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

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CONSENT

Consumer Sentiment regarding privacy on user generated content (UGC) services in the digital economy (G.A. 244643).

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1. Key Findings

This document presents the French 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 French, between July and December 2011.

The French sample consists of 388 respondents (4.5% of the total sample), of which 53.8% male and 46.2% female, with an average age of 39 and 88% tertiary education. With 78% UGC users (total sample 90%), 11.88 mean years of internet usage (total sample 10.67) and 84.9% using the internet at home every day or almost every day (total sample 93%), it is a considered a sample of predominantly *experienced* internet users.

This level of experience is in line with the French respondents' awareness and behaviour regarding the handling of technical details: 78% are aware of "cookies" (total sample 65%), although less than two out of three respondents actually ever disabled them (France 60%, total sample 68%). On the level of specific technical measures taken to maintain or increase personal internet security, all practices (pop-up window blockers, checking opt-in / opt-out boxes, checking for spyware, clearing the browser history, blocking emails) are well established, with the French sample showing results that are above the overall sample average.

92.5% of French respondents indicated that they shop online (total sample 87.4%), with the highest percentage of online buyers coming from the age group of 21-30 years (98.7%), a slight decrease above the age of 30, and a considerably lower portion within the age group of 20 years or less, the latter possibly being related to the non-availability of own income at that age. Regarding payment behaviour, French respondents show a very strong preference to pay at the time of ordering online by debit or credit card. Of those French respondents who never bought anything online, only 5.6% of responses highlighted their lack of trust in online sellers as a reason for this, which is clearly below the overall sample average (15.4%).

The proportion of French respondents (71.7%) who have ever opened an account with a social networking website (SNS) is below the total sample average (86.7%). Regarding other UGC websites – except for business networking websites (23.5%) and recommendation/review websites (20.2%) – all are clearly below the 20% mark.

As main drivers for the use of SNS sites, French respondents indicate their interest in networking (France 36.0%, total sample 31%) and the worldwide usage (France 16.9%, total sample 15.2%). In the reasoning for not using the SNS account can be observed a lower-than-average interest of French respondents in networking effects (France 19.8%, total sample 34.4%) which is complemented by a substantial 37.6% who indicate disinterest; 10.9% gave trust issues as reasons – a proportion which is slightly above 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 even more strongly indicated and clearly above the total sample average

(France 43.4%, total sample 29.9%). Similar proportional reasons were given for deleting an account with UGC websites.

Regarding the perception of general risks related to the disclosure of personal information on UGC websites, French respondents appear to be slightly less apprehensive than the overall average. However, in the perception of specific risks perceived (information being used/shared by website owners without the user's knowledge or consent, information used to send unwanted commercial offers, personal safety being at risk, becoming a victim of fraud, being discriminated against, or reputation being damaged), France scores clearly higher than the total sample average.

On the other side, French respondents show a slightly below-average level of awareness amongst CONSENT respondents regarding the use of personal information by website owners. In detail, however, French respondents show a similar-to-average level of awareness and a clearly above-average level of non-acceptance to website owners using users' personal information to customise the content and advertising users see. There are also substantially higher levels of non-acceptance for website owners sharing information, linked or not linked to user's name, with others parts of the company and for 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, French respondents show an average level of non-acceptance (France/total sample 74%).

Actual experience of privacy invasions is comparably high with French respondents scoring 3.15 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, however, only 42.3% of French respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), but 78.3% (total sample 79.7%) of those who change privacy settings indicated that they made the privacy settings stricter so that others can see less information about them.

In dealing with privacy policies, comparatively more respondents from France (51%, total sample 47%) ever decided not to use a website due to their dissatisfaction with the site's privacy policy, but more than half of French respondents never or rarely actually read a site's terms and conditions (54.7%) or privacy policy (50.7%). If reading the privacy policies, respondents rarely read the whole text (France 13.9%, total sample 10.8%), although being rather confident that – when reading it – the text is mostly or fully understood (France 68.3%, 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 CONSENT[1] project.

This document highlights the findings from the study that are relevant to France. Other separate reports are available for the countries listed in the table below.

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

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

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

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

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

Of the total number of respondents, 45% were male and 55% female. The average age of respondents was 30 years, and the highest education level achieved by participants was of 34% secondary school or lower and 66% tertiary education. 45% of respondents were students. 71% of respondents described their location as urban, 13% as sub-urban and 16% as rural.

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

Consequently, the frequency of internet usage amongst CONSENT respondents is slightly higher than in studies with samples that reflect the general population (in particular Eurobarometer[3] and Eurostat[4]).

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

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

However, throughout this report the CONSENT data are, wherever possible, compared with those from these studies and local reports to constantly evaluate the "proximity" of the CONSENT results to those from surveys which aim to be representative of the EU population as a whole. [6] In order to facilitate such comparison, the online questionnaire included a number of

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

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

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

[6] In the Eurobarometer study, the total average is, obviously, based on the results in *all* 27 EU countries. Additionally – and in contrast to the total CONSENT sample, the EU27 average is a weighted average based on the respective population size in each country. Consequently, the total Eurobarometer average will be comparably closer to the country results of e.g. Germany or the UK, and less similar to the results of e.g. Slovakia or Malta. As

marker questions which are largely compatible in content and/or structure with questions set in other studies. Responses to these marker questions make comparisons between results of different studies possible and also highlight possible different interpretative standpoints.

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

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

the CONSENT study is not aiming at representing a total EU population but a trans-European perspective on internet users, we have chosen to attribute to every European respondent the same weight.

3. Methodology

The English and French 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, Hungarian, German, 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.

4. The Sample

4.1 General Demographics

The data analysis for France is based on a sample size of 388, representing 4.5% of the total number of respondents to the study. The gender distribution for the French sample is 53.8% male and 46.2% female, and the average age of respondents was 39 years with a standard deviation of 13 (average age for all CONSENT respondents: 30). 11.9% of French respondents indicated their highest level of education as secondary school or lower, 88% responded indicating tertiary education, and 12.3% of respondents were students. Finally, 81.7% described the area where they live as urban or suburban and only 18.3% as rural.

4.2 General Internet Usage

Following Eurostat 2011, 76% of French households had access to the internet. But according to Facebook statistics only 48% of internet users were Facebook users, which is slightly below the EU 27 average (51%). At the same time, France had a low increase of Facebook users between November 2011 and May 2012, (4.73%) within a wide spread of increasing usage in Europe, ranging between the UK (1.52%) and Romania (21.91%)[7]. Within the CONSENT sample regarding overall UGC usage, French respondents are also "below-average" UGC users (78% 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 Italy correspond with a high average age. In the French sample, this relation between years of internet usage and respondents' age can also be observed; at the same time, there is a slight gender variation, and with a "gap" that appears to be decreasing with increasing age, and reverse at the age of 20 years or less (see table below).

France: Mean years of Internet Usage by Age and Gender			**Mean years of Internet Usage**	**Standard Deviation**	**Count**
Age	20 years or less	Male	5.80	1.483	5
		Female	6.33	3.215	3
	21-30 years	Male	11.77	3.023	22
		Female	9.94	2.609	33
	More than 30 years	Male	13.19	3.933	86
		Female	12.59	3.173	68

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; additionally, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

France: Mean years of Internet Usage by Location			
	Mean years of Internet Usage	**Standard Deviation**	**Count**
Urban	12.58	3.623	162
Suburban	11.79	4.349	28
Rural	10.84	3.453	38

Finally, the high frequency of internet usage at home by French respondents (84.9%) stands in stark contrast to the Eurobarometer data (58%[8] every day or almost every day), and still varies substantially from the Eurostat 2011 data which state 62%[9] for France. For the specific usage of internet at work, there are currently no comparable data available.

France: 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	315	35	10	1	5	5	371
	%	84.9%	9.4%	2.7%	0.3%	1.3%	1.3%	100.0%
At work	Count	309	9	5	2	2	21	348
	%	88.8%	2.6%	1.4%	0.6%	0.6%	6.0%	100.0%

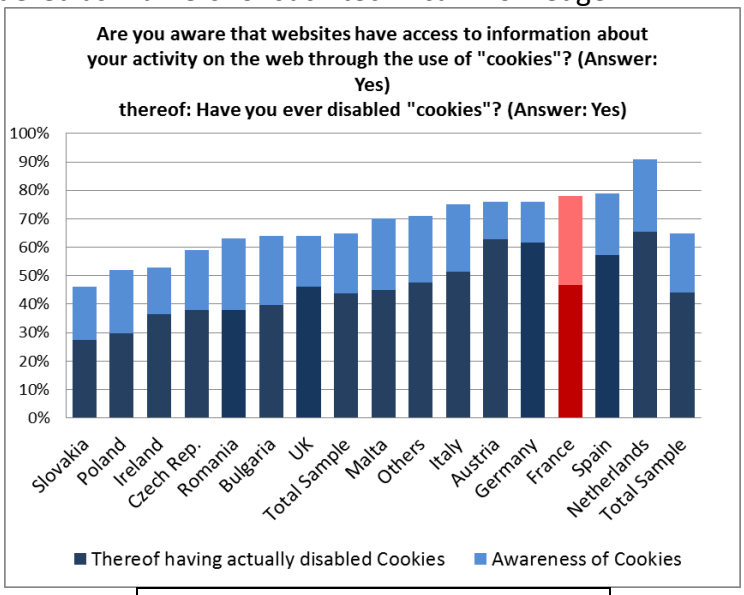
[8] Base however including non-users.
[9] No distinction between usage at home and usage at work.

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.

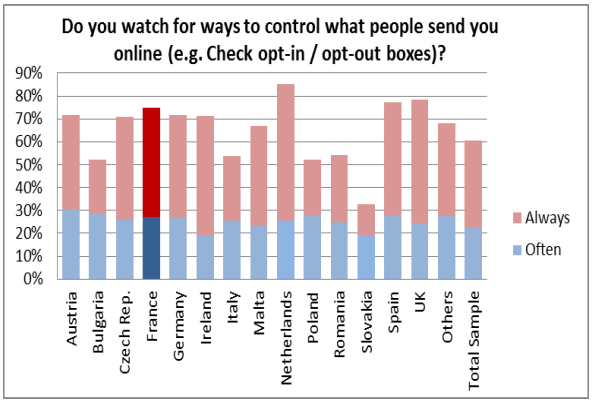


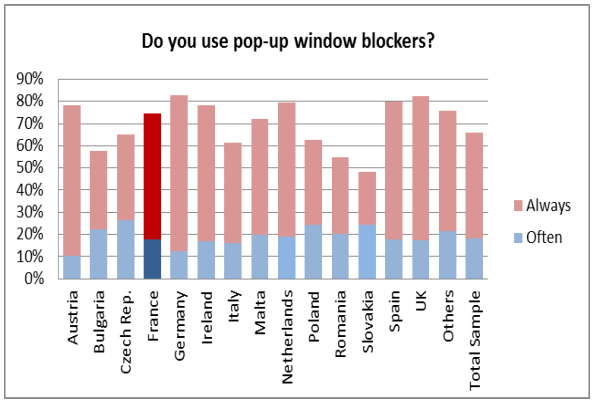
Respondents who disabled cookies. Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
Poland	161	57%
France	**146**	**60%**
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands	207	72%
UK	420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

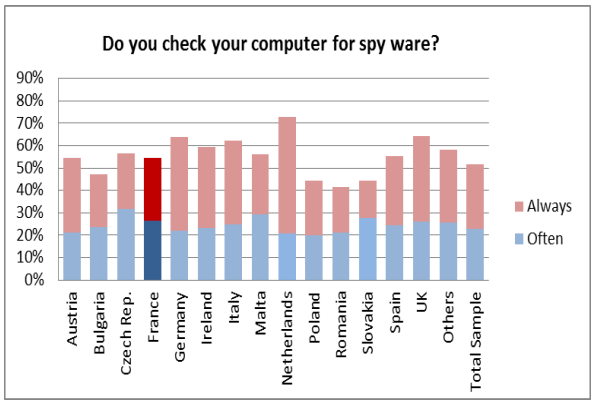
The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. The French respondents themselves show a comparatively high level of *awareness* of the use of cookies (78%; total sample 65%), within an "East-West divide" (except for Ireland and the UK) that ranges between Slovakia and the Netherlands (91%).

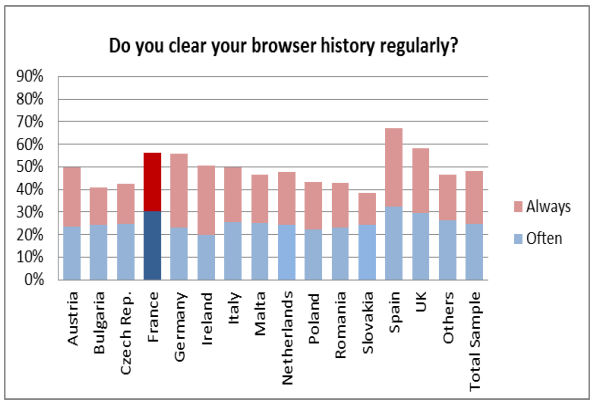
In contrast to this comparatively high awareness of cookies indicated by French respondents, only 60% of those French respondents who were aware of the use of cookies stated that they ever disabled them. Here, the distribution between the different countries may be linked to a combination of factors, ranging from country-specific levels of technical internet experience to general user inertia. [10]

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

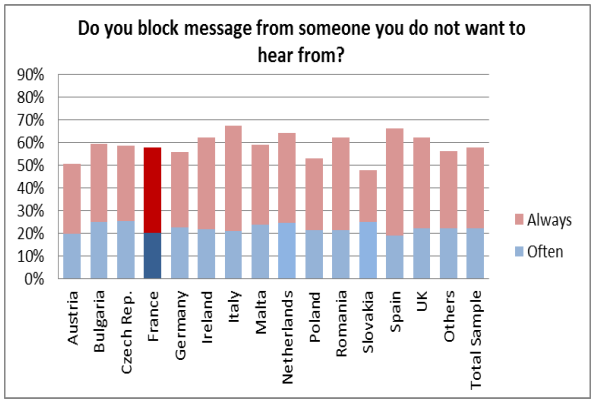








[10] Differences between awareness and actual practices may, here, also be linked to the fact that many websites do not work properly if cookies are generally disabled (rather than deleted on a selective basis). Additionally, it can also be browser-dependent how easy (or difficult) it is to disable cookies.



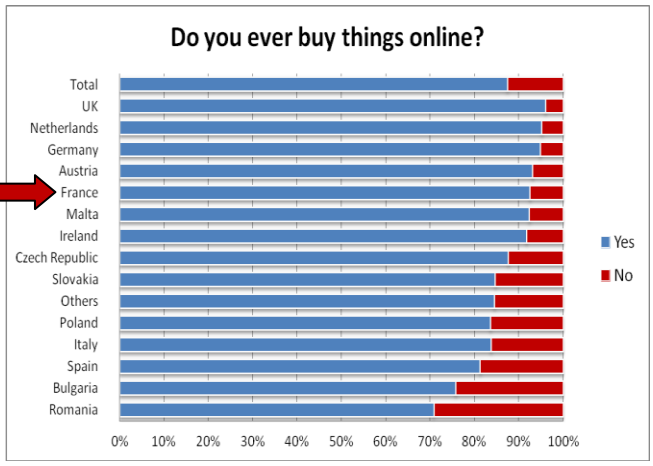
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what people send them online, to 48% of all respondents always or often clearing their browser history. The lowest spread between countries is observable in the practice of blocking messages (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, French respondents show results that are above 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.



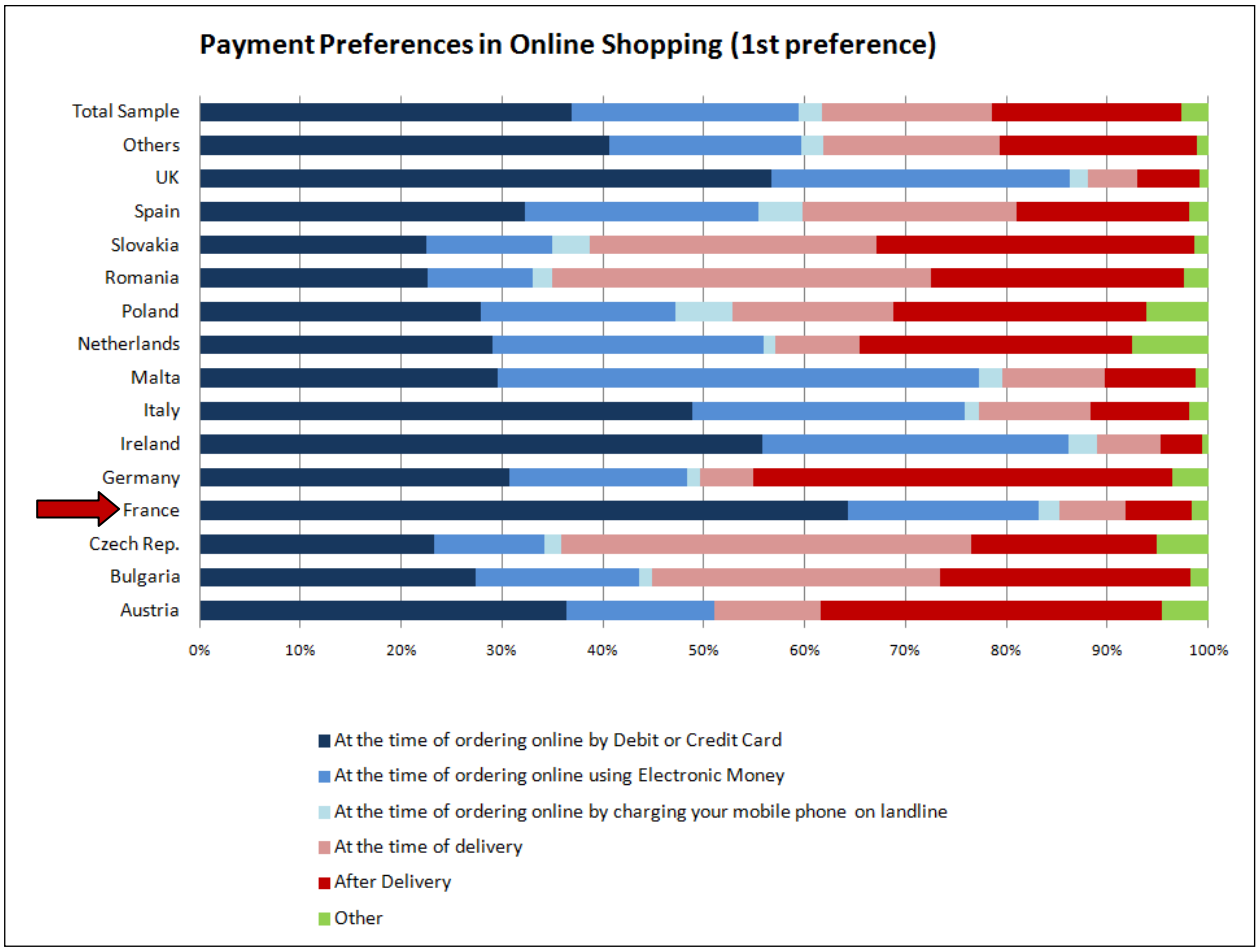
France: Online Shopping practice by Age			France: Online Shopping by Location		
Age	**Yes**	**No**	**Location**	**Yes**	**No**
20 years or less	72.7%	27.3%	Urban	93.6%	6.4%
21 – 30 years	98.7%	1.3%	Suburban	87.9%	12.1%
> 30 years	92.9%	7.1%	Rural	98.1%	1.9%

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%; France, here, ranges with 92.5% slightly above-average. Five of the remaining seven countries which scored lower than 90% are those traditionally regarded as belonging to the former eastern bloc, the remaining two, Italy and Spain may be seen as representative of a southern European flank. Thus, there can be observed a certain East/South-West/North divide; however, e.g. the figures for Malta do not "fit" into such classification.

Online shopping activity of the French respondents appears to be *not* substantially linked to location. Regarding age, the highest percentage of French online buyers came from the age group "21-30 years" (98.7%) with a slight decrease of online shoppers above the age of 30. The portion of online shoppers within the age group "20 years or less" is considerably lower, which may be related to the non-availability of own income at that age.

Regarding online shopping *frequency*, French respondents behave similar to other European respondents, with 62.1% shopping between 1-10 times a year (compared to the total sample average of 63.1%), 24.2% shopping between 11-20 times a years (total sample 20.5%) and 13.7% more than 20 times a year (total sample 16.4%).

Results also indicate that there is a clearly above-average preference in France to pay (via Debit/Credit card) at the time of ordering. In contrast to particularly Germany, Austria and East European countries who show a stronger preference for payment to be made at or after the time of delivery, French respondents share their preference with respondents from the UK, Ireland and Italy. 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 French respondents who have never bought anything online: Of 71 responses, only 5.6% indicated a lack of trust in online sellers for refraining from online shopping, with this trust issue ranging between France at the lower end and Malta (46.2%) at the high end, and 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 (France 29.6%, total sample 14.9%) and a dislike for online disclosure of details of where one lives (France 14.1%, 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 via Debit/Credit card or Electronic Money with the French respondents' age increasing.

France: Payment Preferences in Online Shopping (1st preference) by Age								
Age		At the time of ordering online by Debit or Credit card	At the time of ordering online using Electronic Money	At the time of ordering by charging your mobile phone on landline	At the time of delivery	After delivery	Other	Total
20 years or less	Count	7	1	0	2	2	0	12
	Percentage	58.3%	8.3%	0.0%	16.7%	16.7%	0.0%	100%
21 – 30 years	Count	52	13	2	10	5	1	83
	Percentage	62.7%	15.7%	2.4%	12.0%	6.0%	1.2%	100%
> 30 years	Count	131	43	5	9	13	3	204
	Percentage	64.2%	21.1%	2.5%	4.4%	6.4%	1.5%	100%

5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	**No**
France	Count	264	104
	Percentage	71.7%	28.3%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: France	Percentage	50%	50%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of French respondents having ever opened a SNS account is lower than the overall CONSENT results and confirms the Eurobarometer data in which French users also range (slightly) below the EU27 average. Further analysis reveals that there is some difference in opening a SNS account according to location, with a decreasing trend starting off from those living in urban (77%) areas, progressing to suburban (68%) and finally to rural (61%) areas which register the lowest percentage of French respondents having ever opened a SNS account.

With which UGC websites have you ever created an account for your personal use?				
	France		**Total Sample**	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	143	23.5%	2,422	16.7%
Dating websites such as parship. com	35	5.7%	651	4.5%
Websites where you can share photos, videos, etc., such as YouTube	123	20.2%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	89	14.6%	2,574	17.8%
Micro blogging websites such as Twitter	95	15.6%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	87	14.3%	1,675	11.6%
Multi-player online games	37	6.1%	1,161	8.0%

The percentages of French respondents having ever created accounts with business networking websites (23.5%) stand clearly above the percentage for the total sample. This higher incidence is counter-balanced by smaller percentages of respondents who open accounts in particular with photo/video sharing websites.

5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, French respondents gave a preference to Facebook (having opened an account with) which was preferred by 96.6% of French respondents (Copain d'Avant 32.8%, Google+ 12.8%, MySpace 12.8%), being as such very similar to the proportion of total CONSENT respondents having ever opened an account with Facebook (96.7%).

Why would you miss this SNS website (Facebook)?				
	France		**Total Sample**	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	85	36.0%	2,751	31.0%
It's easier to use than other sites	24	10.2%	630	7.1%
It has more features than other sites	7	3.0%	683	7.7%
I trust this site more than other sites	7	3.0%	311	3.5%
It's easier to meet new people on this site	7	3.0%	405	4.6%
It is more fashionable	9	3.8%	524	5.9%
It is used worldwide	40	16.9%	1,347	15.2%
It gives you information quickly	30	12.7%	1,035	11.7%
You can find out what is happening worldwide	15	6.4%	893	10.1%
Other	12	5.1%	301	3.4%

From the table above it appears that for French 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?				
	France		**Total Sample**	
	Count	Percentage	Count	Percentage
I can no longer access my account	2	2.0%	128	4.0%
This type of website no longer interests me	38	37.6%	952	29.6%
I tried the website but found I didn't like	23	22.8%	573	17.8%
I no longer trust the company running the website	7	6.9%	112	3.5%
My friends / colleagues no longer use this website	20	19.8%	1,105	34.4%
I was concerned about use of information about me	4	4.0%	147	4.6%
Other	7	6.9%	198	6.2%

At the same time, in the reasoning for not using the SNS account can be observed a significantly lower-than-average interest of French respondents in networking effects (France 19.8%, total

sample 34.4%) which is complemented by a substantial 37.6% who indicate disinterest; 10.9% give trust issues as a reason (compared to the total sample average of 8.1%).

Why did you delete your account with this SNS site?				
	France		**Total Sample**	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like it	4	13.3%	277	15.5%
The website no longer interests me	9	30.0%	569	31.8%
I no longer trust the company running the site	2	6.7%	130	7.3%
My friends / colleagues no longer use this website	3	10.0%	334	18.7%
I was concerned about use of information about me	5	16.7%	183	10.2%
I want the content that I have created on the website to be deleted	6	20.0%	222	12.4%
Other	1	3.3%	75	4.2%

In the reasons given for *deleting* the account, trust issues and concern about information misuse and/or disclosure are still clearly above average, and more strongly indicated by French respondents (France combined 43.4%[11], total sample 29.9%) than was the case for simply not using the account. Thus, in contrast to the total sample, dislike and disinterest are not the only major motivators for people deleting their accounts.

Why did you delete your accounts with UGC websites?				
	France		**Total Sample**	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	27	10.7%	1,012	17.0%
The website no longer interests me	66	26.2%	2,070	34.8%
I no longer trust the company running the site	21	8.3%	305	5.1%
My friends no longer use this website	11	4.4%	455	7.7%
Membership of the website is not worth the money	29	11.5%	304	5.1%
I was concerned about use of information about me	44	17.5%	664	11.2%
I want the content that I have created on the website to be deleted	34	13.5%	685	11.5%
I don't want people to know that I have used this website	15	6.0%	327	5.5%
Other	5	2.0%	123	2.1%

The distribution of reasoning for deleting an UGC (non-SNS) account is very similar to the one for deleting a SNS account. 45.3%[12] of French 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, although dislike and disinterest (combined 36.9%) remain strong motivators, too.

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

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

France: 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	30	52.6%	161	46.1%	526	54.5%
Hadn't heard of this type of website before now	1	1.8%	13	3.7%	33	3.4%
Didn't know you could open an account with websites like this before now	2	3.5%	4	1.1%	27	2.8%
None of my friends use this website	7	12.3%	9	2.6%	12	1.2%
It is not worth the money	2	3.5%	15	4.3%	32	3.3%
I was concerned about use of information about me	1	1.8%	21	6.0%	55	5.7%
I visit these sites but don't feel the need to become a member	14	24.6%	126	36.1%	281	29.1%

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, with a percentage that is relatively high in French respondents (13.5%) compared to the total sample (4.1%). This may indicate that whilst among most respondents potential misuse of information disclosed online is not top of mind, there is a certain 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?	**France**		**Total Sample**	
	Count	Percentage	Count	Percentage
Medical Information	6	2%	97	1%
Financial Information	6	2%	194	3%
Work history	108	39%	2.074	30%
ID card / passport number	3	1%	173	3%
Name	226	81%	5,679	83%
Home address	69	25%	1,028	15%
Nationality	151	54%	3,966	58%
Things you do (hobbies etc.)	130	46%	3,626	53%
Tastes and opinions	110	39%	3,002	44%
Photos of you	174	62%	4,635	68%
Who your friends are	132	47%	3,731	55%
Websites you visit	44	16%	1,138	17%
Mobile phone number	71	25%	1,527	22%
Email address	228	81%	5,434	79%
Other	7	3%	243	4%

There are some differences between France and the majority of CONSENT respondents in other countries on the types of information disclosed online – in particular regarding their work history (which corresponds with the high usage of business networking sites) and their home address. 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?	**France**		**EU 27**	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	1%	1%	3%	5%
Financial Information	44%	6%	33%	10%
Work history	3%	33%	5%	18%
ID card / passport number	9%	4%	18%	13%
Name	93%	75%	90%	79%
Home address	93%	38%	89%	39%
Nationality	31%	44%	35%	47%
Things you do (hobbies etc.)	7%	37%	6%	39%
Tastes and opinions	5%	34%	5%	33%
Photos of you	2%	53%	4%	51%
Who your friends are	1%	43%	2%	39%
Websites you visit	2%	11%	4%	14%

Mobile phone number	51%	22%	46%	23%
Other	3%	2%	1%	1%

Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst French respondents in the Eurobarometer study are fairly similar to each other, but the French (as well as all) CONSENT respondents are less likely to have disclosed their home address. The still substantial difference between Eurobarometer respondents in disclosing the home address on online shopping sites (France 93%, EU27 89%) and on SNS websites (France 38%, 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.

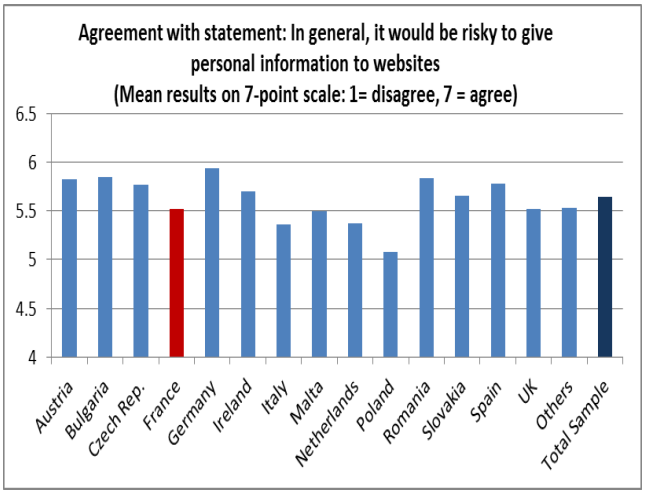
5.3.2 Risk Perceptions

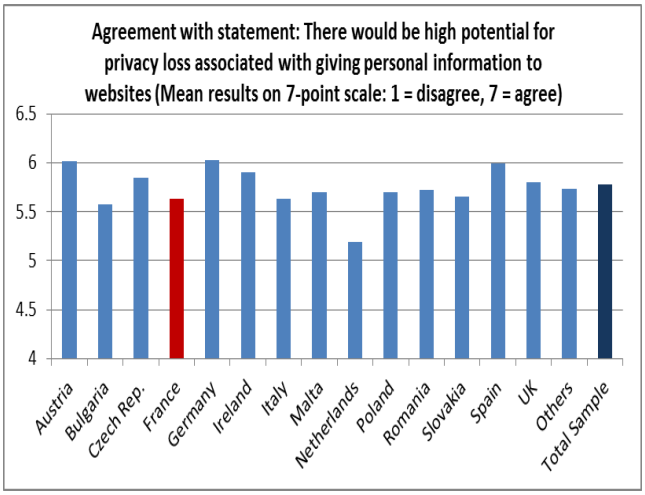
Perception of general risks related to the disclosure of personal information (Rated on a 7-point scale, 1 = disagree, 7 = agree)	**France**	**Total Sample**
	Mean	Mean
In general, it would be risky to give personal information to websites	5.52	5.64
There would be high potential for privacy loss associated with giving personal information to websites	5.63	5.78
Personal information could be inappropriately used by websites	5.96	6.08
Providing websites with my personal information would involve many unexpected problems	5.58	5.16

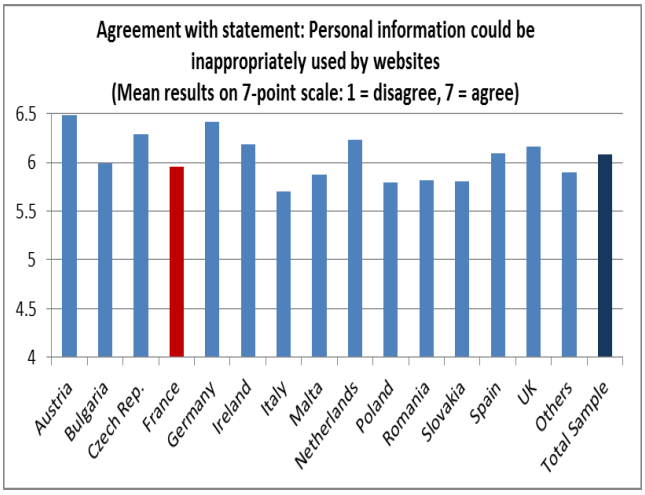
The set of results in the table above relates to general risk perceptions: French respondents, whilst mostly agreeing that giving personal information online is risky, are slightly less apprehensive than the overall CONSENT average about this. In contrast, in the Eurobarometer survey 23% of French respondents (EU27: 33%) agreed with the statement that disclosing personal information "is not a big issue", whereas 74% disagreed (EU27: 63%); but 72% of the French (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".

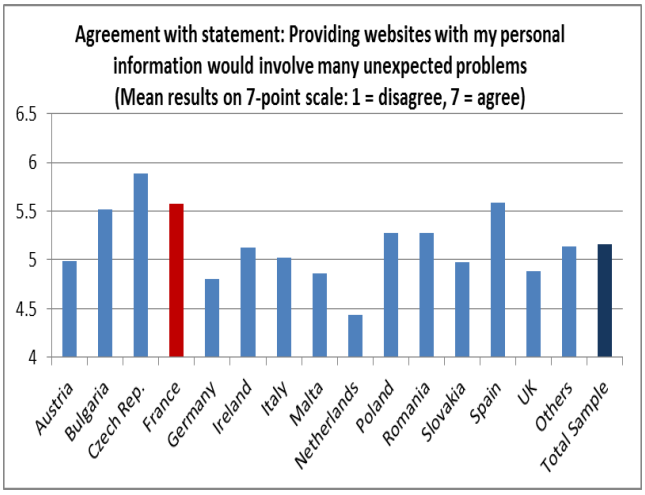
French CONSENT respondents, whilst being below the total sample average in their perception of general risks, the risk of privacy loss and the risk of information misuse, they perceive being faced with unexpected problems at a level which is above the overall CONSENT average.

[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.


Agreement with statement: In general, it would be risky to give personal information to websites
(Mean results on 7-point scale: 1= disagree, 7 = agree)
6.5
6
5.5
5
4.5
4
Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample


Agreement with statement: There would be high potential for privacy loss associated with giving personal information to websites (Mean results on 7-point scale: 1 = disagree, 7 = agree)
6.5
6
5.5
5
4.5
4
Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample


Agreement with statement: Personal information could be inappropriately used by websites
(Mean results on 7-point scale: 1 = disagree, 7 = agree)
6.5
6
5.5
5
4.5
4
Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample


Agreement with statement: Providing websites with my personal information would involve many unexpected problems
(Mean results on 7-point scale: 1 = disagree, 7 = agree)
6.5
6
5.5
5
4.5
4
Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample

Expectations that the following is likely to happen as a result of disclosing information on UGC sites (combined answers 'likely' and 'very likely')	**France**		**Total Sample**	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	234	85.4%	4,872	73.9%
Information being shared with third parties without your agreement	236	87.4%	4,799	72.7%
Information being shared to send you unwanted commercial offers	253	92.3%	5,342	80.9%
Your personal safety being at risk	66	24.5%	1,596	24.4%
Becoming victim of fraud	122	45%	2,082	31.8%
Being discriminated against (e.g. job selection)	81	30.3%	1,491	22.9%
Reputation being damaged	90	33.6%	1,638	25.1%

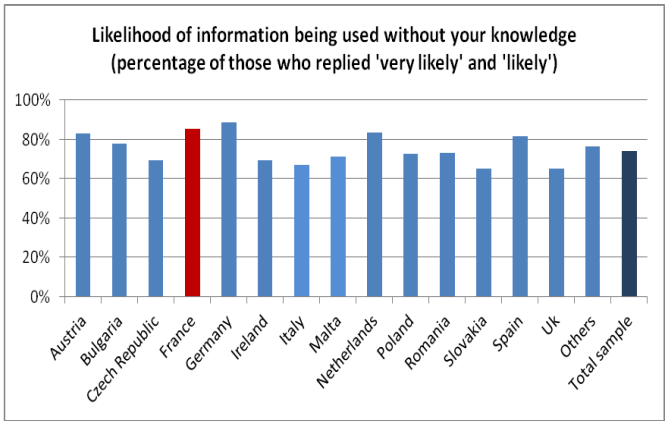
Eurobarometer	**France**		**EU27**	
What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
Information being used without your knowledge	44%	46%	43%	44%
Information being shared with third parties without your agreement	39%	33%	43%	38%
Information being shared to send you unwanted commercial offers	37%	29%	34%	28%
Your personal safety being at risk	11%	18%	12%	20%
Becoming victim of fraud	71%	47%	55%	41%
Being discriminated against (e.g. job selection)	2%	12%	3%	7%
Reputation being damaged	2%	15%	4%	12%

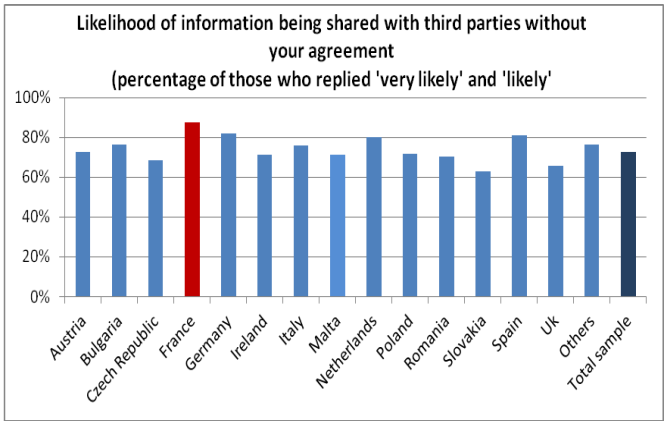
Analyses on the level of *specific* risks connected with the disclosure of personal information on UGC sites show an even more differentiated picture. Whilst, here, the statements in the CONSENT and Eurobarometer studies for the results shown in the tables above were identical, different questions were 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

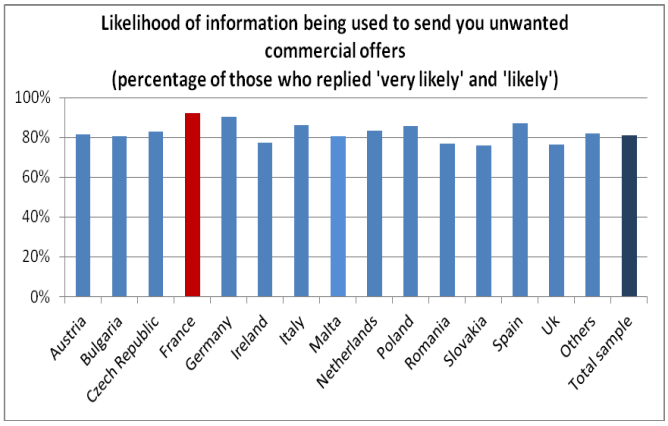
CONSENT study when compared to the importance of these risks found in Eurobarometer, except for becoming a victim of fraud. Becoming a victim of fraud is certainly an important risk (as shown from the Eurobarometer results), but it is perceived as not amongst the three risks most likely to occur in the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

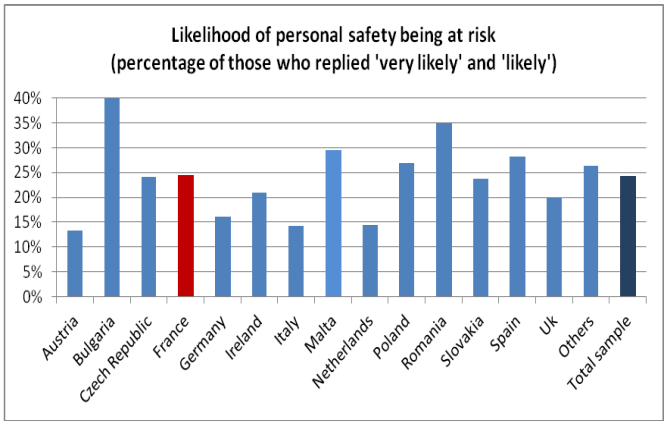
More than 70% of respondents in the CONSENT study think that it is likely or very likely that information disclosed on UGC sites is used without their knowledge, used to send them unwanted commercial offers and shared with third parties without their agreement. The other four risks are deemed to be far 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; French respondents appear to perceive considerably more risks than the average CONSENT respondent. Additionally, there are larger disparities in perception of the more personal risks such as personal safety, risk of job descrimination, the risk to personal reputation and becoming the victim of fraud. Here, again, respondents from France show a level or perception which is clarly above the total sample average.

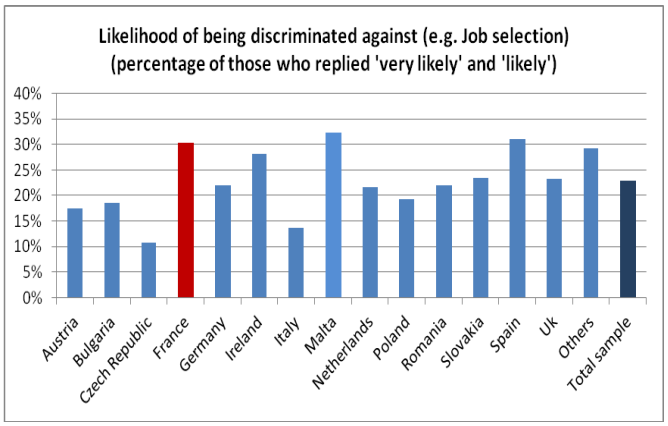

Likelihood of information being used without your knowledge
(percentage of those who replied 'very likely' and 'likely')
100%
80%
60%
40%
20%
0%
Austria
Bulgaria
Czech Republic
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
Uk
Others
Total sample

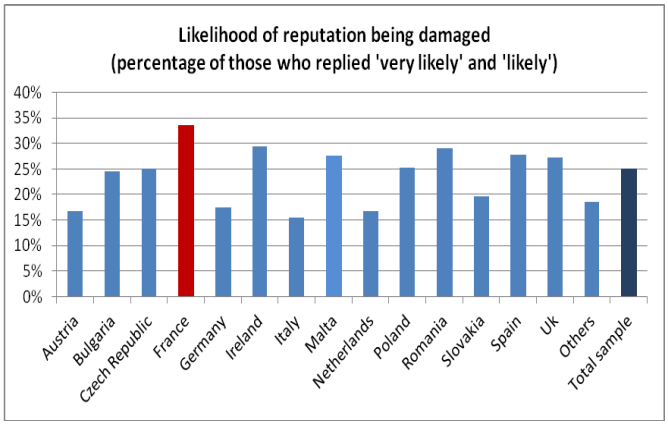

Likelihood of information being shared with third parties without your agreement
(percentage of those who replied 'very likely' and 'likely'
100%
80%
60%
40%
20%
0%
Austria
Bulgaria
Czech Republic
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
Uk
Others
Total sample


Likelihood of information being used to send you unwanted commercial offers
(percentage of those who replied 'very likely' and 'likely')
100%
80%
60%
40%
20%
0%
Austria
Bulgaria
Czech Republic
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
Uk
Others
Total sample


Likelihood of personal safety being at risk
(percentage of those who replied 'very likely' and 'likely')
40%
35%
30%
25%
20%
15%
10%
5%
0%
Austria
Bulgaria
Czech Republic
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
Uk
Others
Total sample

Likelihood of becoming a victim of fraud
(percentage of those who replied 'very likely' and 'likely')
60%
50%
40%
30%
20%
10%
0%
Austria
Bulgaria
Czech Republic
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
Uk
Others
Total sample

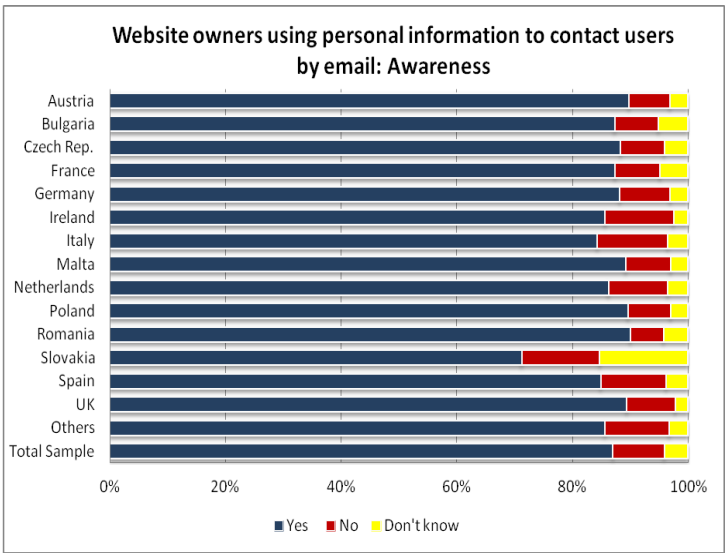

Likelihood of being discriminated against (e.g. Job selection)
(percentage of those who replied 'very likely' and 'likely')
40%
35%
30%
25%
20%
15%
10%
5%
0%
Austria
Bulgaria
Czech Republic
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
Uk
Others
Total sample

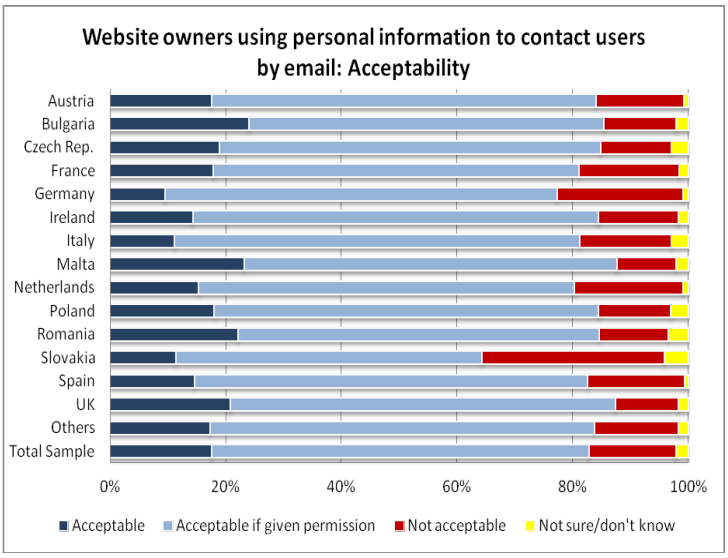

Likelihood of reputation being damaged
(percentage of those who replied 'very likely' and 'likely')
40%
35%
30%
25%
20%
15%
10%
5%
0%
Austria
Bulgaria
Czech Republic
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
Uk
Others
Total sample

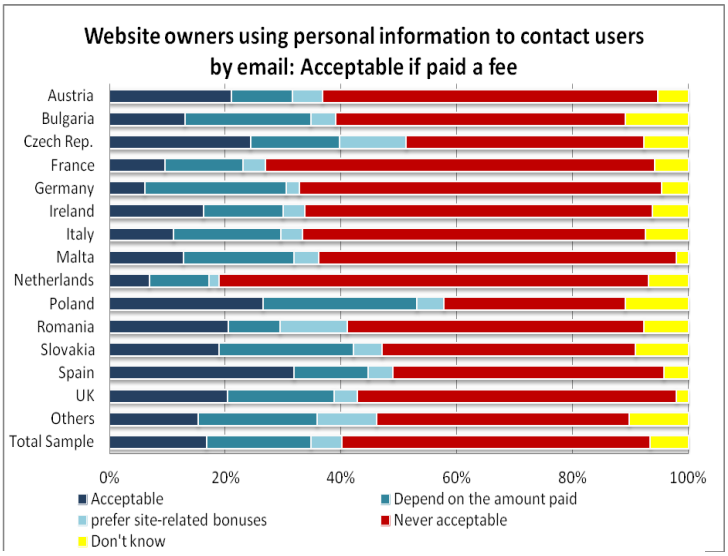
5.3.3 Awareness and Acceptance

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

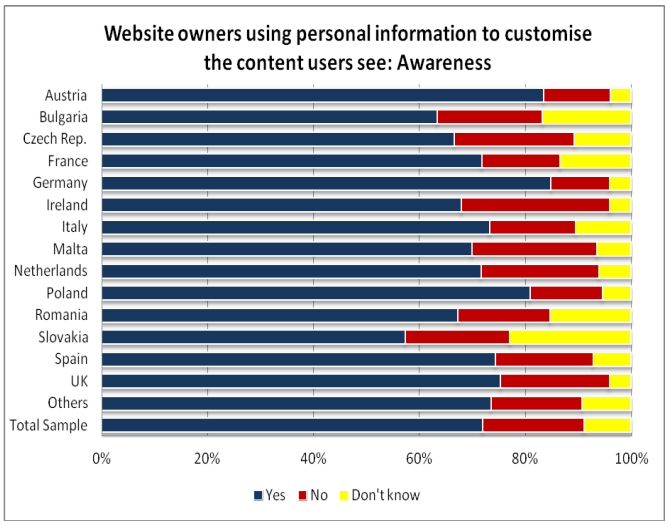
Generally, French respondents show a slightly below-average level of awareness amongst CONSENT respondents about the use of personal information by website owners (and the highest portion of respondents who answered that they were “not sure what this means”). Differences, here, cannot be simply ascribed to national differences in internet exposure or internet experience, but awareness (or non-awareness) may also be linked to internet-related local information policies and regulations.

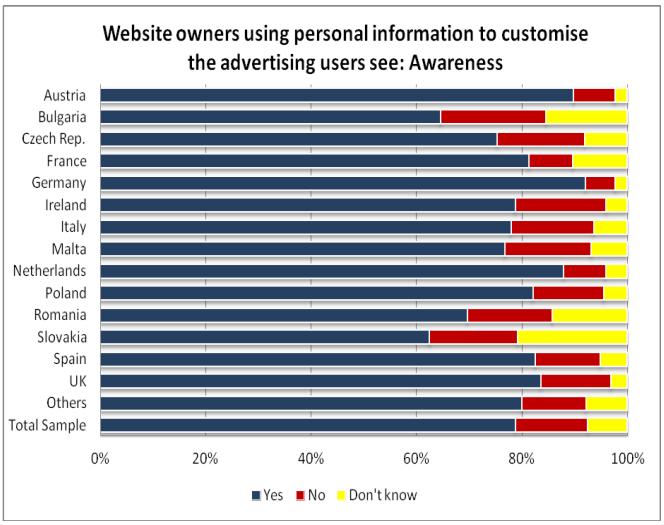


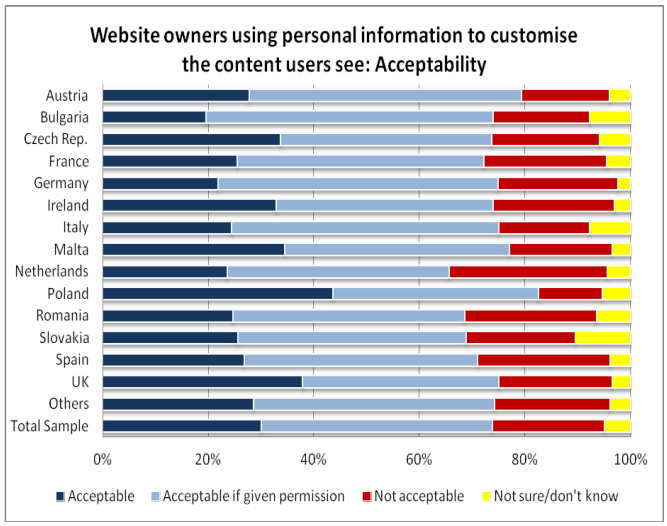


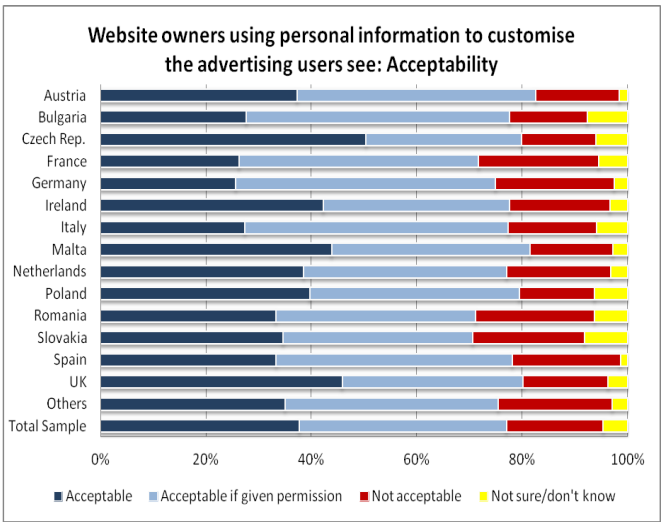


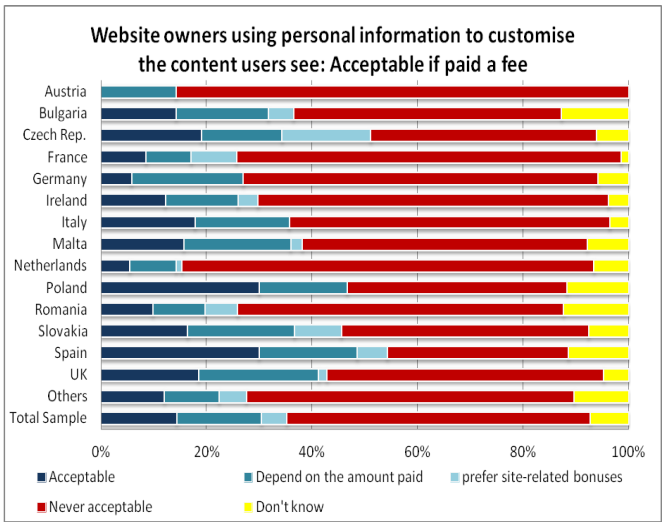
Base: Only respondents who answered that it was unacceptable to contact users by email.

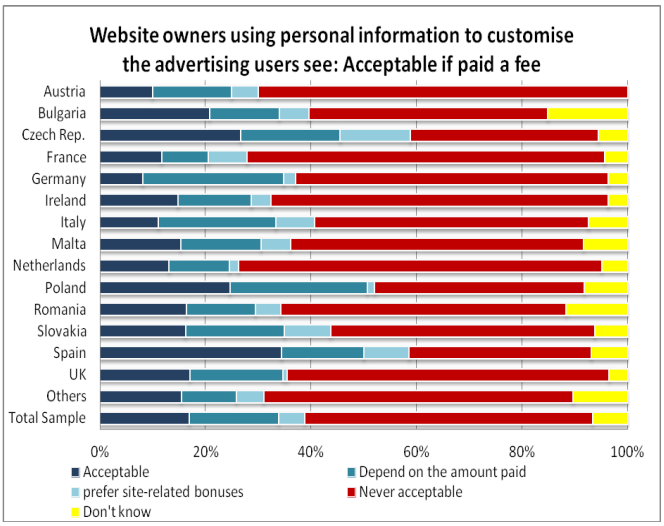






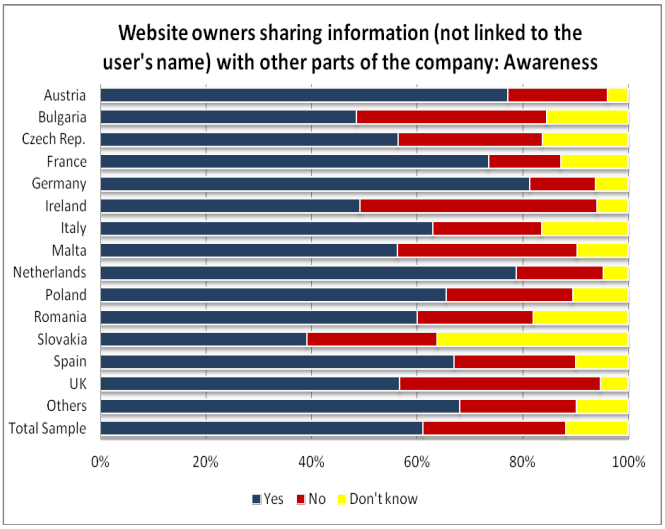


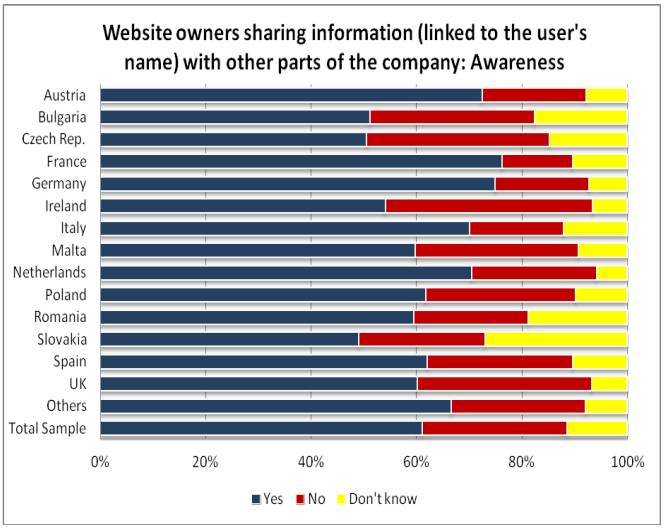


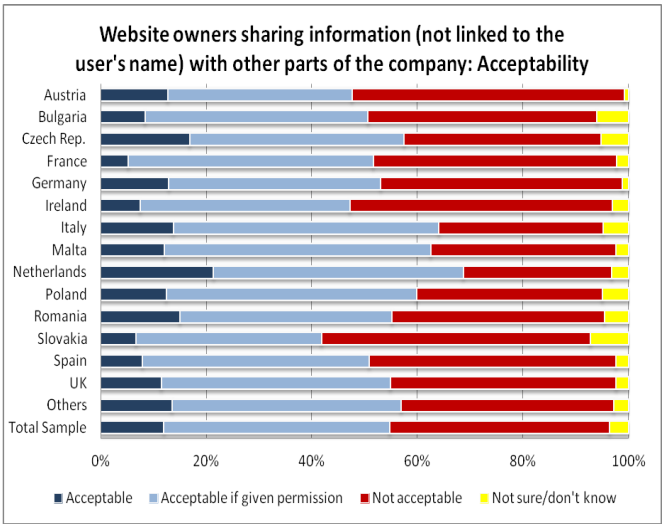


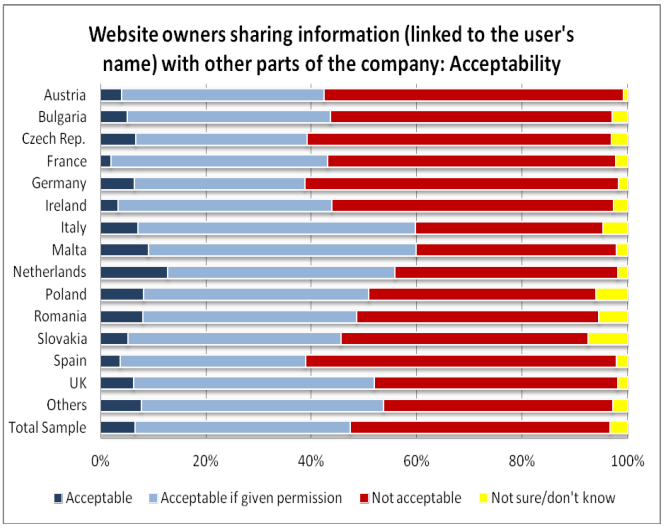
Base: Only respondents who answered it was unacceptable to customize the content users see.

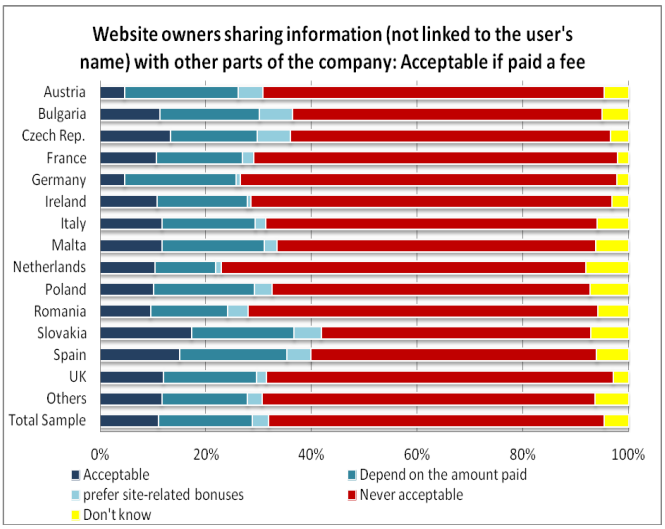
Base: Only respondents who answered it was unacceptable to customize the advertising users see.

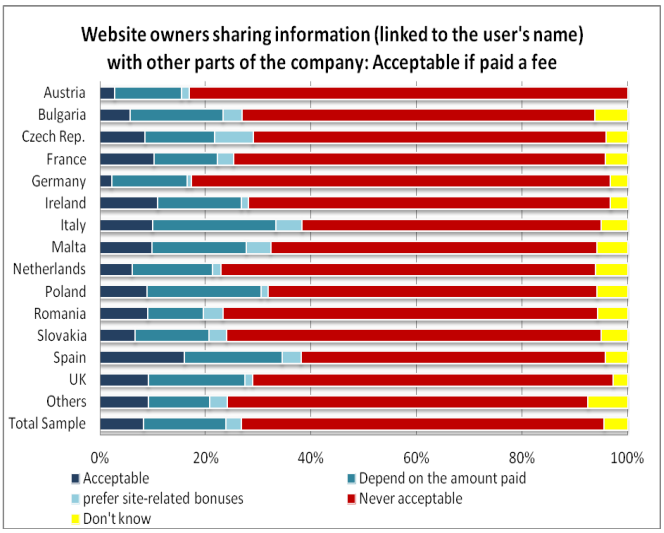






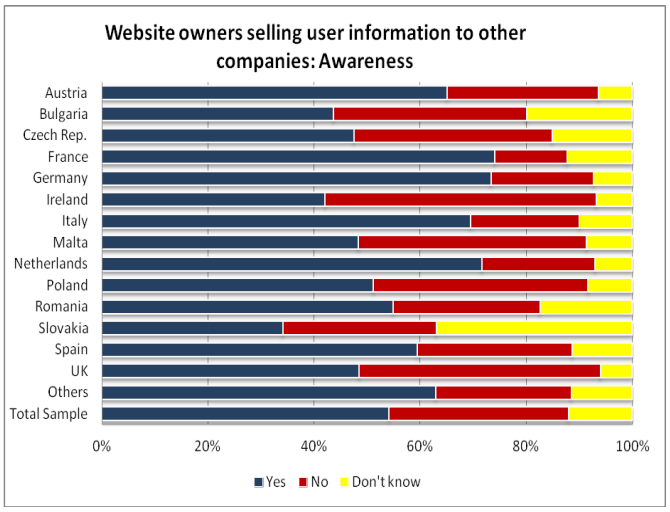


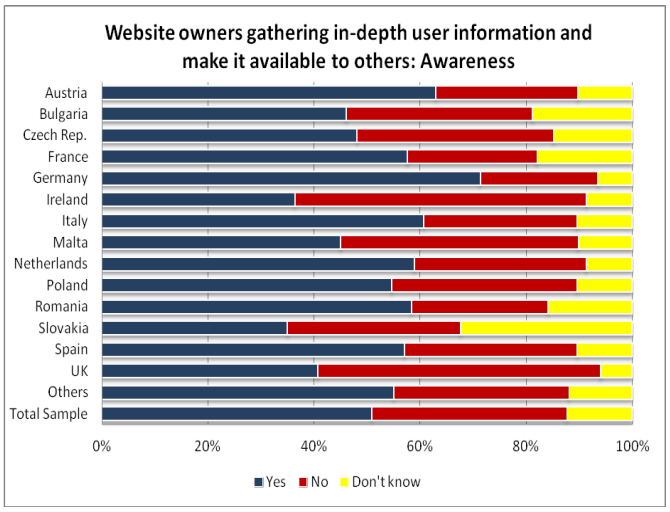


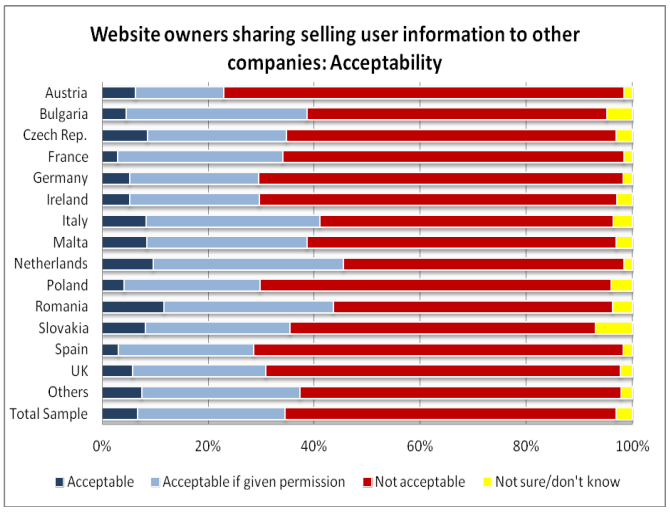


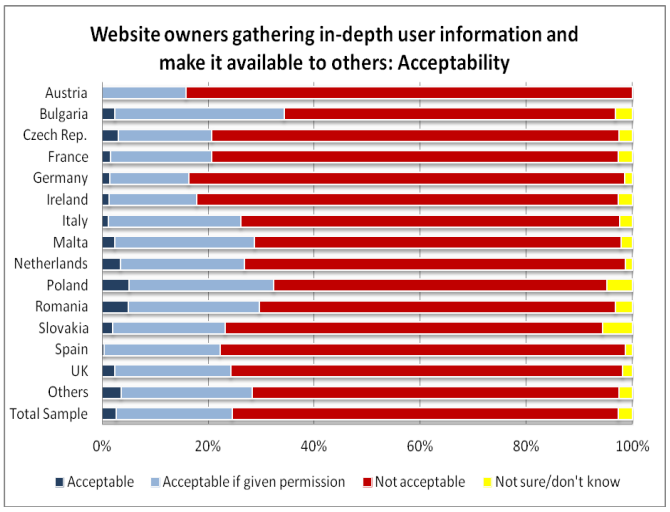
Base: Only respondents who answered it was unacceptable that website owners share information (not linked to the user's name) with other parts of the company.

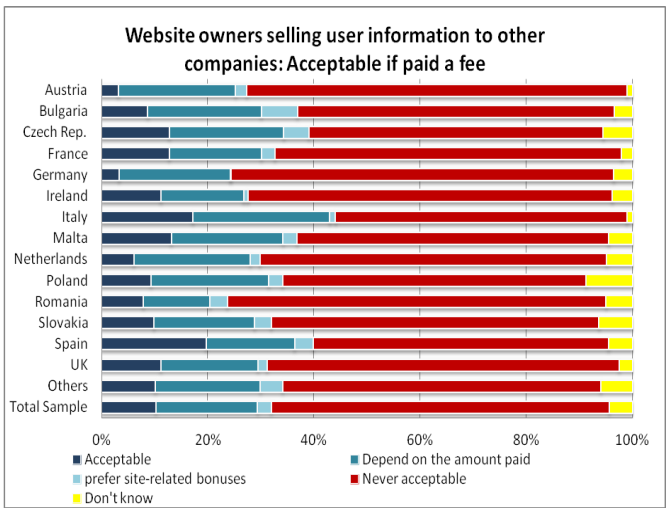
Base: Only respondents who answered it was unacceptable that website owners share information (linked to the user's name) with other parts of the company.



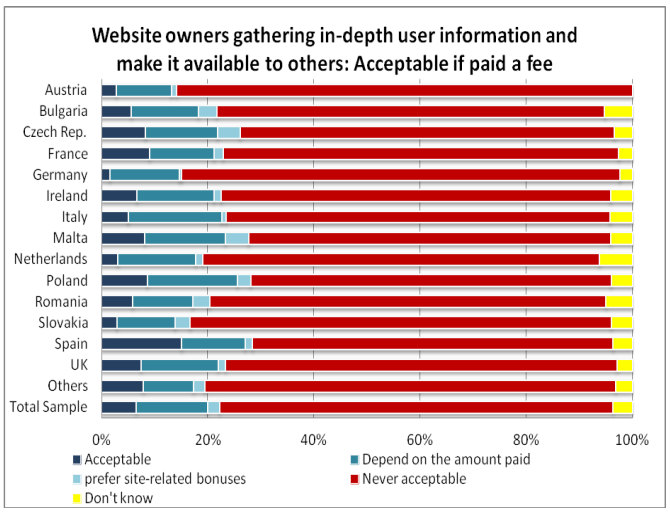








Base: Only respondents who answered it was unacceptable that website owners sell information to other companies.



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. Together with respondents from particularly the Netherlands, French respondents are above the total CONSENT average (France 67%, 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, the French respondents show a similar-to-average 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, they are generally more willing to consider commercial trade-off's in advertising than in the customisation of content. This may relate to the comparatively higher awareness of advertising, but, potentially, also to a privacy-related fine line drawn between the sphere of "private" (and not to be commercialised) content and the "public" sphere of advertising.

However, whereas in being contacted by email as well as in the customisation of content and advertising there still appears to be some form of "balance" between user awareness and user acceptance, overall acceptance levels are clearly decreasing when personal information (both linked and not linked to the user's name) is being shared with other parts of the website owner's company. Gathering in-depth information about users and making it available or selling it to others is largely seen as unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, French respondents show an average level of non-acceptance (France 74%, 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. French respondents score higher than the total sample average for the personal invasion of privacy, and lower than the total sample average in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 51% of French respondents had “heard” about violation of privacy or fraud (EUR27: 55%), but only 10% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 5% of the French 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%**

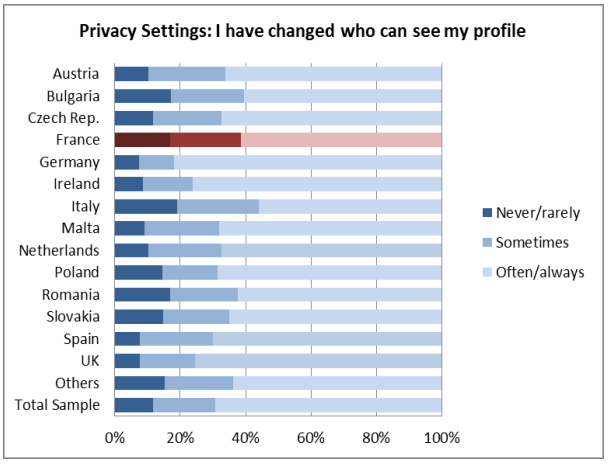
In respect to the question how the respondents safeguard their privacy, 42.3% of the French respondents often or always change the privacy settings of their personal profiles on UGC sites. This is clearly below the overall sample average (53.5%). French respondents who never or rarely changed privacy settings amounted to 33.0% which is high 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, French respondents gave a contrasting picture (58%; EU27: 51%). However, "trying" is a more vague expression which asks more for (more or less serious) intentions rather than actual practices.

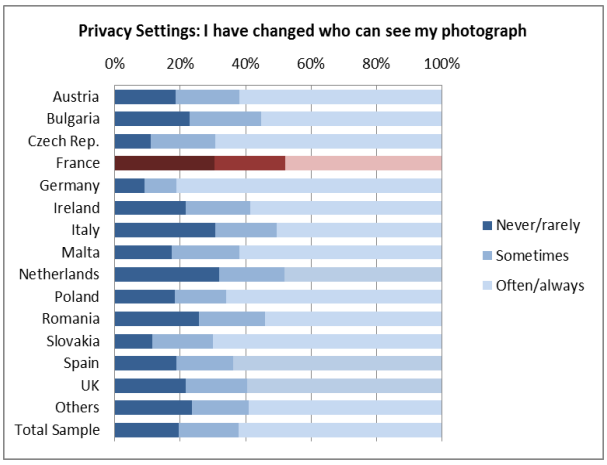
On an overall level, the CONSENT data reveal a strong confidence (into providers' practices) of those users who never changed privacy settings: 38.6% of respondents either trusted the site to set appropriate privacy settings, or they were happy with the standard settings. Another 14.7% "did not find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

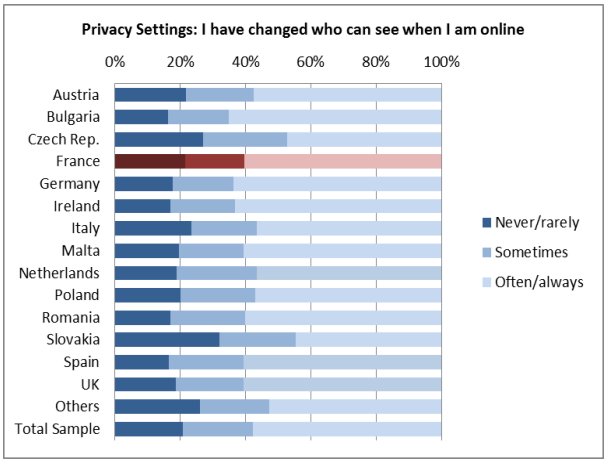
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

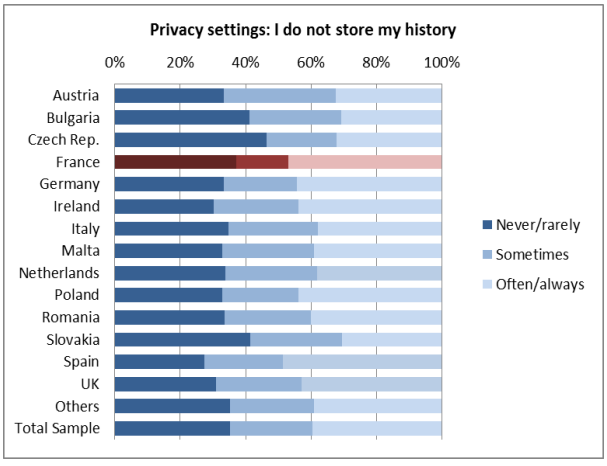
France: Changes in Privacy Settings				
		I have made the privacy settings less strict such that more information about me is available to others	Sometimes I have made the privacy settings stricter and sometimes less strict	I have made the privacy settings stricter so that others can see less information about me
France	Count	3	44	170
	Percentage	1.4%	20.3%	78.3%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

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

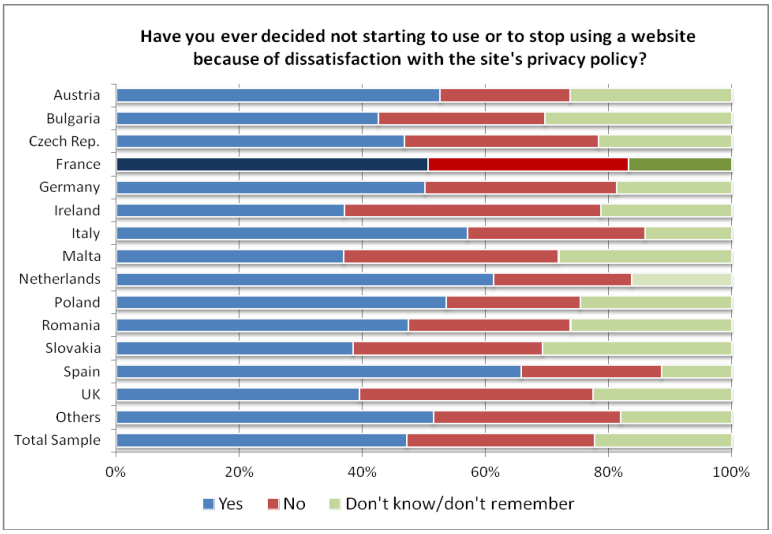








5.4.3 Dealing with Privacy Policies

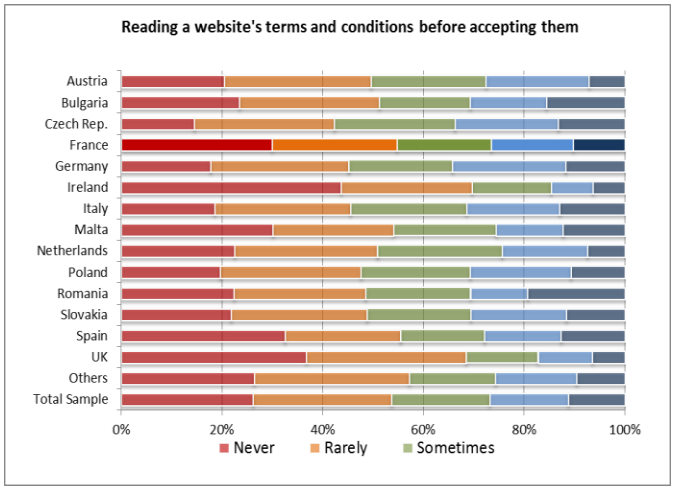


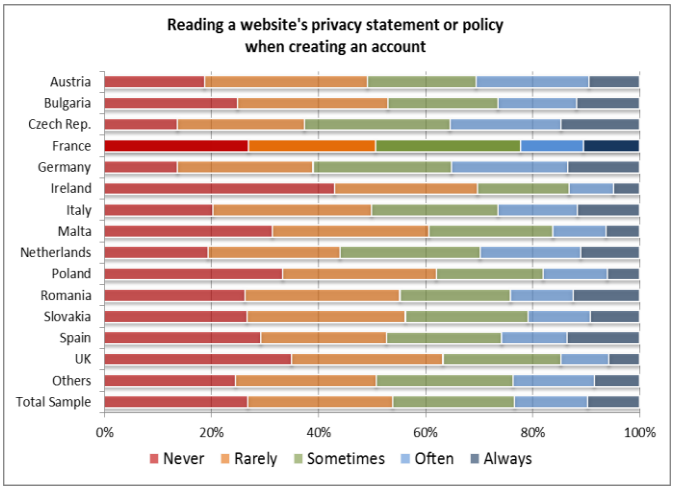
There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. A comparably larger proportion of French respondents (51%, total sample 47%) have ever decided not to use a website due to dissatisfaction with the site's privacy policy, which is similar to Germany (50%) and Austria (53%).

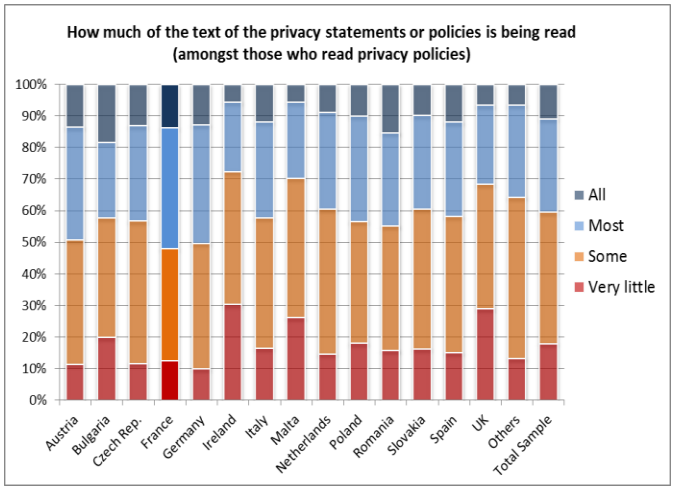
Results from the set of graphs below suggest that many respondents are giving consent without potentially being aware of what they are consenting to. A significant proportion of respondents rarely or never read a website's terms and conditions before accepting them, with some variability between countries. 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 over half of respondents from France (54.7%) rarely or never read the terms and conditions before accepting them. A small core of respondents always read terms and conditions: 10.2% amongst French respondents do so which is slightly lower than the sample average (11.3%).

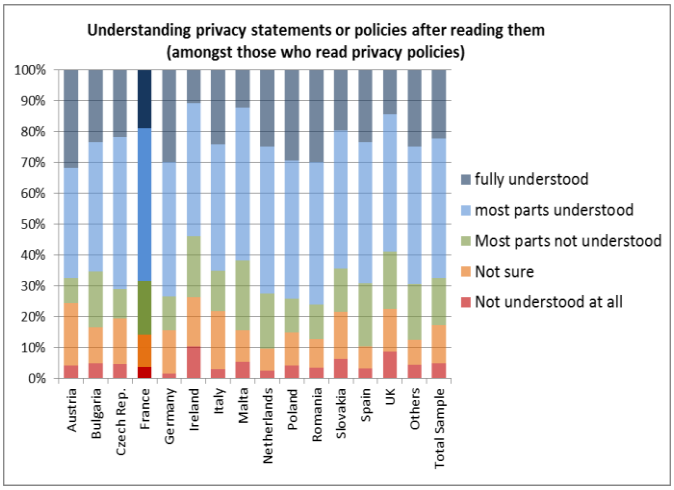
A fairly similar pattern of results was recorded for reading of websites' privacy policies when creating an account with a substantial number of respondents never or rarely reading them (France 50.7%, total sample 54%).

The majority of those who do read privacy policies do not read the whole text (total sample 89.2%). Only 13.9% of French 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 (total sample average 63.6%). 68.3% of French respondents claim to understand usually most or all of what they read in privacy policies.


Reading a website's terms and conditions before accepting them
Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample
0%
20%
40%
60%
80%
100%
Never
Rarely
Sometimes


Reading a website's privacy statement or policy when creating an account
Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample
0%
20%
40%
60%
80%
100%
Never
Rarely
Sometimes
Often
Always


How much of the text of the privacy statements or policies is being read (amongst those who read privacy policies)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample
All
Most
Some
Very little


Understanding privacy statements or policies after reading them (amongst those who read privacy policies)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample
fully understood
most parts understood
Most parts not understood
Not sure
Not understood at all

6. Conclusion

The French CONSENT respondents represent a sample of predominantly experienced – and very frequent – internet users in a local environment with moderate SNS usage. At the same time, it 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 certain extent - keeping up with this high-frequency usage.

Correspondingly, French CONSENT respondents show considerably increased concerns regarding information misuse and personal risks such as personal safety, fraud, job discrimination and reputational damage.

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 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 technical protection measures and high perception of personal risks, may point at a a strong sensitivity towards potential lack of control over these website owners' practices.

However, only two out of five French respondents indicated that they have changed their privacy settings often or always, and regarding specific setting-related protection measures asked for, such as the accessability of their personal profile, their pictures, restrictions who can see when they are online, or the storage of their history, French CONSENT respondents mostly indicated a slightly below-average risk-aware behaviour.

On the other hand, the quality of privacy policies does appears to have a certain impact on the behaviour of about half of the French respondents, in particular the non-usage of a UGC website due to dissatisfaction with its privacy policy, but it is still more than 50% of the French respondents who are never or rarely reading them.

Probing these reported perceptions, attutudes and practices – in particular the high risk awareness but low usage of privacy settings and comparably low reading practice of privacy policies – will require and be one of the core tasks of further research as set out in the qualitative research planned in CONSENT Work Package 8.

Acknowledgements

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Appendices

A.1 English Online Questionnaire

0.0 Introduction

Make your views count!
And help in strengthening the legal protection of consumers and online users.

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

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

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

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

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

Privacy Policy
No personal information (such as name or e-mail) is collected in this questionnaire. All data collected are anonymous and are not linked to any personal information. This site uses a "cookie" to allow you to return to the questionnaire and continue from the same place you were before if you do not complete and submit it the first time you visit.
This questionnaire is hosted by Qualtrics. The Qualtrics privacy policy may be viewed at www.qualtrics.com/privacy-statement.

1.0 Internet experience

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

1.2 How often do you use the internet in the following situations?
1=Everyday/almost every day;
2=Two or three times a week;
3=about once a week;
4=two or three times a month;
5=less often;
6=never

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

ALT.1.3 Do you ever buy things online?
1=yes 2=no

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

1.3.H.2 When making purchases online how do you prefer to pay?
1st preference, 2nd preference, 3rd preferences.

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

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

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

1.3.H.4 How likely are you to purchase items online in the next six months?
1=very unlikely
2=unlikely
3=neutral
4=likely
5=very likely

ALT 2.0 UGC services usage

ALT.2.1. Have you ever created an account with a social networking website such as Facebook, MySpace, classmates, etc
1=yes 2=no

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

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

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

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

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

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

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

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

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

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

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

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

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

ALT 2.2.3.1.1 Why would you miss this site?

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

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

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

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

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

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

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

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

Open information box on UGC SITES

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

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

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

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

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

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

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

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

1=yes 2=no

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

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

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

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

3.0 Disclosure Behaviour on UGCs

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

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

16. Don't know

4.0 Perceived Risks

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

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

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

5.0 Behaviour relating to Privacy Settings

Open information box on PERSONAL PROFILES

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

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

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

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

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

5.1.2 How have you changed the privacy settings?

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

5.1.3 Which of these privacy settings have you changed?

"never" "rarely" "sometimes" "often" "always"

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

6.0 Perceived Playfulness/Ease of Use/Critical Mass

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

6.2 Using UGC sites is fun
7.3 This website is simple to use.
7.4 I easily remember how to use this website.
8.1 Many people I am in touch with use this website.

9.0 Behaviour relating to Terms & Conditions and Privacy Policies

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

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

5=I **always read** the terms & conditions before accepting them
4= I **often read** the terms & conditions before accepting them
3= I **sometimes read** the terms & conditions before accepting them
2=I **rarely read** the terms & conditions before accepting them
1=I **never read** the terms & conditions before accepting them
6= don't know/not sure what this means

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

Open information box on PRIVACY POLICIES

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

1=I never read privacy policies
2=I rarely read privacy policies
3=I sometimes read privacy policies
4=I often read privacy policies
5=I always read privacy policies

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

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

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

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

9.2.3 Have you ever decided to not start using a website or to stop using a website because you were dissatisfied with the site's privacy policy?
1=yes, 2=no 3=don't know/don't remember

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

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

10.0 Awareness & Attitudes – Processing of Information

10.1 The information you include in your account or profile on a website may be used by the website owners for a number of purposes. Were you aware of this?
1=yes, 2=no, 3=not sure what this means

10.2.A Please indicate whether you were aware that websites owners can use the information you include in your account or profile to:
1=Yes 2=No 3=Don't know

10.2.B Please indicate what you think about website owners making use of the personal information you include in your account/profile to:
1= It's an acceptable thing to do, they don't have to ask me; 2=It's acceptable but only if I give permission; 3=Not acceptable; 4=not sure/ don't know

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

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

10.3 Would it be acceptable to you if you were paid a fee to allow the website to:
1=yes it would be acceptable 2=no it would never be acceptable 3=it would depend on the amount paid 4=I would prefer to be given site related bonuses rather than money fee 5=don't know

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

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

10.4 Are you aware that websites have access to information about your activity on the web through the use of "cookies"?
1=yes, 2=no 3=not sure what this means

10.4.1 Web browsers give you the option of refusing permission to websites to store information about your activities by disabling cookies in your web browser. Have you ever disabled cookies in your web browser
1=yes, 2=no, 3=don't remember/don't know

11.0 Perceived privacy risks

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

11.1 In general, it would be risky to give personal information to websites.
11.2 There would be high potential for privacy loss associated with giving personal information to websites.
11.3 Personal information could be inappropriately used by websites.
11.4 Providing websites with my personal information would involve many unexpected problems.

12.0 Technical Protection

Thinking of how you behave online, please indicate how often you do the following:
1=never 2=rarely 3=sometimes 4=often 5=always 6=don't know what this is 7=don't know how

12.1 Do you watch for ways to control what people send you online (such as check boxes that allow you to opt-in or opt-out of certain offers)?
12.2 Do you use a pop up window blocker?
12.3 Do you check your computer for spy ware?
12.4 Do you clear your browser history regularly?
12.5 Do you block messages/emails from someone you do not want to hear from?

14.0 Privacy victim

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

15.0 Media exposure

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

16.0 Disposition to value privacy

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

16.1 Compared to my friends, I am more sensitive about the way online companies handle my personal information.
16.2 To me, it is the most important thing to keep my online privacy.
16.3 Compared to my friends, I tend to be more concerned about threats to my personal privacy.

17.0 Social Norms

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

17.2 My friends believe I should care about my privacy.
17.3 People who are important to me think I should be careful when revealing personal information online.

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

18.0 Tendency to Self-Disclosure

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

18.1 I do not often talk about myself. (R)
18.2 I usually talk about myself for fairly long periods of time.
18.3 Only infrequently do I express my personal beliefs and opinions. (R)
18.4 Once I get started, I intimately and fully reveal myself in my disclosures.
18.5 I often disclose intimate, personal things about myself without hesitation.

19.0 General caution

Thinking about your behaviour generally, not just online
1=never 2=rarely 3=sometimes 4=often 5=always

19.1 Do you shred/burn your personal documents when you are disposing of them?
19.2 Do you hide your bank card PIN number when using cash machines/making purchases?
19.3 Do you only register for websites that have a privacy policy?
19.4 Do you look for a privacy certification on a website before you register your information?
19.5 Do you read license agreements fully before you agree to them?

20.0 Demographics

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

20.1 Sex 1=male; 2=female

20.2 Age __ years

20.3 What is the highest level of education you have completed?
1=no formal schooling
2=Primary school
3=Secondary/High School
4=Tertiary Education (University, Technical College, etc)

20.4 Employment

NON-ACTIVE	

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

20.5 Nationality

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

20.6 Country of residence

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

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

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

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

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

A.2 French Online Questionnaire

0.0 Introduction

Faîtes compter votre avis!
Et participez au renforcement légal de la protection des consommateurs et internautes.

Cette étude constitue une partie du projet CONSENT, – un projet collaboratif co-financé par la union européene sous l'égide du 7éme programme cadre – qui vise à rassembler les avis des utilisateurs d'internet de tous les pays de l'UE à propos de l'usage des informations personnelles, de la vie privée et du consentement donné en ligne.

Ces informations seront utilisées pour préparer des présentations aux décideurs politiques européens et experts juridiques dans le but d'encourager le renforcement de la protection des consommateurs et internautes. Les résultats seront également publiés sur le site internet du projet CONSENT.

Répondre au questionnaire prend environ 20 minutes. Toutes les réponses sont anonymes et aucun détail personnel comme votre nom, adresse mél ou adresse IP ne sera traité. Vous pouvez arrêter le questionnaire et le reprendre plus tard.
Votre assistance dans ce projet est très appréciée.

Merci de prendre le temps de participer à ce projet.

Pour plus d'information, consultez le site internet de CONSENT à l'adresse suivante : www.consent.law.muni.cz

Politique de confidentialité
Aucune information personnelle (telles que le nom ou l'adresse mél) n'est collectée dans ce questionnaire. Toutes les données recueillies sont anonymes et ne sont liées à aucune information personnelle. Ce site utilise un "cookie" qui vous permet de retourner au questionnaire et de le poursuivre au même endroit où vous étiez si vous ne l'avez pas complété et envoyé lors de votre première visite. Ce questionnaire est hébergé par Qualtrics. La politique de confidentialité de Qualtrics peut être lu à l'adresse suivante : www.qualtrics.com/privacy-statement

1.0 Internet experience

1.1 Depuis combien de temps utilisez vous internet? ___ années

1.2 À quelle fréquence utilisez-vous internet **dans les situations suivantes ?**

1=Tous les jours / Presque tous les jours;
2=Deux ou trois fois par semaine;
3=Environ une fois par semaine;
4=Deux ou trois fois par mois;
5=Moins souvent;
6=Jamais

1. A votre domicile
2. A votre lieu de travail
3. Ailleurs (école, université, cyber-café, etc.)

1.3 À **quelle fréquence utilisez vous internet pour chacun des buts suivants?**
1=Tous les jours / Presque tous les jours;
2=Deux ou trois fois par semaine;
3=Environ une fois par semaine;
4=Deux ou trois fois par mois;
5=Moins souvent;
6=Jamais

A. **Divertissement**
B. **Education**
C. **Recherches liées au travail**
D. **Finances personnelles (banque en ligne, bourse)**
E. **Actualités (infos, sport, météo)**
F. **Voyages (recherche, réservations)**
G. **Recherche d'informations concernant des produits**
H. **Acheter des biens en ligne**

1.3.H.1 Combien de fois par an achetez-vous des produits en ligne?

1.3.H.2 Lorsque vous achetez en ligne, comment préferez vous payer?
1ère préférence, 2ème préférence, 3 ème préférence

1. Au moment de l'achat, par carte de débit ou carte de crédit
2. Au moment de l'achat par monnaie électronique comme Paypal, Moneybookers, etc.
3. Au moment de l'achat, en facturant additionnellement sur votre mobile ou ligne internet
4. Au moment de la livraison
5. Après la livraison
6. Autres – SVP, précisez

1.3.H.3 Pourquoi n'avez -vous jamais rien acheté en ligne?

1. Je ne fais pas confiance aux commerçants
2. Je voudrais acheter en ligne mais je n'ai pas de carte de débit ou de crédit

3. Je voudrais acheter en ligne mais les sites d'achats en lignes sont difficiles à utiliser
4. Je n'aime pas révéler mes coordonnées bancaires en ligne
5. Je n'aime pas révéler les détails de mon lieu de résidence en ligne
6. Je crains que lorsque je vais recevoir les produits achetés, ils ne vont pas correspondre avec la commande.
7. Je n'aime pas l'idée de devoir retourner les produits chez le commerçant
8. Je préfère pouvoir voir/toucher/essayer les produits avant de les acheter
9. Je n'aime pas payer pour la livraison des produits achetés en ligne
10. Autres raisons (SVP, précisez)

1.3.H.4 Est-il probable que vous achetiez des produits en ligne dans les six prochains mois?

1=Très impropable
2=improbable
3=sans avis
4=probable
5=très probable

I. **Communication avec les autres (chat/email)**
J. **Sites de réseaux sociaux**
K. Autres<précisez>

ALT.1.3 Avez-vous déjà acheté des produits en ligne?

ALT 2.0 Utilisation des services de création de contenus "UGC"

ALT.2.1. Avez-vous déjà crée un compte sur un site de réseau social comme Facebook, MySpace, etc. ?
1=oui 2=non

ALT.2.2 Sur quel site de réseau social avez-vous ouvert un compte?
Facebook, MySpace, Copain d'Avant. Autre 1 (SVP, précisez). Autre 2 (SVP, précisez)

ALT.2.2.1 Pourquoi avez-vous choisi d'ouvrir un compte chez "..." plutôt que sur un autre site?

1. Beaucoup de personnes que je connais ont déjà un compte sur ce site
2. C'est plus facile à utiliser que les autres sites
3. Il y'a plus d'options que sur les autres sites
4. Je fais davantage confiance à ce site qu'aux autres
5. C'est plus facile de rencontrer des nouvelles personnes sur ce site
6. C'est plus tendance
7. Il est utilisé dans le monde entier
8. Il est dans la langue que je préfère utiliser

9. Autres

ALT.2.2.2 Possedez-vous et utilisez-vous toujours le compte que vous avez ouvert chez " *site mentionné"***?**

1. J'ai toujours un compte et l'utilise chaque jour ou presque
2. J'ai toujours un compte et l'utilise chaque semaine
3. J'ai toujours un compte mais je l'utilise moins souvent qu'une fois par semaine
4. J'ai toujours un compte mais ne l'utilise plus
5. J'ai supprimé le compte

ALT.2.2.2.1 Pourquoi n'utilisez-vous pas votre compte chez <*site mentionné*>**?**

1. Ce genre de site ne m'intéresse plus
2. Je ne peux plus accéder à mon compte
3. J'ai essayé le site mais trouvé que je ne l'aimais plus
4. Je ne fais plus confiance à la société qui gère le site
5. Mes amis/collègues n'utilisent plus ce site
6. J'étais inquiet de l'usage fait de mes données personnelles
7. Autres (Svp, précisez)

ALT.2.2.2.2 Pourquoi avez-vous supprimé votre compte chez <*site mentionné*>**?**

1. Le site ne m'intéresse plus
2. J'ai essayé le site mais trouvé que je ne l'aimais plus
3. Je ne fais plus confiance à la société qui gère le site
4. Mes amis/collègues n'utilisent plus ce site
5. J'étais inquiet de l'usage fait de mes données personnelles
6. Je veux que le contenu crée par moi même soit effacé
7. Autres (Svp, précisez)

ALT.2.2.3 Possedez-vous et utilisez-vous toujours les comptes que vous avez crées sur les sites de réseaux sociaux?

1. J'ai toujours un compte et l'utilise chaque jour ou presque
2. J'ai toujours un compte et l'utilise chaque semaine
3. J'ai toujours un compte mais je l'utilise moins souvent qu'une fois par semaine
4. J'ai toujours un compte mais ne l'utilise plus
5. J'ai supprimé le compte

ALT.2.2.3.1 Si un de ces sites venait à être fermé, lequel vous manquerait le plus?

ALT 2.2.3.1.1 Pourquoi ce site vous manquerait-il?

1. Beaucoup de personnes que je connais ont déjà un compte sur ce site
2. C'est plus facile à utiliser que les autres sites

3. Il y'a plus d'options que sur les autres sites
4. Je fais davantage confiance à ce site qu'aux autres
5. C'est plus facile de rencontrer des nouvelles personnes sur ce site
6. C'est plus tendance
7. Il est utilisé dans le monde entier
8. Il vous donne des informations rapidement
9. Vous pouvez trouver rapidement ce qui se passe dans le monde
10. Autres (Svp, précisez)

ALT.2.2.3.2 Pourquoi utilisez-vous ce site **plus souvent?**

1. Beaucoup de personnes que je connais ont déjà un compte sur ce site
2. C'est plus facile à utiliser que les autres sites
3. Il y'a plus d'options que sur les autres sites
4. Je fais davantage confiance à ce site qu'aux autres
5. C'est plus facile de rencontrer des nouvelles personnes sur ce site
6. C'est plus tendance
7. Il est utilisé dans le monde entier
8. Il vous donne des informations rapidement
9. Vous pouvez trouver rapidement ce qui se passe dans le monde
10. Autres (Svp, précisez)

ALT.2.2.3.3 Pourquoi n'utilisez-vous plus votre compte chez <*site mentionné*>**?**

1. Ce genre de site ne m'intéresse plus
2. Je ne peux plus accéder à mon compte
3. J'ai essayé le site mais trouvé que je ne l'aimais plus
4. Je ne fais plus confiance à la société qui gère le site
5. Mes amis/collègues n'utilisent plus ce site
6. J'ai été victime d'un usage de mes données personnelles
7. Autres (Svp, précisez)

ALT.2.2.2.2 Pourquoi avez-vous supprimé **votre compte chez** <*site mentionné*>**?**

1. J'ai essayé le site mais trouvé que je ne l'aimais plus
2. Le site ne m'intéresse plus
3. Je ne fais plus confiance à la société qui gère le site
4. Mes amis/collègues n'utilisent plus ce site
5. J'étais inquiet de l'usage fait de mes données personnelles
6. Je veux que le contenu crée par moi même soit effacé
7. Autres (Svp, précisez)

Davantage d'information sur les sites de création de contenus "UGC"

Certains types de sites web autorisent les utilisateurs d'éditer ou d'ajouter du contenu au site qui par suite peut- être lu par les autres utilisateurs du site web. Ceci est réalisé, par exemple, en postant des commentaires (e.g., facebook) or avis (e.g., tripadvisor), participant à des discussions, chargeant des vidéos ou autre contenu numérique (e.g., YouTube, flickr), écrivant des articles (e.g., wikipedia) ect. Ce genre de site sont appelés Utilisateur Générateur de Contenu (UGC).

ALT 2.9 Avec lequel des sites UGC suivants avez-vous déjà crée un compte (pas seulement visité) pour votre usage personnel?

B. Sites de réseautage d'affaires comme Linkedin, Xing.com
C. Sites de rencontres comme meetic
D. Sites de partage de photos, videos, etc, such comme Youtube, flickr
E. Sites fournissant des recommandations et avis (pour les films, music, livres, hotels, etc.) such as Le Guide, Tripadvisor
F. Sites de Micro blogging comme twitter
G. Site Wiki comme Wikipedia,
H. Sites de Jeux multi-joueurs en ligne comme secondlife.com, world of warcraft, Erepuplik

ALT 2.9.1 Pourquoi n'avez-vous jamais ouvert de compte sur ce genre de site?

1. Ce genre de site web ne m'intéresse pas
2. Jamais entendu parler avant
3. Ne savais pas jusqu'a maintenant qu'il était possible d'ouvrir un compte sur des sites comme ceci
4. Aucun de mes amis n'en utilise
5. Ca n'en vaut pas l'investissement
6. J'**é**tais inquiet de l'usage fait de mes donn**é**es personnelles
7. J'ai visité ces sites mais je ne ressens pas le besoin d'en être membre
8. Autres

ALT.2.9.2 Possedez-vous toujours tous les comptes que vous avez ouverts sur les sites UGC?

1= J'ai toujours tous les comptes ouverts sur les sites UGC
2= J'en ai quelques-uns et supprimés les autres
3= Non, je les ais tous supprimés

ALT.2.9.2.1 Avez-vous utilisé tous les comptes que vous possedez sur les sites UGC dans les 6 derniers mois?

1=oui 2=non

ALT.2.9.2.1.1 Pourquoi n'avez-vous pas utilisé certains de vos comptes dans les 6 derniers mois?

1. Je ne peux plus accéder à mon compte
2. Ce n'est pas le genre de site que j'utilise régulièrement

3. J'ai essayé le site et trouvé que je ne l'aimais plus
4. Le site ne m'intéresse plus
5. Je ne fais plus davantage confiance dans la société qui gère le site
6. Mes amis n'utilisent plus ces sites
7. J'étais inquiet de l'usage fait de mes données personnelles
8. Autres (SVP, précisez)

ALT.2.9.2.2 Pourquoi avez-vous supprimé vos comptes sur les sites UGC?

1. J'ai essayé le site et trouvé que je ne l'aimais plus
2. Le site ne m'intéresse plus
3. Je ne fais plus davantage confiance dans la société qui gère le site
4. Mes amis n'utilisent plus ces sites
5. La participation n'en vaut pas l'investissement
6. J'étais inquiet de l'usage fait de mes données personnelles
7. Je veux que le contenu crée par moi même soit effacé
8. Je ne veux pas que les gens sachent que j'ai utilisé ces sites
9. Autres (SVP, précisez)

3.0 Révélation des comportements sur les sites UGC

3.1 Considérant vos utilisations des sites UGC (tels que les sites de réseaux sociaux, de partage ou de jeux) lesquelles des informations qui suivent avez-vous déjà révélé (lors de l'inscription, ou simplement lors de l'utilisation de ces sites)?

1. Informations médicales (info sur la santé, historique du patient)
2. Informations financières (e. g salaire, détails bancaires, historique de crédit)
3. Historique de travail
4. Votre numéro de carte d'identité ou de passeport
5. Votre nom
6. Votre adresse
7. Votre nationalité
8. Vos activités (e.g. passe-temps, sports, lieu de sortie)
9. Vos goûts et opinions
10. Photos avec vous
11. Qui sont vos amis
12. Les sites internet que vous consultez
13. Votre numéro de téléphone mobile
14. Votre adresse e-mail
15. Autres (Svp, précisez)
16. Je ne sais pas

4.0 Risques identifiés

4.1 Pour chacune de ces situations, veuillez indiquer combien vous semble-t-il probable que la situation peut arriver comme résultat de la révélation des informations personnelles sur les sites UGC.
1=Très improbable 2=improbable 3=sans avis 4=probable 5= très probable

1. **Vos informations étant utilisées sans que vous en ayez connaissance**
2. **Vos informations étant partagées avec des tiers sans votre accord**
3. **Vos informations étant utilisées pour vous faire parvenir des offres commerciales non-sollicitées**
4. **Votre sécurité personnelle étant en danger**
5. **Vous devenez victime d'une fraude**
6. **Vous, étant discriminé (e.g. dans une procédure d'embauche, supportant une augmentation de prix, ne pas recevoir l'accès à un service)**
7. **Votre réputation étant atteinte**

5.0 Comportement relatif aux règlages techniques de confidentialité

Davantage d'information sur les PROFILS PERSONNELS

Un profil personnel sur un site UGC (tel que sites de réseaux sociaux, sites de partages ou de jeux) est constitué d'informations telles que votre age, votre lieu de résidence, vos intérêts, une photo et une section "à propos de vous". La visibilité du profil – qui peut voir vos informations et interagir avec vous- peut dans certains cas être personnalisée en règlant les paramètres de confidentialité offerts par ces sites.

5.1 Avez-vous déjà changé, quelqu'il soit, un paramètre de votre profil personnel sur un site UGC?
1=Jamais, 2= Rarement, 3= Quelques fois, 4= Souvent, 5=Toujours

5.1.1 Pourquoi n'avez-vous jamais changé les paramètres de confidentialité?

1. Je ne savais pas que des paramètres de confidentialité existaient
2. Je ne sais pas comment changer ces paramètres
3. Je crains que si je change les paramètres de confidentialité, le site ne fonctionnera plus correctement
4. Je ne savais pas comment changer les paramètres
5. Je fais confiance dans le site pour mettre des paramètres appropriés
6. Je suis satisfait avec les paramètres standard
7. Je n'ai pas trouvé le temps de regarder les options disponibles
8. Autres (Svp, précisez)

5.1.2 Comment avez-vous changé les paramètres de confidentialité?

1. J'ai rendu les paramètres de confidentialité moins restrictifs de sorte à ce que plus d'informations me concernant soient disponibles pour les autres.
2. Parfois, j'ai rendu ces paramètres plus restrictifs et parfois moins.
3. J'ai rendu ces paramètres plus restrictifs de sorte à ce que les autres utilisateurs ne voient que moins d'informations à mon sujet.

5.1.3 Lesquels de ces paramètres avez-vous changé?

“jamais” “rarement” “parfois” “souvent” “toujours”

1. J'ai changé qui peut voir mon profil
2. J'ai changé qui peut voir ma photo
3. J'ai changé qui peut me voir en ligne
4. Je n'enregistre pas mon historique
5. Autres (Svp, précisez)

6.0 Ludicité perçue

Considérant les sites UGC que vous utilisez, ou si vous en utilisez plus d'un, votre site favori, veuillez indiquer dans quelle mesure vous agréez avec les affirmations suivantes en cliquant sur le niveau qui mesure le mieux votre avis , où 1 = désaccord et 7 accord .

6.1 Utiliser un site UGC est divertissant
6.2 Utiliser un site UGC est amusant
6.3 Utiliser un site UGC me rend heureux
6.4 Utiliser un site UGC stimule ma curiosité
6.5 Utiliser un site UGC éveille mon imagination

7.0 Perception de la facilité d'utilisation

Considérant toujours les sites UGC que vous utilisez / votre favori, veuillez indiquer dans quelle mesure vous agréez aux affirmations suivantes.

7.1 Ce site est facile à utiliser.
7.2 J'ai appris rapidement comment utiliser ce site.
7.3 Ce site est simple à utiliser.
7.4 Je me souviens facilement comment utiliser ce site.
7.5 C’était facile d'apprendre comment utiliser ce site.

8.0 Masse critique perçue

Toujours considérant les sites UGC que vous utilisez /votre favori, veuillez indiquer dans quelle mesure vous agréez avec les affirmations suivantes.

8.1 Beaucoup de personnes avec qui je suis en contact utilisent ce site.
8.2 Les personnes avec qui je suis en contact vont continuer dans le futur d'utiliser ce site.
8.3 Ces personnes avec qui je communique en utilisant ce site vont continuer d'utiliser ce site dans le futur.
8.4 Beaucoup de personnes avec qui je suis en contact utilisent régulièrement ce site.

9.0 Comportement relatif aux Conditions d'utilisation et aux règles de confidentialité

La plus part des sites internet exigent que l'utilisateur accepte, normalement en cochant une case, les conditions d'utilisation avant de donner accès au site en lui-même.

9.1 Quand vous creez un compte sur un site, comment accepte -vous les conditions d'utilisation du site ?

5= Je lis toujours les conditions d'utilisation avant de les accepter
4= Je lis souvent les conditions d'utilisation avant de les accepter
3= Je lis parfois les conditions d'utilisation avant de les accepter
2= Je lis rarement les conditions d'utilisation avant de les accepter
1= Je ne lis jamais les conditions d'utilisation avant de les accepter
6= Je ne sais pas/ ne suis pas sûr de ce que cela signifie

9.2 Quand vous creez un compte sur un site que vous n'avez pas utilisé avant, lisez-vous la politique de confidentialité du site?

Davantage d'information sur la politique de confidentialité.
Sur les sites internet, en plus des conditions d'utilisation ou de la politique de confidentialité des dispositions prévoient comment les informations personnelles seront utilisées et qui y aura accès.
1= Je ne lis jamais la politique de confidentialité
2= Je lis rarement la politique de confidentialité
3= Je lis parfois la politique de confidentialité
4= Je lis souvent la politique de confidentialité
5= Je lis toujours la politique de confidentialité

9.2.1 Quand vous lisez la politique de confidentialité, habituellement, vous :
1=lisez très peu du texte 2=lisez un peu du texte 3=lisez la plus part du texte 4=lisez tout le texte

9.2.2 Quand vous avez lu la politique de confidentialité, diriez vous que :
1. Je ne sais pas si j'ai compris ou pas
2. Je ne comprends généralement rien du tout
3. Je ne comprends pas habituellement la pluspart des dispositions
4. Je comprends généralement la pluspart des dispositions
5. Je comprends généralement tout
6. Je ne sais pas/m'en souviens pas

9.2.3 Avez-vous déjà décidé de ne pas utiliser un site internet ou d'arrêter de l'utiliser parce que vous étiez insatisfait de la politique de confidentialité?
1=oui, 2=non 3=ne sais pas/ne se souviens pas

9.3.1 Pourquoi ne lisez vous jamais la politique de confidentialité?
1. Je ne savais rien de la politique de confidentialité avant maintenant
2. Je ne sais pas où trouver la politique de confidentialité sur un site
3. La politique de confidentialité est trop longue à lire
4. La politique de confidentialité est trop difficile à comprendre

5. Si je veux un compte sur un site, je ne porte pas attention à sa politique de confidentialité
6. La politique de confidentialité sur un site ne fait aucune différence à mon sens car je n'ai rien à cacher
7. La politique de confidentialité sur un site m'est indifférente car les sites eux - même ignorent leur politique
8. Si le site viole ma vie privée, la loi me protegera de toute façon
9. Autres (précisez)

10.0 Conscience et Attitudes – Utilisation de l'information

10.1 L'information que vous incluez dans votre compte ou profil sur un site peut-etre utilisée par les gérants du site pour un certains nombre d'objectifs. Etiez-vous au courant de cela?
1=oui, 2=non, 3=pas très sur de ce que cela signifie

10.2. A SVP, veuillez indiquer si vous étiez au courant que les gestionnaires de site peuvent utiliser les informations que vous incluez dans votre compte ou profil :
1=Oui 2=Non 3=Ne savait pas

10.2. B SVP, indiquez ce que vous pensez des gestionnaires de site qui utilisent les informations personnelles que vous incluez dans votre compte/profil pour:
1= C'est une chose acceptable, ils ne m'ont jamais demandé; 2= C'est acceptable mais seulement si je leur en donne la permission; 3= Innaceptable; 4= pas sûr/ ne sait pas

1. **Personnalise le contenu que vous voyez**
2. **Personnalise la publicité que vous voyez**
3. **Vous contacte par e-mail**
4. **Partage les informations (non-liées à votre nom) au sujet de votre attitude avec d'autres entités de la société commerciale**
5. **Partage vos informatios (liées à votre nom) avec d'autres entités de la société commerciale**
6. **Vend les informations (non-liées à votre nom) au sujet de votre attitude à d'autres sociétés**
7. **Rassemble de manière approfondie les informations personnelles à votre sujet pour leur propre site et les rendent disponibles aux tiers**

10.3 Serait-il acceptable si vous êtiez payé par une compensation pour autoriser le site à :

1=oui, ce serait acceptable 2=non, ce ne serait jamais acceptable 3= ça dépendra du montant payé 4= je préfererais recevoir des bonus liés au site plutôt qu'une compensation en argent 5= ne sais pas

1. **Personnalise le contenu que vous voyez**
2. **Personnalise la publicité que vous voyez**
3. **Vous contact par e-mail**
4. **Partage les informations (non-liées à votre nom) au sujet de votre attitude avec d'autres entités de la société commerciale**

5. **Partage vos informatios (liées à votre nom) avec d'autres entités de la société commerciale**
6. **Vend les informations (non-liées à votre nom) au sujet de votre attitude à d'autres sociétés**
7. **Rassemble de manière approfondie les informations personnelles à votre sujet pour leur propre site et les rendent disponibles aux tiers**

Davantage d'information sur les "COOKIES"
En plus des informations que vous avez vous-même fourni dans votre compte/profil, les sites peuvent également avoir accès aux informations relatives à votre activité sur le web telles que les sites que vous avez visité, vos préférences sur un site, etc. Les sites internet font ceci à travers les informations (parfois identifiées par le terme "cookie") enregistrées par un programme (moteur de recherche comme internet explorer, firefox, safari, ect.) que vous utilisez pour surfer sur le net.

10.4 Etes-vous au courant que ces sites ont accès aux informations concernant votre activité sur le net à travers l'utilisation des "cookies"?
1=oui, 2=non 3=pas sûr de ce que cela signifie

10.4.1 Les moteurs de recherche vous donnent l'option de refuser la permission d'enregister les informations au sujet de votre activité en désactivant les cookies dans votre moteur de recherche.
1=oui, 2=non, 3=ne me souviens pas/ ne sais pas

10.4.1.1 Pourquoi n'avez-vous-pas désactivé les cookies?
1. **Je ne pense pas que ce soit nécessaire**
2. **Les sites ne fonctionnent pas correctement si vous désactivez les cookies**
3. **Les sites sont plus lents si vous désactivez les cookies**
4. **Je ne sais pas désactiver les cookies**
5. **Autres**

<u>11.0 Risques perçus pour la confidentialité</u>

SVP, veuillez indiquer dans quelle mesure vous agréez ou pas les affirmations suivantes à propos des informations personnelles et d'internet en cliquant sur le point d'échelle qui représente le mieux votre avis , ou 1= d'accord et 7 pas d'accord.
11.1 En général, il serait risqué de donner des informations personnelles aux sites web.
11.2 Il serait d'un haut risque potentiel de perdre sa confidentialité par le fait de donner aux sites des informations personnelles.
11.3 Les informations personnelles peuvent être utilisées de manière inappropriée par les sites.
11.4 Fournir aux sites des informations personnelles pourrait impliquer plusieurs problèmes inattendus.

12.0 Protection technique

Considérant comment vous vous comportez en ligne, SVP, indiquez combien de fois vous faîtes les choses suivantes :

1=jamais 2=rarement 3=parfois 4=souvent 5=toujours 6=ne sait pas ce que c'est 7=ne sait pas comment

12.1 Regardez-vous les possibilités pour contrôler ce que les gens vous envoient en ligne (comme des cases à cocher qui vous permettent d'autoriser ou de refuser certaines offres)?

12.2 Utilisez-vous un système pour empecher l'apparition de fenêtres "pop-up"?

12.3 Verifiez-vous votre ordinateur pour les logiciels espions?

12.4 Nettoyez-vous regulièrement l'historique de votre moteur de recherche?

12.5 Bloquez-vous les messages/e-mails de la par t d'une personne dont vous ne voulez pas entendre parler?

13.0 Implication de Confidentalité

Pour chacune des questions suivantes, SVP, indiquez le degrée dans lequel vous êtes concerné, lorsque 1 = pas concerné du tout et 5 = très concerné

13.1 Etes-vous concerné par les organisations en ligne n'étant pas celles qu'elles prétendent être ?

13.2 Etes-vous concerné par le vol d'identité en ligne?

13.3 Etes-vous concerné par les gens en ligne qui ne sont pas ceux qu'ils prétendent être?

13.4 Etes-vous concerné par qui peut accéder à vos informations médicales enregistrées électroniquement ?

13.5 Etes-vous concerné par le fait que si vous utilisez votre carte de crédit pour acheter un produit sur l'internet, votre numéro de CB sera obtenu/intercepté par quelqu'un d'autre?

13.6 Etes-vous concerné par le fait que si vous utilisez votre carte de crédit pour acheter un produit sur l'internet, votre CB peut-être débitée de manière indue?

14.0 Victime d'un non-respect de votre confidentialité

14.1 Combien de fois avez- vous été personnellement la victime de ce que vous ressentez comme une intrusion impropre dans votre confidentialité sur internet, losque 1=jamais and 7 = très fréquemment.

15.0 Exposition médiatique

15.1 Combien de fois avez-vous entendu ou lu durant la dernière année à propos d'une mauvaise utilisation des informations collectées par internet, lorsque 1 = pas du tout, et 7 = énormément?

16.0 Dispositions pour valoriser la confidentialité

SVP, indiquez dans quelle mesure vous agréez ou pas avec les affirmations suivantes à propos des informations personnelles, lorsque 1= pas d'accord, et 7 = d'accord.

16.1 Comparé à mes amis, je suis plus sensible par rapport à la façon dont les sociétés traitent mes informations personnelles.
16.2 Pour moi, c'est la chose la plus importante de préserver ma confidentialité en ligne.
16.3 Comparé à mes amis, je tends à être plus concerné à propos des menaces vis à vis de ma vie privée.

17.0 Normes sociales

17.1 Les personnes , qui ont une opinion que je considère, pensent que conserver de manière privée ses informations personnelles est très important.
17.2 Mes amis pensent que je devrais porter attention à ma vie privée.
17.3 Les personnes qui me sont importantes pensent que je devrais être prudent lorsque je révèle des informations personnelles en ligne.

Pour les prochaines questions, SVP, pensez à votre comportement en général, pas seulement en-ligne.

18.0 Tendance à l'auto-révélation

Indiquez à quel degrée les affirmations suivantes reflètent votre manière de communiquer avec les gens, lorque 1=pas d'accord et 5 = d'accord.

18.1 Je ne parle pas souvent de moi-même. (R)
18.2 Je parle habituellement de moi pendant de longs moments.
18.3 Seulement de manière ératique j'exprime mes croyances et opinions personnelles. (R)
18.4 Une fois que j'ai commencé, je révèle intimement et tout de moi -même.
18.5 Je révèle souvent intimement les choses personnelles à mon sujet, sans hésitation.

19.0 Prudence générale

En pensant à votre comportement en général, pas seulement en ligne.
1=jamais 2=rarement 3=parfois 4=souvent 5=toujours

19.1 Brûlez-vous ou découpez-vous vos documents personnels quand vous vous en séparez?
19.2 Cachez-vous votre code de CB quand vous utilisez un distributeur ou faites un achat?
19.3 Est-ce que vous vous enregistrez uniquement sur des sites web qui ont une politique de confidentialité?
19.4 Regardez-vous si le site dispose d'une politique de confidentialité certifiée avant d'enregistrer vos informations?
19.5 Lisez-vous les licences d'utilisation entièrement avant de les accepter?

20.0 Démographie

Cette section traite des informations à votre sujet. Elle peut-être laissée vide mais il serait d'une utilité pour nos recherches si vous la completiez.

20.1 Sexe 1=homme; 2=femme

20.2 Age __ années

20.3 Quel est le plus haut diplôme que vous avez obtenu?
1= pas d'école formalisée
2=école primaire
3= Lycée/ bac
4= éducation secondaire (Université, enseignement technique, etc)

20.4 Activité professionnelle

NON-ACTIF	
Responsable des achats ordinaires et s'occupant de la maison, sans occupation, non-travailleur	1
Etudiant	2
Sans-emploi ou temporairement non-travailleur	3
Retraité ou incapacité physique de travailler	4
INDEPENDANT	
Agriculteur	5
Marin-pêcheur	6
Professions libérales (avocat, médecin, comptable, architecte)	7
Commerçant, artisant, ou autre auto-entrepreneur	8
Associé d'une société	9
SALARIE	
Professionnel salarié(médecin salarié, avocat salarié, architecte salarié, comptable...etc.)	10
Cadres supérieurs et dirigeants (directeur...)	11
Cadres moyens (chef de département, salarié junior, professeur, technicien)	12
Salarié, travaillant essentiellement au bureau	13
Salarié, mais itinérant (commercial, chauffeur, etc.)	14
Salarié, mais pas dans un bureau mais dans un service (hopital, restaurant, police, pompier, etc.)	15
Superviseur	16
Travailleur manuel / ouvrier spécialisé	17

Ouvrier	18

20.5 Nationalité
Autrichienne, belge, britannique, bulgare, chypriote, tchèque, danoise, néerlandaise, estonienne, finnoise, française, allemande, grec, hongroise, irlandaise, italienne, lettonne, lituanienne, maltaise, polonaise, portugaise, roumaine, slovaque, slovène, espagnole, suédoise , autres

20.6 Pays de résidence
Autriche, Belgique, Bulgarie, Chypre, République Tchèque, Danemark, Estonie, Finlande, France, Allemagne, Grèce, Hongrie, Irlande, Italie, Lettonie, Lituanie, Malte, Pays-Bas, Pologne, Portugal, Roumanie, Slovaquie, Slovénie, Espagne, Suède , Royaume-Uni, d'autres

20.7 Dans quel zone vivez-vous : Urbaine/Rurale/Suburbaine?

20.8 Principale langue parlé au foyer
Basque, bulgare, catalan, tchèque, danois, néerlandais, anglais, estonien, finnois, français, galicien, allemand, grec, hongrois, irlandais, italien, letton, lituanien, luxembourgeois, maltais, polonais, portugais, roumain, slovaque, slovène, espagnol, suédois, d'autres <veuillez donner des détails>

20.9 Religion 1 = bouddhiste, chrétienne 2 = 3 = hindous, 4 = juif, 5 = musulmans, 6 = sikhs, 7 = pas de religion, 8 = Autres (s'il vous plaît donner plus de détails)