

Who Cares? Young Europeans' attitudes towards the disclosure of personal identity data

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Résumé en anglais	In policy circles, there is increasing attention to the privacy and safety of young people's personal identity data. Identity disclosure seems to be an integral part of young people's lifestyles. Also, there is mixed evidence on the different attitudes regarding disclosure between young adults and more mature cohorts. The present research examines peoples' practices in relation to various services (e.g. social networking, health). It gauges opinions, thoughts and motivations towards personal identity data management and covers policy preferences in relation to the protection of identity data. The study was conducted in seven EU Member States, covering four regional groups where attitudes to disclosure have been shown to differ. Two focus groups were run in each country; one with young people aged 15 to 25, the other involving adults (25 to 70 years old). Analysis is based on two complementary qualitative techniques, using textual analysis software. Content analysis was used to identify the main topics emerging from the groups' interactions, while a 'discriminate' analysis was performed to obtain a deeper insight into discourses' similarities and differences in relation to specific variables such as age and regions/countries. While this research does not aim to provide a comprehensive view of Europeans' perceptions, it highlights significant differences, particularly between young people and adults and between the different countries (cultural differences). This study consequently has significant scientific and policy implications. The results will help shape a final questionnaire for a EU27 survey on the same subject. This work will help the European Commission direct the Information Society agenda in the years to come.
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