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

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January 2013

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 285582.

CONSENT
Consumer Sentiment regarding privacy on user generated content (UGC) services in the digital economy
(G.A. 244643).
The project was co-financed by the European Union within the Seventh Framework Programme (2007-2013).
http://www.consent.law.muni.cz

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1. Key Findings

This document presents the Polish results of a qualitative study undertaken as part of the CONSENT project (work package 8). The analyses and results are based on a set of ten semi-structured in-depth interviews regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. The respective interview guideline consisted of 27 questions and sub-questions. The selection of interviewees was aiming at a 8:2 split between UGC users and non-users (including two UGC (non-SNS) users), an even gender distribution, and a further split by location (urban/sub-urban/rural) and age group to ensure as wide a representation as possible. However, the data did not reveal any links between the respondents' attitudes and their different gender, age or location, confirming the result from a quantitative study (CONSENT work package 7).

Regarding general perceptions of privacy, respondents differentiated between information that is perceived as personal but not very private, information that is perceived as private and its privacy status being a social norm, and information which is considered as private and critical, its disclosure being associated with potential personal risks. At the same time, being strongly engaged in social networking did not necessarily go together with a greater willingness to disclose information online for commercial trade-offs, and being open to commercial trade-offs was not visibly linked to a more "generous" disclosure of personal and private information on UGC sites.

Regarding the different specific practices of websites owners, respondents mostly accepted the customising of website content as a "normal" consequence of disclosing personal information online, as long as such customisation wouldn't contain any subliminal user manipulation. The majority of Polish respondents even expressed a certain liking of content customisation, as they felt it would allow them to get information they may be interested in purchasing but would not have known about otherwise. Perceptions though appeared to shift when personal information is shared without the users' permission. Here, most respondents found such practice unacceptable, because they felt they had disclosed their personal data to a specific company for a specific purpose – but not for other unknown usages. Such practice, as well as an unconsented selling of personal information to third parties, they perceived as losing control. This fear could only be turned into potential acceptance if the to-be-sold data were strictly anonymised, and under the condition that there was provided specific information which third parties would receive what information, for what purposes, and given the option to reject or withdraw consent.

As specific measures taken to maintain control, the Polish interviewees hadn't developed individual disclosure strategies but primarily relied on the basic functions of UGC websites' privacy settings, in combination with an active reading of privacy policies which they perceived as worthwhile and part of their personal responsibility. Overall, however, the majority of interviewees didn't show major concerns about their online privacy, which may partially derive from their very limited experience of negative outcomes relating to privacy. Placing this in context with the respondents' aforementioned non-acceptance of website owners' practices and their interest in privacy policies, allows for the assumption that it is, perhaps, not online privacy which is undervalued, but the actual risks of privacy violation which may be perceived as comparatively low.

2. Introduction

2.1 Study Target

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

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

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

[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").

2.2 Methodology

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

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

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

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

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

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

2.3 Description of the Sample

The data analysis for Poland is based on ten interviews with a demographic distribution which (with the exception that only one UGC (non-SNS) user could be found) fully complies with the required quota:

Interviewee No.	Gender	Age	Age category	Location category	UGC usage
I-1	male	24	15-24	Urban/Suburban	UGC user
I-2	male	27	25-34	Urban/Suburban	UGC user
I-3	female	44	35-44	Urban/Suburban	UGC (non-SNS) user
I-4	male	29	25-34	Urban/Suburban	UGC user
I-5	female	22	15-24	Urban/Suburban	UGC user
I-6	female	38	35-44	Urban/Suburban	UGC non-user
I-7	male	22	15-24	Urban/Suburban	UGC user
I-8	female	45	45+	Urban/Suburban	UGC user
I-9	female	27	25-34	Rural	UGC user
I-10	male	58	45+	Rural	UGC non-user

Within the age group of 15-24, though, young users at the lower end of this range are not represented, as all interviewees are at least 22 years old, but in all other age categories a relatively even split was achieved.

The interviews were conducted either at the interviewees' private home (four), in public spaces (three: cafe, park, restaurant), within university premises (two), or the interviewee's workplace (one). The interviewer described the interview situation as mostly relaxed and informal, with the exception of one interviewee (I-10, UGC non-user, 58 years, male) who was described as "very stressed" and only expressing his views more freely after the recording device was switched off. However, most other interviewees appeared open and interested, often revealing a rather pragmatic approach, but only two respondents showed a more indifferent attitude towards the interview's main subject of online privacy.

Most interviewees have been using the internet for at least ten years; looking at the relation between UGC usage and the age when these respondents started to use the internet, all (three) UGC non-users or non-SNS users were "digital initiates" who started using the internet beyond their teens. However, amongst those who are UGC users are both "digital natives" as well as "digital initiates":

Interviewee No.	Age	Years of Internet usage	Age when starting to use the Internet	UGC usage
I-1	24	13-14	10-11	UGC user
I-2	27	"since primary school"	max. 15	UGC user
I-3	44	7-8	36-37	UGC (non-SNS) user
I-4	29	7	22	UGC user
I-5	22	10	12	UGC user
I-6	38	10	28	UGC non-user
I-7	22	9	13	UGC user
I-8	45	12	33	UGC user
I-9	27	12	15	UGC user
I-10	58	13	45	UGC non-user

3. Results

3.1 Attitudes towards UGC Websites

Of those eight interviewees who are UGC users, only two declared that they perceived a certain peer pressure to join a social networking site: *"I joined in because all my friends were there"* (I-7, UGC user). As a primary reason was mentioned *"pure curiosity – I just wanted to know what was happening with the primary and secondary school classmates"* (I-9, UGC user). Such curiosity, however, could also be specifically targeted: *"Actually, I wanted to meet my old love from primary school"* (I-8, UGC user), and it mostly started out by these interviewees joining in with Nasza Klasa[3], but soon moving to Facebook – either *"because my friends showed up there"* (I-8, UGC user), or due to the wider range of functionalities and applications there:

> *"First it was Nasza Klasa and curiosity – it was just curiosity of what all this is about: that you can meet, find people you once stayed in touch with. And then Facebook – then I knew that it is all about contacts, but there were other advantages, too: games and applications, and I was finding it interesting"* (I-5, UGC user).

Other reasons given for opening a SNS account were to maintain contact with friends abroad, general interest, or interviewees *"simply got invited"* (I-7, UGC user).

Those respondents who didn't use SNS websites gave as reasons that they generally don't like social networking online but prefer face-to-face contacts: *"I do not think that you can have 50 friends or even ten very good friends. You can have two or three such friends, and I'd rather share information with them in person"* (I-3, UGC (non-SNS) user) – *"The real joy is in meeting with someone [offline] and talking"* (I-6, UGC non-user). One UGC non-user additionally explained that he used to have a SNS account (with Nasza Klasa), but closed it again, because *"some people I did not want to meet started visiting my account"* (I-10, UGC non-user), and after he perceived that the website provider was using his personal data for commercial purposes.

Regarding other UGC websites, the respondents mostly stated that they were either not interested, just wanted to be passive users, or that opening an account was not required for using the respective UGC site (in particular Wiki sites); micro blogging websites were perceived as too similar to SNS and, thus, not needed. One interviewee stated that she particularly disliked photo/video sharing websites due to their potential of *"mutual persecution"* and specifically teenagers trying *"to hurt each other"* (I-6, UGC non-user). Only one interviewee gave, very generally though, privacy reasons for his non-usage of UGC websites. Those who held accounts with UGC websites other than SNS didn't give any specific reasons other than finding them "*very interesting*" (I-3, UGC (non-SNS) user).

[3] Nasza Klasa, a large Polish social networking site, was first launched in 2006 connecting Polish students and alumni.

3.2 Information Disclosure – "Offline" and Online

In "offline" situations[4], the majority of interviewees gave similar answers regarding whether or not they would disclose certain personal or private information[5] to a stranger. Being asked for their marital status was mostly perceived as being *"no problem"* (I-5, UGC user) given that they had *"nothing to hide"* (I-2, UGC user). Additionally, they described how their answer would depend on the perceived motivation of the asking person, whether the stranger was an *"interesting person"* (I-8; UGC user), her or his trustworthiness, how *"involving"* (I-9, UGC user) the conversation was and, ultimately, on the interviewee's *"mood"* (I-4, UGC user) in the respective situation. If they had any doubts they would be evasive and try to direct the conversation to other topics.

Being asked by this stranger for one's salary, the interviewees indicated similarly evasive strategies – not giving the exact amount but describing the income as "quite a lot", "little", or "enough", or responding with a counter-question. Generally, such question was perceived as mostly inappropriate and a *"personal matter"* (I-7, UGC user), and being asked such a question as violating social norms.

Being asked for one's ID card number was predominantly felt as violating privacy, combined with a perceived risk of becoming subject to fraud. One interviewee stated that, generally in such situations, *"I do not talk about my private life unless these are anecdotes",* expressing a willingness to share with strangers private information, but at random and anecdotal, i.e. with the sense of it having a certain entertainment value rather than as a response to direct information sourcing.

In conversation with friends the respondents indicated, though, that they would disclose their marital status, but still mostly not their ID card number. However, they were more willing to respond to the question regarding their income, arguing that – although still being perceived as a somewhat "uncomfortable" situation – it could become subject to mutual trust and the principle of reciprocity within friendship relations.

Whereas the interviewees' responses revealed a comparably homogeneous pattern of answering in offline situations with both strangers and friends, there was a wider variation in

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

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

answers regarding what information would be disclosed online in the context of online shopping / commercial trade-offs, and even more so on UGC websites.[6]

Generally, for commercial advantages the majority of interviewees were willing to reveal their marital status as well as their date of birth, perceiving it as *"not very intimate information"* (I-6, UGC non-user). Most interviewees would also reveal their phone number and, though somewhat more reluctantly, their home address; particularly the latter was linked by some to the risk of receiving unwanted adverts – and, in one case, to their personal safety potentially being at risk. Similarly, the number and age of kids was felt by some interviewees as too personal and *"intimate information"*, the disclosure of which *"could endanger my family"* (I-6, UGC non-user). All other information was mostly indicated as not to be disclosed.

Generally, privacy as a reason for non-disclosure could be divided into different – though partially overlapping – categories:

(a) Information was perceived as generally "too private",
(b) the disclosure was linked to the perceived risk of fraud,
(c) the disclosure was linked to the perceived risk of receiving unwanted commercial offers, though mostly referring to becoming target of "offline" advertising, and
(d) the information requested was considered as "not relevant" for the website owner.

Here, the interviewees challenged the adequacy of information requests: *"If I wanted to buy a mascara I would not disclose this information [life insurance status], because I would find it entirely inappropriate, and this would not seem trustworthy to me"* (I-8, UGC user). It appeared that, even though most Polish interviewees were willing to accept commercial trade-offs to a certain level, the acceptance of such was made dependant on whether or not there was perceived a "link" between the product offered and the information to be disclosed.

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

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

Regarding the disclosure of personal and private information on UGC websites, little information was provided about the different reasons for (non-) disclosure of the various types of information. Apart from their name, most UGC users appeared to be more willing to disclose own photos, but only half of them (four out of eight) had disclosed information about their hobbies, placed they had been to, tastes and opinions.

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

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

3.3 Privacy Matters

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

Only two respondents indicated that they were aware before opening an UGC website account that website owners may use personal information provided by users to customise their site's content, three interviewees became aware only after the account was opened[7] . However, there was little information given by the interviewees how this specific awareness was actually achieved, nor when and how the interviewees became aware of the other prevailing practices of website owners: passing on personal information to third parties without the user's permission, sending unwanted emails or newsletters, selling personal or private information to other companies, or gathering in-depth information about users.

Acceptance levels – and the underlying motivation for acceptance – differed depending on the respective website owners' practice. The customising of content was mostly accepted as a *"normal"* (I-3, UGC (non-SNS) user) consequence of disclosing personal information, as long as the product or service offered was related to the topic of the website the interviewee had signed up for, *"as long as it does not dominate the website's content and is not aggressive"* (I-4, UGC user), and *"if there is no manipulation which I cannot control, any subliminal content which I cannot perceive"* (I-8, UGC user). The practice was perceived as *"the price I pay for using the portals – the price for my entertainment and my ability to do that for free"* (I-8, UGC user)[8]. The majority even expressed a certain liking of such customisation, as they felt it would allow them to get information they may be interested in purchasing but would not have known about otherwise:

> *"I think it is, generally, a very good idea. Such a customised advertisement better reaches the target audience – as long as the ads are not aggressive they are very much ok. And often they encourage you to have a look somewhere, and often there is a point in it"* (I-5, UGC user).

Only the two UGC non-users expressed their non-acceptance: *"Advertisements should, generally, not be tailored to individuals. Using personal data for commercial purposes is unacceptable"* (I-10, UGC non-user), and *"I wished I could look for the information myself rather than the other way around that a company urgently tries to submit its offers to me – which I do not necessarily like"* (I-6, UGC non-user).

However, the perceptions of users appeared to shift when personal information is being shared without permission. Here, eight respondents found such website owners' practice unacceptable, primarily because they felt that they disclosed their personal data to a specific company for specific purposes – not for unknown other usage, *"because it gets out of control"* (I-8, UGC user). Such loss of control was perceived more strongly if personal information is sold to third parties: *"I am afraid that the companies buying the data would use it for purposes I would not accept at all"* (I-8, UGC user). But, as this respondent explained further, such fears could be turned into acceptance under the condition that there

[7] For four interviewees (two of which were UGC non-users) there was no information available regarding their awareness, one interviewee (UGC (non-SNS) user) indicated that she was not aware.

[8] Similar arguments were used by the interviewees for explaining their acceptance of receiving unwanted newsletters or commercial emails.

is provided specific information which third parties receive what information about her, for what purposes, and given the option to reject it[9]. Generally, some interviewees outlined the importance of these to-be-sold data being strictly anonymised. Under such condition, two of them would accept it if there was some form of monetary compensation. Only two (other) UGC users (as well as both UGC non-users) considered such practice as completely unacceptable and immoral.

3.3.2 How Privacy matters: Protective Measures

Privacy concerns of UGC non-users primarily revealed a certain discomfort regarding the potential misuse of their personal data – a discomfort, however, which was not linked to specifically known situations, but based on a more general uncertainty. In order to "disconnect" – rather than protect – the revealed information from potential personal consequences, a method chosen by all interviewed UGC users was not to reveal their real name but using nicknames on a UGC website. Most of them, though, perceived this usage of nicknames not a measure of protecting their privacy, but as a procedure which was *"required"* (I-9, UGC user) and "*a general rule*" (I-3, UGC (non-SNS) user) – a generally accepted common practice which, if being reflected upon, was rather linked to a preference for anonymity than to privacy. Only one interviewee explained that, when using a dating website, she used a nickname because *"everyone was using nicknames, but it was also due to security reasons"* (I-8, UGC user). Another respondent described his strategy of "masking" his identity by using partially fake personal data, e.g. a fake birth date.

Another possible strategy to deal with the aforementioned uncertainty is to adapt the privacy settings of UGC websites – if such option is available (and known of). Here, five interviewed UGC users declared that they limited access to their profile to 'only friends', and two of them stated that they changed it specifically to friends but not friends of friends: One of them stated *"I think I have enough friends on the list and that's enough"* (I-8, UGC user), using privacy settings to limit the extension of social networks. At the same time, however, she decided to make her pictures also visible to friends of friends with the specific intention to establish hobby-related[10] connections with (yet unknown) people who had probably been in the same place at an event but they had not met personally. The other interviewee explained that she made some *"not too private"* (I-5, UGC user) pictures available in the less strict friends-of-friends section, because *"I think people on the pictures I do not know may be interested in the pictures and what I write about them"* (I-5, UGC user).

Both these interviewees were apparently aware that by allowing friends of friends to access some of their personal or private information they give up a substantial part of control and, therefore, deactivated such access to most of their profile whilst, on the other side, intentionally setting certain pictures to be particularly seen by friends of friends or a general public.

The other interviewees showed a somewhat lower level of reflectiveness, perceiving the 'only friends' setting as a general measure to avoid revealing personal or private information

[9] This condition was also indicated for the case of passing on user information.
[10] The interviewee's hobby is tango dancing.

about themselves to the public – mostly in combination with disclosing an overall limited amount of data. Those two interviewees who kept the default privacy setting either considered their name and picture as nothing that needed special protection, or they left their profile publicly available for the dedicated purpose of being found by old classmates: *"I have nothing to hide. I do not feel a need to make it difficult for anyone to find me if he or she wants to"* (I-9, UGC user).

Interestingly, here, it was the interviewees who appeared to be amongst those least accepting the website owners' practices of sharing and selling user information that, at the same time, were reflecting upon different levels of protection and actively "managing" their online privacy. These reflections included a willingness to give up, if perceived as with good reason, certain aspects – but not full – control.

3.3.3 Making Privacy matter: Evaluating Privacy Policies

Six out of the eight UGC users interviewed claimed that they mostly read privacy policies; two respondents (one UGC non-user and one UGC user) stated that they don't, and for two respondents (one UGC non-user[11] and one UGC user) no information was available regarding their reading (or non-reading) practices.

Whereas the non-reading interviewees didn't give any specific reasons for their not reading[12], the policy-reading interviewees reported that they are *"too complex"* (I-3, UGC (non-SNS) user) – stating a complexity which they perceived as intentional: *"I assume that if providers want to hide something they would do that in a way which would be difficult to find out. I think it is not easy to find this type of information […] I assume if they do not like something [to be seen] it is well-hidden there"* (I-1, UGC user). Here, technical and content-related difficulties in reading were perceived as densely entwined.

The main motivation for reading privacy policies appeared to be an assumed responsibility for one's own personal or private information, *"because otherwise the user cannot know what would happen to his or her data"* (I-3, UGC (non-SNS) user). Consequently, two interviewees declared that they quit using a SNS website after finding its privacy policy unsatisfactory, and – after reading the privacy of Facebook – they had changed the privacy settings accordingly.

Another two interviewees explained that they would write to the website provider and ask for clarification in case they couldn't find a website's privacy policy or perceived it as not trustworthy. Thus, rather than simply resign to finding another website which offers a similar service, these interviewees actively tried to understand and resolve the matter. Such practice may be interpreted in two different directions: Either they are (perhaps overly) optimistic that unsatisfactory privacy policies are just "misunderstandings" which can be resolved, or they are particularly accountable individuals who perceive it as their own

[11] It was reported that the interviewee did not appear to really know what privacy policies were.

[12] With the exception of one interviewee (I-10, UGC non-user), who stated that he *"no more believe[s] in privacy policies"*. Given his response regarding the expected content of privacy policies *("I do not know")*, it may be questioned, though, to what extent his attitude is based on speculation rather than experience and information.

responsibility to solve such problems at the user's end. As a consequence, three (policy-reading) respondents declared that they would not open an account if they didn't find the content expected, and only one admitted that he would think twice whether he really needed the service but, ultimately, sign in nonetheless if he concluded that he does.

Generally, the interviewees expected *"true information"* (I-3, UGC (non-SNS) user) about how their data were processed and protected, with whom they were shared or passed on to, and one respondent would specifically look for the access to personal profiles and pictures.

Ultimately, it appeared that most (policy-reading) interviewees, despite their rather critical attitude, perceived their reading of privacy policies as worthwhile and necessary to take adequate measure for protecting their privacy. Only one of them outlined his feeling that there would be more formal regulation required, but the majority assumed an active and generally positive approach.

4. Conclusion: "Is it all really so important?"

In the beginning of each interview, the respondents were asked to give their spontaneous associations with a number of terms: honesty, internet, work, family, privacy. The subsequent results show a particularly interesting contrast between the first and the last of them – honesty and privacy. Whereas honesty was mostly described as a value and a social norm, the respondents' associations with privacy were substantially different. Privacy was depicted as something that is strongly related to a place: Three interviewees associated privacy with "home", two with "intimacy", and others with "unavailability", "closed", "hidden", and "some isolation". Interestingly, positive evaluations of this space were made only implicitly (at best) and, without such evaluation, these associations appeared strangely detached.

This corresponds, to a certain extent, with the interviewers' descriptions of the various interview situations and their impressions regarding the respondents' attitudes towards the interview subject: Their approach was felt to be "pragmatic", "utilitarian", "instrumental" – or, as one interviewee stated right after finishing the interview: *"Is it all really so important?"* (I-9, UGC user).

At first sight, such statement may surprise, particularly given the rather extensive internet experience of most interviewees. In spite of this practical experience, however, none of the interviewees had had any negative occurrences so far or regretted having disclosed any personal or private information – neither regarding themselves, nor had they heard about such experiences of others. Being asked for imagining any future risks, most of them referred to a potential misuse of pictures, "embarrassing" movies, credit card fraud, receiving excessive amounts of spam emails, or employers gathering information about employees and candidates on SNS websites[13] – but most of these risks were described rather vaguely and neutrally. At the same time, it appeared that the majority of respondent UGC users had not developed specific disclosure strategies[14], which would support the assumption that their current perceptions, attitudes and practices are, at least partially, based on the lack of negative experiences.

However, in contrast to their seemingly low interest in online privacy matters, the interviewees revealed a comparably strong interest in privacy policies, perceiving their reading as a distinctive measure of keeping control. Here, looking at "objectivity" – another one of the interviewees' initial associations with the term privacy – may provide a potential explanation: Understood in the sense of objectiveness which is, then, linked to reality, truth and evaluation, the aforementioned predominantly "static" privacy concepts of Polish respondents confirm the assumption that it is, perhaps, not online privacy which is undervalued, but the actual risks of privacy violation online which are perceived as comparatively low.

[13] The latter was predominantly seen as an acceptable practice which – if uploaded personal and private data are chosen carefully – may even have a positive effect.

[14] Except for using a special email address for signing in and potentially receiving spam mail.

Acknowledgements

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

Appendices

A.1 Interview Guidelines (English)

Instructions for Interviewers

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

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

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

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

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

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

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

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

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

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

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

UGC use - willingness to share information - beliefs & attitudes on different types of information - motivations for settings of who can view information	**Q.13 Who can see your profile and/or your photos?** *Probe* **Why have you set things up in that way?** **Q.14 Have you ever regretted posting some information on one of these sites?** *If yes:* **Q.15 Can you tell me a little bit about it...what happened? Why did you regret the posting?** *If respondent <u>does not</u> mention commercial info & negative effects, then also ask 16.1 and 16.2* *If no:* **Q.16 Could you imagine a situation when you might regret it?** *Probe to determine whether lack of concern about respondent's own posting is due to:* *i. respondent posting little information, or* *ii. always thinking carefully before posting, or* *iii. thinking that it is no problem that everybody has access to information about them* *If NOT i and ii then ask:* **16.1 Do you receive commercial info that you think is a result of the personal information that you have posted? If yes, how do you feel about this?** *Probe to determine exactly:* *i. if the respondents are aware of consequences of putting information online* *ii. why some are more acceptable than the others* *iii. do people accept that receiving commercial info is part of the commercial trade-off for using the service* **16.2 What do you think can happen (for example regarding job selection, reputation) as a result of personal information you have posted?** *If Yes-* **How do you think this will happen?** *If No-* **Why don't you think this is possible?** *Probe to determine exactly how the respondents think about other people using their own information posted on UGCs. Use a neutral tone to allow both positive and negative reactions.* *Running Total: 42 min*
ALL RESPONDENTS **Usage of**	*If not previously established up to this point* **Q.17 Have you yourself ever used an alias or a nickname when giving information online? In what case/s and why? Or, if you**

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

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

A.1 Interview Guidelines (Polish)

Instrukcja dla osób przeprowadzających wywiad

Intencję przeprowadzenia wywiadów stanowi pogłębienie rozumienia poglądów, myśli, odczuć, doświadczeń i zachowań dotyczących prywatności, bazującego na wynikach ilościowych uzyskanych z WP7. Kluczowe jest umożliwienie respondentom dokonania możliwie jak najbardziej swobodnej wypowiedzi oraz umożliwienie budowania ciągów myślowych, bardziej niż przeprowadzanie wywiadu według predefiniowanego wzoru odpowiedzi tak/nie lub wyboru jednej z kilku możliwych odpowiedzi. Oczywiście jednym z największych wyzwań dla osoby przeprowadzającej standaryzowany otwarty wywiad jest zachowanie równowagi pomiędzy umożliwieniem swobodnej wypowiedzi a utrzymywaniem kontroli - prowokowanie wspomnień i skojarzeń bez przekraczania możliwych do zaakceptowania granic - a sposób sformułowania pytań na potrzeby wywiadu uwzględnia to.

Jednakże przeprowadzanie wywiadu na kompleksowy temat będzie zawsze kompleksowym zadaniem, a podążanie za praktycznymi wytycznymi ma pomóc w redukowaniu przynajmniej części z zawiłości.

Planowanie: umów spotkanie z respondentem w miejscu, w które on/ona sam/-a wybierze, i w którym będzie się czuł/-a swobodnie, ale pamiętaj, że to miejsce powinno zapewnić prywatność i umożliwić przeprowadzenie wywiadu bez niepotrzebnych czynników rozpraszających uwagę. Unikaj ścisłych harmonogramów przeprowadzania wywiadu, ponieważ presja czasu może się w sposób niezamierzony udzielić respondentowi.

Zaznajom się ze wskazówkami dotyczącymi przeprowadzania wywiadu: przećwicz zadawanie pytań przed przeprowadzeniem wywiadu, przeczytaj dokładnie instrukcje znajdujące się przy pytaniach (zaznaczone pochyłą czcionką). Trzymaj się wytycznych i nie przeskakuj między pytaniami.

Zapoznaj się ze sprzętem: zrób krótką próbę nagrywania przed przeprowadzeniem każdego wywiadu, aby upewnić się, że sprzęt do nagrywania działa prawidłowo, a baterie są wystarczająco naładowane.

Zadawaj otwarte pytania: zwłaszcza przy sondowaniu odpowiedzi respondenta, kuszące jest zadawanie pytań sugestywnych (np. „Więc myślisz, że/czy nie uważasz, że…?), na które można odpowiedzieć krótko tak lub nie. Powinno się unikać takich odpowiedzi (tak/nie), ponieważ celem wywiadu jest uzyskanie bardziej szczegółowych odpowiedzi. Próbuj zadawać przez cały czas bezpośrednie otwarte pytania i używaj technik sondowania, takich jak empatia, spodziewane przerwy lub powtarzanie odpowiedzi respondenta, które dają mu wystarczający czas na opracowanie wypowiedzi.

Bądź czujny: Pomimo tego, że utrzymywanie interakcji jest ważne, najważniejszym zadaniem osoby przeprowadzającej wywiad jest słuchanie i obserwowanie całej rozmowy. Ponadto zaleca się, aby być czujnym i przygotowanym na zrobienie notatek po wywiadzie, ponieważ respondenci często przekazują kluczowe informacje zaraz po wyłączeniu dyktafonu.

Wprowadzenie	Instruktaż
Wszyscy respondenci **Wstęp** [ok. 5 min] - Podziękowanie - Twoje imię i nazwisko - Cel - Anonimowość - Czas trwania - W jaki sposób wywiad zostanie przeprowadzony - Podpisanie zgody na wywiad na formularzu przeznaczonym do tego celu	**Chciałbym Panu/Pani podziękować za znalezienie czasu na spotkanie. Nazywam się ---------- i chciałbym porozmawiać z Panem/Panią na temat Internetu, o tym co Panu/Pani podoba się, a co nie podoba w Internecie oraz w jaki sposób Pan/Pani z niego korzysta.** **Jak już było wspomniane podczas ustalania tego spotkania, niniejszy wywiad zostanie przeprowadzony jako część projektu CONSENT, który jest współfinansowany ze środków Komisji Europejskiej. CONSENT ma służyć zebraniu opinii i poglądów użytkowników Internetu ze wszystkich krajów Unii Europejskiej. Jeśli Pan/Pani sobie życzy, mogę podać Panu/Pani więcej informacji nt. projektu CONSENT pod koniec tego wywiadu.** **Pana/Pani opinia jest dla bardzo ważna dla naszego badania oraz zostanie wzięta pod uwagę podczas sporządzania końcowego raportu.** **Ten wywiad powinien zająć mniej niż jedną godzinę. Będę nagrywał ten wywiad, ponieważ nie chcę pominąć żadnej Pana/Pani wypowiedzi. Pomimo, że będę robił notatki podczas tej sesji, to prawdopodobnie nie jestem w stanie pisać tak szybko, aby wszystko zostało dokładnie zanotowane. Ponieważ wywiad jest nagrywany, proszę upewnić się, że mówi Pan/Pani na tyle głośno, że nie umknie nam żadna z Pana/Pani wypowiedzi.** **Wszystkie Pana/Pani odpowiedzi zostaną zachowane w tajemnicy. Oznacza to, że Pana/Pani odpowiedzi na pytania będą przekazane innym badaczom oraz że informacje ostatecznie zawarte w raporcie końcowym nie będą pozwalały na identyfikację Pana/Pani jako respondenta. Pana/Pani imię i nazwisko nie będzie w żaden sposób powiązane z odpowiedziami, które Pan/Pani udzieli.** **Proszę przeczytać oraz podpisać niniejszy formularz, w którym wyrazi Pan/Pani zgodę na ten wywiad. Czy ma Pan/Pani w związku z tym jakieś pytania?** **Proszę pamiętać, że nie musi Pan/Pani mówić o niczym na co nie ma Pan/Pani ochoty oraz że może Pan/Pani zakończyć ten wywiad w każdej chwili. Czy to Panu/Pani odpowiada?** *Całkowity czas trwanial: 5 min*
Objectives	**Questions**
WSZYSCY RESPONDENCI	**Q.1 Aby rozpocząć pobawimy się w krótką grę/przeprowadzimy krótkie ćwiczenie: Będę wyczytywał słowa i będę Pana/Panią prosił o podanie pierwszej pary rzeczy, która przyjdzie Panu/Pani**

Gra: Skojarzenia słów [ok. 3 min] - określenie czołowych skojarzeń z prywatnością	**na myśl/wpadną Panu/Pani do głowy, gdy słyszy Pan/Pani takie słowa.** **Spróbujmy najpierw na przykładzie: Jaka jest pierwsza rzecz, która przychodzi Panu/Pani do głowy, gdy mówię słowo „lato"? Czy coś jeszcze?** *Zachęć respondenta do używania krótkich wyrażeń lub pojedynczych słów oraz unikania długich opisów I wypowiedzi.* *Słowa testowe:* **uczciwość, Internet, praca, rodzina, prywatność** *Całkowity czas trwania: 8 min*
WSZYSCY RESPONDENCI **Gotowość do ujawnienia osobistych informacji w różnych sytuacjach** [ok. 8 min]	**Q.1.1 A teraz porozmawiajmy o czym innym.** **Chciałbym, aby Pan/Pani wyobraził sobie, że jest Pan/Pani w samolocie, a osoba, która siedzi obok Pana/Pani, ktoś nieznajomy, kogo raczej Pan/Pani nigdy więcej nie spotka, jest bardzo gadatliwym przedstawicielem tej samej płci oraz jest w tym samym wieku co Pan/Pani. On/Ona zaczyna mówić o różnych rzeczach, a po 15 minutach zaczyna również dopytywać się czy jest Pan/Pani singlem, czy też jest Pan/Pani żonaty/zamężna, albo czy jest Pan/Pani w stałym związku, co mu/jej Pan/Pani odpowie?** *Pozwól respondentowi wypowiedzieć się swobodnie i tylko jeśli nie uzasadnią dlaczego tak, lub dlaczego nie, dopytaj o to.* **Q.1.2 Co jeśli on/ona zapytałby Pana/Panią ile Pan/Pani zarabia? Co by Pan/Pani wtedy zrobił/zrobiła?** *Pozwól respondentowi wypowiedzieć się swobodnie i tylko jeśli nie uzasadnią dlaczego tak, lub dlaczego nie, dopytaj o to.* **Q.1.3 Co jeśli oni powiedzieliby Panu/Pani, że mogą użyć numerów swoich dowodów osobistych, ażeby wytypować numery do gry w loterii. On/ona zapytałby o Pana/Pani numer dowodu osobistego? Co by Pan/Pani wówczas zrobił(a)?** *Pozwól respondentowi wypowiedzieć się swobodnie i tylko jeśli nie uzasadnią dlaczego tak, lub dlaczego nie, dopytaj o to.* **Q.1.4 A teraz proszę sobie wyobrazić, że zamiast gadatliwego współpasażera, te same pytania zadaje Panu/Pani znajomy, z którym spotyka się Pan/Pani kilka razy w roku. Co by Pan/Pani wówczas zrobił?** *Sprawdź każdą z możliwości: czy jest Pan/Pani singlem, czy też jest żonaty/zamężna, albo jest w stałym związku, ile zarabia, numer dowodu osobistego. W każdym przypadku zapytaj, czy respondent zdecyduje się na powiedzenie prawdy i dopytaj go o powody.*

	Całkowity czas trwania: 16 min
WSZYSCY RESPONDENCI **Doświadczenie z Internetem i stosunek do niego** [ok. 5 min]	**Q.2 Porozmawiajmy teraz trochę więcej o Internecie. Od kiedy używa Pan/Pani Internetu?** **Q.3 Co najbardziej lubi Pan/Pani w Internecie?** **Q.4 Czego najbardziej nie lubi Pan/Pani w Internecie?** *Całkowity czas trwania: 21 min*
WSZYSCY RESPONDENCI **Podstawowe przekonania i postawy odnoszące się do handlu i wymiany danych osobowych** [ok. 5 min]	**Q.5 Proszę sobie wyobrazić, że wchodzi Pan/Pani na stronę (serwisu) zniżkowego, np. na stronę taką jak GROUPON** *<albo podobną, proszę wybrać najbardziej odpowiednią stronę dla swojego kraju>***.** **Serwis ten oferuje swoim członkom zniżki do 50% na różne produkty oraz usługi (np. książki, podróże, artykuły gospodarstwa domowego, ubrania). Serwis przeprowadza obecnie promocję i oferuje nawet do 75% zniżki dla każdego odwiedzającego stronę serwisu, który przekaże serwisowi więcej informacji, aniżeli standardowe imię i nazwisko oraz adres e-mail. Jakie informacje jest Pan/Pani w stanie podać, aby uzyskać te 75% zniżki?** *Zacznij wyczytywać z listy:* **numer telefonu, adres domowy, data urodzenia, roczne dochody, stan cywilny, ilość dzieci, wiek dzieci, numer paszportu albo dowodu osobistego, adres e-mail partnera albo małżonka, status ubezpieczenia na życie, status ubezpieczenia domu.** *Odnośnie do tych pozycji, które dotyczą danych, których respondent nie chce przekazać serwisowi, spytaj o przyczyny :* **Q5.i Dlaczego nie?** *albo* **Dlaczego nie przekazałby Pan/Pani swojego ...** *Całkowity czas trwania: 26 min*
WSZYSCY RESPONDENCI **Korzystanie z Internetu** [ok. 2 min]	**Q.6 Proszę mi powiedzieć, jakich stron internetowych używa Pan/Pani w ciągu typowego tygodnia oraz do jakich celów.** *Sprawdź, czy opisana wyżej aktywność internetowa (włączając w to używanie serwisów UGC oraz serwisów społecznościowych) ma wpływ na styl życia respondenta, jego zwyczaje oraz relacje społeczne (tylko 2 min. na to pytanie, więc nie wgłębiaj się w szczegóły).* *Całkowity czas trwania: 28 min*

WSZYSCY RESPONDENCI

Korzystanie z serwisów z treścią generowaną przez użytkowników (UGC)

[ok. 5 min]

- Ustalenie czy respondent jest użytkownikiem stron UGS
- Ustalenie czy respondent jest użytkownikiem serwisów społecznościowych
- Ustalenie, z jakich stron UGC respondent korzysta najczęściej
- Wiąże z ustaleniami dokonanymi na podstawie kwestionariusza online

Pokaż kartę A

Q.7 To jest lista wybranych stron internetowych <*pokaż listę serwisów UGC używanych w poszczególnych krajach z pakietu roboczego WP7* >**. Czy mógłby mi Pan/Pani powiedzieć czy ma Pan/Pani konto w którymś z tych serwisów (nie chodzi wyłącznie o odwiedzenie strony serwisu). Jeśli tak, to jak często loguje się Pan/Pani do tego serwisu?** <*Zapisz, czy i z jakich serwisów społecznościowych lub stron z treścią generowaną przez użytkowników (UGC) respondenci korzystają najczęściej.*>

Pokaż kartę A:

A. Strony serwisów społecznościowych, takich jak Facebook, <*Krajowe serwisy społecznościowe wykorzystane w pakiecie roboczym WP7*>

B. Serwisy społecznościowe skupione na rozwoju kariery i życia zawodowego, takie jak Linkedin, Xing.com

C. Serwisy randkowe takie jak parship.com

D. Strony, umożliwiające dzielenie się zdjęciami, filmami itp., takie jak Youtube, flickr

E. Strony umożliwiające zamieszczanie rekomendacji oraz recenzji (filmów, muzyki, książek, hoteli itp.), takie jak last.fm, tripadvisor

F. Strony umożliwiające mikrobloging, takie jak Twitter

G. Strony Wiki, takie jak Wikipedia, myheritage

H. Wielosobowe gry online, takie jak secondlife.com, World of Warcraft

Dowiedz się, ile czasu dziennie/tygodniowo respondent spędza na stronach serwisów społecznościowych i na stronach z treścią generowaną przez użytkowników (pod warunkiem, że wcześniej nie zostało to ustalone w pytaniu Q6)

Całkowity czas trwania: 33 min

RESPONDENCI, KTÓRZY NIE UŻYWAJĄ LUB ZAPRZESTALI UŻYWANIA STRON UGC WYMIENIONYCH W PYTANIU Q7

Powody nieużywania stron UGC
[ok. 3 min]

Q.8 Dlaczego nie ma Pan/Pani konta w którymś z tych serwisów, albo dlaczego usunął Pan/Pani to konto, bądź zaprzestał korzystania z niego? Czy coś jeszcze chciałby Pan/Pani dodać?

Sprawdź wszystkie powody, ale zapisz tylko pierwszy i drugi podany powód.

Jesteśmy zainteresowani dalszym zgłębieniem powodów związanych z obawami respondenta dotyczącymi:
- konsekwencji podania informacji online,
- tego, w jaki sposób informacje o nim są wykorzystywane,
- tego, czy można zaufać stronie UGC, oraz
- dotyczącymi jakichkolwiek innych kwestii związanych z

	prywatnością. *<u>Jeśli kwestie związane z prywatnością/sposobem używania informacji/zaufaniem nie są wskazane jako powód niekorzystania (zaprzestania korzystania) ze stron UGC, zapytaj:</u>* **Q.9 Jaki powód mógłby skłonić Pana/Panią do utworzenia wkrótce konta w którymś z tych serwisów?** *Pozwól respondentowi wypowiedzieć się swobodnie, a następnie spróbuj delikatnie dowiedzieć się, czy respondent odczuwa jakąkolwiek presję utworzenia konta w którymś z serwisów UGC.* *<u>Jeśli kwestie związane z prywatnością/sposobem używania informacji/zaufaniem zostały poruszone, zapytaj:</u>* **Q10. Wspominał/a Pan/Pani, że jednym z powodów (podaj ten powód), dla których nie korzysta Pan/Pani z serwisów UGC to** *<cokolwiek respondent powiedział, co odnosiłoby się do prywatności/wykorzystania informacji>***. Czy może mi Pan/Pani powiedzieć trochę więcej na temat swoich obaw?** *Sprawdź <u>dogłębnie</u>, aby ustalić:* *i. jaki aspekt stron UGC respondent uważa za nieakceptowalny i dlaczego;* *ii. przekonania dotyczącego tego, w jaki sposób strony internetowe wykorzystują informacje;* *iii. przekonania dotyczące celu działalności serwisów UGC.* *Całkowity czas trwania: 36 min*
RESPONDENCI, KTÓRZY KORZYSTAJĄ ZE STRON UGC Z PYTANIA Q7 **Strony UGC – Motywacje i korzystanie** [ok. 6 min] Ustalenie: - motywacji do	**Q.11 Dlaczego zaczął Pan/Pani korzystać z** *< Serwisów Społecznościowych, jeśli respondent korzysta. Jeśli respondent nie korzysta z Serwisów Społecznościowych, wówczas podaj stronę UGC z pytania Q7, z której respondent korzysta najczęściej>***?** *Spróbuj ustalić główne motywatory korzystania ze strony.* **Q. 12 W ciągu całego czasu korzystania z tych serwisów, jakie informacje o sobie zamieścił tam Pan/Pani?** *Daj respondentom czas na udzielenie odpowiedzi oraz pozwól im odpowiedzieć własnymi słowami, ale sprawdź następujące informacje: imię i nazwisko, adres domowy, twoje zdjęcia, zdjęcia twojej rodziny i przyjaciół, nagrania*

korzystania ze stron UGC
- gotowość do dzielenia się informacjami
- przekonania i postawy odnośnie do różnych rodzajów informacji
- motywacji do ustanowienia, kto może widzieć informacje

audio-wideo, informacje medyczne, hobby, sporty, odwiedzone miejsca, gusta i opinie itp.

Q.13 Kto może widzieć Pana/Pani profil i/lub Pani/Pana zdjęcia?
Sprawdź **Q15 Dlaczego wybrał Pan/Pani takie ustawienia?**

Q.14 Czy kiedykolwiek żałował/a Pan/Pani zamieszczenia jakichś informacji w którymś z tych serwisów?

Jeśli tak: **Q.15 Czy może mi Pan/Pani powiedzieć trochę więcej o tym … co się stało? Dlaczego żałował/a Pan/Pani?**

Jeśli respondent nie wspomniał o informacjach o charakterze komercyjnym ani o negatywnych skutkach, zadaj również pytanie: 16.1 i 16.2

Jeśli nie: **Q.16 Czy może sobie Pan/Pani wyobrazić sytuację, w której mógłby Pan/Pani żałować?**
Spróbuj ustalić, czy brak obaw respondenta dotyczących zamieszczania informacji wynika z faktu, że:
i. respondent zamieszcza mało informacji lub
ii. zawsze starannie przemyśla zamieszczenie informacji, lub
iii. jest przekonany, że to nie problem, iż wszyscy mają dostęp do informacji o nim
Jeśli NIE i oraz NIE ii wówczas zadaj pytanie:
16.1 Czy otrzymuje Pan/Pani informacje o charakterze handlowym, które mogą być wynikiem zamieszczenia przez Pana/Panią osobistych informacji? Jeśli tak, jak się Pan/Pani do tego ustosunkowuje?

Spróbuj ustalić dokładnie :
iv. czy respondenci są świadomi konsekwencji zamieszczania informacji online
v. dlaczego niektóre konsekwencje są bardziej akceptowalne niż pozostałe
vi. czy ludzie akceptują otrzymywanie informacji handlowych jako część swoistego rodzaju wymiany za (bezpłatne) korzystanie z serwisu

16.2 Co według Pana/Pani może się stać (np. w odniesieniu do procesu rekrutacji do pracy lub w odniesieniu do reputacji) w wyniku zamieszczenia przez Pana/Panią osobistych informacji?

	Jeśli Tak – **Jak według Pana/Pani mogłoby się to stać?** *Jeśli Nie* - Dlaczego nie uważa Pana/Pani tego za możliwe? *Zbadaj dokładnie, co respondenci myślą o innych ludziach wykorzystując zamieszczone przez nich samych informacje w serwisach UGC. Używaj neutralnego tonu, aby umożliwić wystąpienie zarówno pozytywnych, jak i negatywnych reakcji.* *Całkowity czas trwania: 42 min*
WSZYSCY RESPONDENCI **Używanie pseudonimów oraz ksywek** [ok. 2 min] - badanie stosunku do ujawniania osobistych informacji w różnych sytuacjach	*Jeśli wcześniej nie ustalono tego* **Q.17 Czy kiedykolwiek używał Pan/Pani pseudonimów lub ksywek podczas podawania informacji online? W jakim przypadku/przypadkach miało to miejsce i dlaczego? Lub: Jeśli nigdy tak Pan/Pani nie postąpił/postąpiła, co Pan/Pani sądzi o tego typu postępowaniu?** *Zbadaj w szczegółach.* *Całkowity czas trwania: 44 min*
WSZYSCY RESPONDENCI **Nastawienie do wykorzystywania osobistych informacji przez strony** [ok. 8 min] *Okaż kartę B*	**Q.18 Informacje, które użytkownicy zamieszczają na swoim koncie lub profilu mogą być wykorzystane przez właścicieli tych stron internetowych do wielu celów, takich jak: dostosowywanie wyświetlanej zawartości oraz reklam, wysyłanie wiadomości e-mail, gromadzenie bardzo osobistych informacji o użytkownikach itp. Czy wiedział Pan/Pani o tym podczas rejestracji na stronie internetowej (na portalu społecznościowym/stronie z treścią generowaną przez użytkowników UGC/SNS)? Co Pan/Pani o tym sądzi?** *Zapisz, czy respondent był świadomy celów i zbadaj jego nastawienie do wykorzystywania informacji o użytkowniku dla każdego z następujących celów:* *Okaż kartę B:* 4. *dostosowywanie wyświetlanych reklam (wyświetlanie reklam zgodnie z Pana/Pani zainteresowaniami)* 5. *udostępnianie innym działom firmy informacji (które mogą być powiązane z Pana/Pani imieniem i nazwiskiem) dotyczących Pana/Pani zachowań w serwisie* 6. *sprzedaż informacji (nie powiązanych z Pana/Pani imieniem i nazwiskiem) dotyczących Pana/Pani zachowań w serwisie innym firmom*

	Spytaj respondenta przy <u>każdym omawianym celu</u> o powody, dla których uważa, że dane wykorzystanie osobistych informacji jest akceptowalne/nieakceptowalne. *Jeśli wcześniej nie poruszono tej kwestii, dla każdego celu, który respondent uważa za nieakceptowany, zadaj pytanie:* **Q.19 Pod jakimi warunkami, jeśli w ogóle, uważałby Pan/Pani za akceptowalne dla użytkowników udzielenie informacji o sobie, które miałyby być wykorzystane przez stronę internetową do** *<cele, które respondent uważa za nieakceptowalne >***?** *Spróbuj ustalić czy respondent zaakceptowałby los w zakładzie pieniężnym/na loterii, punkty zbierane na stronie, takie jak np. punkty Facebook, udział w zyskach ze strony internetowej, pieniądze.* *Całkowity czas trwania: 52 min*
WSZYSCY RESPONDENCI **Stosunek do i zachowania odnoszące się do polityki prywatności** [ok. 4 min]	**Q20. Co Pan/Pani sądzi o polityce prywatności serwisów UGC/portali społecznościowych, z których Pan/Pani korzysta? Czy czytał/a ją Pan/Pani zanim zarejestrował/a się Pan/Pani w tym serwisie?** *(wybierz jeden serwis jako przykład, jeśli nie do pytania Q7, wybierz wówczas stronę, której respondent używa najczęściej)* *Jeśli tak* – **czego szukał(aby) Pan/Pani? Jeśli nie znalazłby Pan/Pani tego, czego Pan/Pani szukał/szukała, co by Pan/Pani zrobił/zrobiła?** *Spróbuj ustalić:* *- czy ludzie rzeczywiście czytają politykę prywatności;* *- czego szukają, jeśli czytają politykę prywatności (obecności/nieobecności jakich cech? zapewnień?) oraz* *- co robią, jeśli nie znajdą tego, czego szukają w polityce prywatności (kontynuują mimo to używanie strony internetowej? nie zaczynają/przestają używać strony internetowej?)* *Całkowity czas trwania: 56 min*
WSZYSCY RESPONDENCI **Podziękowania i zakończenie**	**To wszystko z mojej strony, czy jest jeszcze coś co Pan/Pani chciałby dodać?** *Zachęć do dalszej aktywności.* *Poinformuj o kolejnych krokach, przekaż więcej informacji na temat projektu CONSENT, jeśli respondent tego sobie życzy.* **Dziękuję bardzo za Pana/Pani cenny wkład do naszego projektu!**

	Całość: 60 min

B. Pre-Analysis Template

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

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

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

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

A. Word Associations (Q1)

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

B. General Attitudes and Behaviour towards Disclosure of Personal Information

Willingness to give the following information:

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

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

Additional Quotes:

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

D. General Internet-related Attitudes

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

Additional Quotes:

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

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

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

Additional Quotes:

F. Everyday Internet Routines (Q6, Q7)

Frequency per day/week of

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

Additional Quotes:

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

G.1 Interviewee holding / not holding accounts with one or more of the following sites (Q7, Q,8, Q11):

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

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

Additional Quotes:

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

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

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

Additional Quotes:

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

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

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

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

Additional Quotes:

G.5 Privacy Settings (Q13)

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

Specific Quotes:

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

	Situation where the disclosure of information was regretted	**Consequences**
Actual (own) experience		
Experiences of others		
Imagining future situations		

Specific Quotes:

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

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

Specific Quotes:

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

		Reasons for/against using an alias or nickname
Yes		
No		

Specific Quotes:

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

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

Specific Quotes:

G.9 Privacy Policies (Q20)

G.9.1 Reading privacy policies

Reading privacy policies before signing up		Reasons
	Mostly yes	
	Mostly not	

G.9.2 Content of privacy policies

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

Specific Quotes: