werden kann, und* *- jede andere Sorge in Bezug auf die Privatsphäre.* *Sofern Privatsphäre/Nutzung von Informationen/Vertrauensprobleme nicht als Grund für die Nicht- (mehr) Nutzung von UGC-Seiten genannt wurden frage:* **Q.9 Aus welchen Gründen könnten Sie in nächster Zeit voraussichtlich angehalten sein, ein Benutzerkonto bei einer dieser Seiten zu eröffnen oder nicht zu eröffnen?** *Erlaube dem Befragten, frei zu sprechen, aber forsche dann freundlich nach, um herauszufinden, ob der Befragte irgendwelchen Druck verspürt, ein UGC-Benutzerkonto zu eröffnen;*

Sofern Privatsphäre/Nutzung von Informationen/Vertrauensprobleme genannt worden sind, frage:

Q10. Sie erwähnten, dass einer der Gründe (der Grund) warum Sie UGC-Seiten nicht nutzen, ist: *<was auch immer der Befragte sagte was auf Privatsphäre/Nutzung von Informationen Bezug nimmt>.*

Können Sie mir etwas mehr darüber erzählen, was genau Sie beunruhigt?

Frage vertieft nach, um herauszufinden:

i. welche Aspekte von UGC-Seiten der Befragte unakzeptabel findet und warum;

ii. Vorstellungen darüber, wie Internetseiten Informationen benutzen;

iii Vorstellungen darüber, wofür UGC-Seiten da sind.

Gesamtzeit: 36 min

BEFRAGTE DIE UGC-SEITEN NUTZEN AUS FRAGE Q7 **UGC- Seiten-Beweggründe & Benutzung** [ungefähr 6 min] Feststellen: - Beweggründe für die UGC-Nutzung - Bereitschaft Informationen zu teilen - Vorstellungen & Standpunkte zu verschiedenen Arten von Informationen - Beweggründe für die Einstellung wer welche Informationen sehen kann	**Q.11 Warum fingen Sie an,** *<Soziale-Netzwerk-Seite, falls genutzt. Wenn der Befragte keine Soziale-Netzwerk-Seite nutzt, dann die UGC-Seite die am Meisten genutzt wird>* **zu nutzen?** *Frage nach, um Schlüsselmotivationen für die Nutzung der Seite herauszufinden.* **Q. 12 Welche Informationen über Sie selbst haben Sie während all der Zeit, die Sie diese Seite/Seiten nutzen, auf diesen Seiten eingestellt?** *Erlaube dem Befragten, sich Zeit zu nehmen und in eigenen Worten zu antworten, aber frage nach: Name, Privatanschrift, Fotos von Ihnen, Fotos von Familie und Freunden, Bild/Ton- Aufnahmen, medizinische Informationen, Hobbies, Sport, Orte an den Sie gewesen sind, Geschmäcker und Meinungen, etc.* **Q.13 Wer kann Ihr Profil und/oder Ihre Fotos ansehen?** *Nachfrage:* **Q14 Warum haben Sie das so eingestellt?** **Q.15 Haben Sie es jemals bereut, einige Informationen auf einer dieser Seiten eingestellt zu haben?** *Falls ja:* **Q.15 Können Sie mir etwas darüber erzählen...was passierte? Warum bereuen Sie es, die Informationen eingestellt zu haben?**

Wenn der Befragte nicht kommerzielle info & negative Effekte nennt, frage auch 16.1 und 16.2.

Falls nein: **Q.16 Können Sie sich eine Situation vorstellen, in der Sie es bereuen könnten?**
Frage nach, um herauszufinden, ob die Sorglosigkeit über die Posts des Befragten daran liegt, dass:
i. Der Befragte sehr wenige Informationen einstellt, oder
ii. immer sorgfältig nachdenkt, bevor er etwas einstellt, oder
iii. denkt dass es kein Problem ist, dass jeder Zugang zu Informationen über ihn hat.
Falls nicht i. und ii. dann frage:
16.1 Bekommen Sie Werbeinformationen, von denen Sie denken, dass sie ein Resultat persönlicher Informationen sind, die Sie eingestellt haben? Falls ja, wie denken Sie darüber?

Frage nach, um genau herauszufinden:
i. Ob die Befragten sich der Konsequenzen der Onlinestellung von Informationen bewusst sind
ii. Warum manche akzeptabler sind als andere
iii. Akzeptieren die Leute, dass der Empfang von Werbematerial Teil des kommerziellen Tauschs, ist um die Dienste nutzen zu können?

16.2 Denken Sie, es kann negative Konsequenzen für Sie geben (z.B. bezüglich Bewerberauswahl, Reputation/Ansehen) als Ergebnis des Einstellens persönlicher Informationen durch Sie?Wie, denken Sie, wird dies passieren?
Frage nach, um genau herauszufinden, wie die Befragten über die Benutzung ihrer eigenen eingestellten Informationen durch andere Leute denken? Gebrauche einen neutralen Tonfall, um sowohl positive, als auch negative Reaktionen zu ermöglichen.

Gesamtzeit: 42 min

ALLE BEFRAGTEN

Gebrauch von Decknamen/Spitznamen
[ungefähr 2 min]

Sofern nicht schon bis hierher herausgefunden
Q.17 Haben Sie selbst jemals einen Decknamen oder Spitznamen benutzt, wenn Sie Informationen online gestellt haben? In welchem Fall/Fällen? Oder falls Sie das nicht haben, was denken Sie darüber?
Frage detailliert nach.

- Erforsche die Haltung zur Offenlegung von persönlichen Informationen in verschiedenen Situationen	*Gesamtzeit: 44 min*
ALLE BEFRAGTEN **Haltung zur Nutzung persönlicher Daten durch Webseiten** [ungefähr 8 min] *Zeige Karte B*	**Q.18 Die Informationen, die Nutzer in ihrem Benutzerkonto oder Profil einstellen, können durch den Webseitenbetreiber für verschiedene Zwecke genutzt werden, wie z.B. die Anpassung des Inhalts und der Werbeanzeigen die der Nutzer sieht, die Versendung von e-Mails an Sie, zur Sammlung tiefgehender persönlicher Informationen über Sie etc.** **Wussten Sie das, als Sie sich bei einer Webseite (oder UGC/SNS) angemeldet haben? Was denken Sie darüber?** *Mache eine Notiz, ob der Befragte sich dieser Zwecke bewusst war, und frage nach, um seine Einstellung zur Nutzung von Nutzerinformationen herauszufinden, bezüglich jedem der Folgenden:* *Zeige Karte B:* 4. *Anpassung der Werbung, die Sie sehen (nur Anzeige von Werbung für Dinge/Dienste, die Sie wahrscheinlich interessieren);* 5. *Weitergabe von Informationen (die mit Ihrem Namen verbunden werden können) über ihr Verhalten an andere Einheiten des Unternehmens* 6. *Verkauf von Informationen (ohne Offenlegung Ihres Namens) über Ihr Verhalten an andere Unternehmen* *Für <u>jeden Zweck</u>: Frage nach dem Grund, warum der Befragte diesen akzeptabel/unakzeptabel findet* *Falls nicht schon für jeden unakzeptabel empfundenen Zweck genannt, frage:* **Q.19 Unter welchen Bedingungen, falls überhaupt, würden Sie es für Nutzer akzeptabel halten, Informationen über sich selbst preiszugeben, die durch die Webseite genutzt werden für:** *< Zweck, den der Befragte unakzeptabel findet>***?** *Versuche herauszufinden, ob der Befragte ein Ticket für ein Gewinnspiel/eine Lotterie akzeptieren würde, Anteil am Gewinn der Website, Geld.* *Gesamtzeit: 52 min*
ALLE BEFRAGTEN	**Q20 Was denken Sie über die Datenschutzbestimmungen der UGC/SNS, die Sie nutzen? Haben Sie diese gelesen, bevor Sie sich**

Einstellungen & Verhalten bezüglich Datenschutzbesti mmungen [ungefähr 4 min]	anmeldeten? *(wähle eine als Beispiel, wenn nicht zu Frage Q7, dann eine andere Webseite, die Sie regelmäßig besuchen)* *Falls ja –* **Wonach würden Sie suchen? Wenn Sie nicht finden, wonach Sie suchen, was würden Sie tun?** *Frage nach, um herauszufinden:* *- ob die Teilnehmer die Datenschutzbestimmungen tatsächlich lesen;* *- wonach (Vorhandensein/Nicht-Vorhandensein bestimmter Bestandteile? Rückversicherung?) sie suchen, wenn Sie Datenschutzbestimmungen lesen; und* *- was sie tun, wenn das, wonach sie suchen, nicht in der Datenschutzbestimmung enthalten ist (trotzdem Weiternutzung der Website? Nicht beginnen/beenden der Nutzung?)* *Gesamtzeit: 56 min*
ALLE BEFRAGTEN **Dank & Ende**	**Das war es von mir. Gibt es noch etwas, was Sie gern hinzufügen möchten?** *Übergabe der Bezahlung, falls vereinbart.* *Information über die nächsten Schritte, weitere Informationen über das CONSENT-Projekt, falls vom Befragten gewünscht* **Vielen Dank für Ihren wertvollen Beitrag zu unserem Projekt!** *Gesamtzeit: 60 min*

B. Pre-Analysis Template

Interview Country: _____   **Interviewer (name):**   _____

Date: _____   **Interview number:**   _____

Interviewee age: _____   **Gender:**   ☐ **Female**   **Location:**   ☐ **urban / suburban**
                                                                               ☐ **Male**   ☐ **rural**

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

Description of interview situation / overall impression:

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

A. Word Associations (Q1)

	Word Associations *(Please use single words or short phrases)*
Honesty	
Internet	
Work	
Family	
Privacy	

B. General Attitudes and Behaviour towards Disclosure of Personal Information

Willingness to give the following information:

To "Strangers"	Yes	No	Other *(please specify)*	Reasons
Marital Status (Q1.1)				
Income (Q1.2)				
ID Number (Q1.3)				

To Friends	Yes	No	Other *(please specify)*	Reasons
Marital Status (Q1.4)				
Income (Q1.4)				
ID Number (Q1.4)				

Additional Quotes:

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

D. General Internet-related Attitudes

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

Additional Quotes:

E. Commercial "Trade-Off's" (Q5, Q5.i)

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

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

Additional Quotes:

F. Everyday Internet Routines (Q6, Q7)

Frequency per day/week of

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

Additional Quotes:

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

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

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

YouTube)			
Websites providing reviews *(e.g. tripadvisor)*			
Micro blogging sites *(e.g. Twitter)*			
Wiki sites *(e.g. Wikipedia)*			
Multiplayer online games *e.g. World of Warcraft)*			

Additional Quotes:

G.2 Likeliness of SNS/UGC <u>non</u>-users to open an Account in the future (Q9)

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

Multiplayer online games *e.g. World of Warcraft)*			

Additional Quotes:

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

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

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

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

Additional Quotes:

G.5 Privacy Settings (Q13)

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

Specific Quotes:

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

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

Specific Quotes:

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

Receiving commercial offers as a result of having disclosed personal information is		Reasons / Conditions
Acceptable		
Not acceptable		
Acceptable under conditions		

Specific Quotes:

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

		Reasons for/against using an alias or nickname
Yes		
No		

Specific Quotes:

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

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

Specific Quotes:

G.9 Privacy Policies (Q20)

G.9.1 Reading privacy policies

Reading privacy policies before signing up	Reasons
Mostly yes	
Mostly not	

G.9.2 Content of privacy policies

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

Specific Quotes: