



# FIDIS

Future of Identity in the Information Society

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Author: WP11  
Editors: Denis Royer (JWG, Germany)  
André Deuker (JWG, Germany)  
Reviewers: Kai Rannenber (JWG, Germany)  
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## *Summary*

The deliverable in hand provides the results of an explorative survey on the control model for identity related data in location-based services (LBS) presented in FIDIS deliverable D11.2.

The survey was performed to explore the influence of LBS characteristics (pull vs. push based, indirect vs. direct profile creation) on the perceived amount of control participants have about the disclosure of their identity.

Four scenarios, each reflected a different aspect of the control model, have been designed and tested.



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## **Foreword**

FIDIS partners from various disciplines have contributed as authors to this document. The following list names the main contributors for the chapters of this document:

| <b><i>Chapter</i></b>                | <b><i>Contributor(s)</i></b>  |
|--------------------------------------|---|
| <b>1 Executive Summary</b>           | André Deuker (JWG), Denis Royer (JWG)   |
| <b>2 Introduction</b>                | André Deuker (JWG), Denis Royer (JWG)   |
| <b>3 Focus and Goal of the Study</b> | Els Soenens (VUB), Bence Kollanyi (ITTK), Denis Royer (JWG), and André Deuker (JWG) |
| <b>4 Methodology</b>                 | Els Soenens (VUB), Bence Kollanyi (ITTK), Denis Royer (JWG), and André Deuker (JWG) |
| <b>5 Analysis of Results</b>         | Bence Kollanyi (ITTK)   |
| <b>6 Conclusion</b>                  | André Deuker (JWG), Denis Royer (JWG)   |

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## 1 Executive Summary

The FIDIS Network investigated a number of aspects that affect and describe relations between the terms “mobility” and “identity”. Within Work Package 11 a number of theories have been used to describe and derive linkages, influences, and relationships between those two terms.

The deliverable in hand provides an explorative survey on the control model for identity related data in LBS that first has been introduced in FIDIS deliverable D11.2 on “*Identity and Location Based Services*”.

The survey was conducted between May 2009 and the beginning of July 2009 and has been performed by using the *LimeSurvey*<sup>4</sup> online tool. The questionnaire being used for the survey was translated into German, Dutch, English, and Hungarian. Moreover, the set of participants was constituted by (former) students or members of universities in different European countries.

The goal of the survey was to elaborate on whether characteristics of location based services (LBS) (pull vs. push based, indirect vs. direct profile creation) are correlated to the perceived amount of control participants have about the disclosure of their identity. Each of the scenarios illustrated above represented different level of control over the delivery of the service, as well as control over the creation of a profile.

With regard to level of control, surprisingly the differences between the four groups were very small on a not significant level. This contradicts our intuition as we expected that the perceived control is higher in case of pull services as well as in case of direct profile creation.

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<sup>4</sup> LimeSurvey allows users to quickly create intuitive, powerful, online question-and-answer surveys that can work for tens to thousands of participants without much effort. More information can be found at <http://www.limesurvey.org/>

## 2 Introduction

The FIDIS Network investigated a number of aspects that affect and describe relations between “mobility” and “identity”. Within Work Package 11 (WP11) a number of theories have been used to describe and derive linkages, influences, and relationships between those two terms.

Within this deliverable one of the described concepts should be evaluated in more detail, based on a service on location based service scenarios. The initial model for the control of identity related data in LBS has been introduced in FIDIS deliverable D11.2 on “Location Based Services (LBS)”.

In order to enjoy a LBS, processing of personal data is a necessity. Consequently, the usage of LBS is connected to certain privacy risks. However, the risk of losing control over one’s (personal) data depends on the characteristics of the specific LBS. More in concrete, the type of delivery of the LBS (this can either be pull or push) and the way a user profile is created (direct or indirect) can influence one’s judgment of the privacy implications. The question then is whether people – when made aware of these privacy implications – indicate differences in the intention to use a LBS. Our research question can be formulated as following:

***“How is the intention to use of a certain location based service (LBS) affected by the possibility of losing control over one’s data?”***

In fact, on the basis of a survey, we want to find out whether users who intend to use a specific LBS, appreciate (or not) to maintain a certain degree of control over the release of their data and over the profiles being applied upon them. We have created several scenarios to face the respondents with the possible consequences of using specific LBS. In short, the four scenarios represent differences between pull and push services on the one hand and services with direct and indirect profiling on the other hand. The respondents to the survey are asked to evaluate several parameters including trust and the value of privacy for each of the presented scenarios.

In the following a description of the study’s focus and goals is given. The underlying theory, the initial model for the control of identity related data in LBS, as well as applied method and the set up of the study are described.

### 3 Focus & Goals of this study

The focus of this study is tailored towards the influence of following dimensions on the intention to use the service:

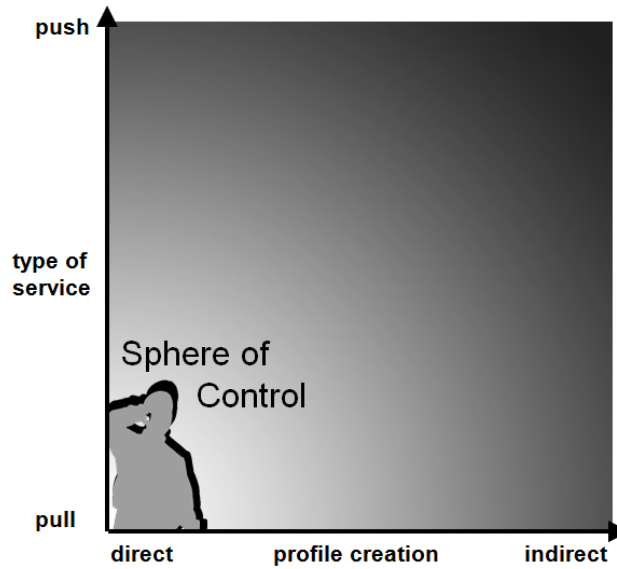
- The level of perceived control (on the LBS)
- The perceived convenience when using a service
- The perceived value of the service
- The trust in a service (provider)

#### 3.1 Initial Model for the Control of Identity related Data in LBS

An initial model that was discussed in the context of WP11 is shown in *Figure 1*. Here the relation between the delivery of a service (push vs. pull) and the creation of a user profile, as some kind of identity related data or partial identity (direct vs. indirect) is described. For the delivery of the service, we refer to the commonly used concept of “push technology” (or server push), describing a style of Internet-based communication where the request for a given transaction originates with the publisher or central server. It is contrasted with pull technology, where the request for the transmission of information originates with the receiver or client. For mobile communications a **push service** could be a short message (SMS) being sent for notifying a user that he/she is now in a roaming zone, when entering the area of a mobile operator in a foreign country. An example for a **pull service** would be a SMS ticketing system for public transportation, where a user actively requests the SMS ticket.

Users can, but don't necessarily have to be involved in the creation of profiles. In the first case the creation of the profile can be considered **direct** (e.g. by manually entering e.g. if a service provider uses other data sets, such as traffic data (cell location as discussed in D11.2), automatically sent GPS data, or usage patterns (behavioural profiles). As the user is not involved, the creation of the resulting profile can be considered **indirect**.

Consequently, the further a service can be put into the upper right corner (Figure 1.), the less control a user has over his or her identity data in the context of this specific service. Vice versa, the more a service can be put into the lower left, the control of someone's identity can be considered higher. Furthermore, based on such a model, it might be possible to derive a framework for determining the level of control/privacy for the usage of a location based service.



**Figure 1 Model for Control of identity related data in LBS**

The implication from this initial model can be used as a starting point for the study and the determination of the importance of control over informational privacy in different LBS scenarios, depending on the individual user.

Moreover, we are also taking into account how the location of the user will be known to the service provider. For privacy reasons, it has implications whether people provide their location by using a GPS or by entering their location manually. This enquiry is taking into account in the scenarios.

### **3.2 Optional Goals of the Survey**

*Additionally*, the relevant stakeholders (e.g. mobile operator, LBS provider, users, merchants) for the service delivery could be put into the focus of the survey as well. This is due to the fact that for the delivery of LBS location data needs to be transferred, which can be considered personal data. Taking a look at the possible consequences of being located or profiled by means of LBS might be another field to be investigated in this study.

Moreover, assumptions about the willingness to use privacy protecting technologies could be investigated.

## 4 Methodology

The study itself is of explorative nature and will focus on university students across the European states. To this regard they will be the user group to be surveyed. This is done to reach a great amount of people while having an almost homogeneous group with regard to age and education. Within university students it can be assumed that the usage of new mobile services, such as LBS supposed to be higher than the whole population. On the other hand, the fact that we choose only university students and teachers will make easier to present the results of the research.

### 4.1 Introduction

The technology acceptance model (TAM), initially described by Davis, was also applied to the domain of mobile services by Kaaninen (2005). The TAM for mobile services includes trust as a key-component. The variable relates to trust in a service provider. Example questions were:

- What happens with my data?
- What profiles will be made and applied based on my usage, control over data etc.

If we check for the “*perceived value*” and the “*perceived ease of use*” (two important variables of the TAM), then we can derive assumptions about the influence of the variable “*trust*” for each of the presented scenarios. We have to take into account the privacy attitudes of the respondents as well. Therefore, it is useful to ask questions that reveal if the respondent is (1) privacy-centric, (2) privacy-sensitive, or (3) privacy-complacent (cf. [5]):

- (1) privacy-centric: ‘Daily events that reduce confidence in their sense of privacy or the safety of their sensitive personal information will have a significant impact on their actions’.
- (2) Privacy-sensitive: ‘Privacy is important to them, but they will not change their behaviours or information sharing practices’.
- (3) Privacy-complacent. ‘They really don’t care very much about the sharing or selling of their most sensitive personal information, such as Social Security numbers.’.

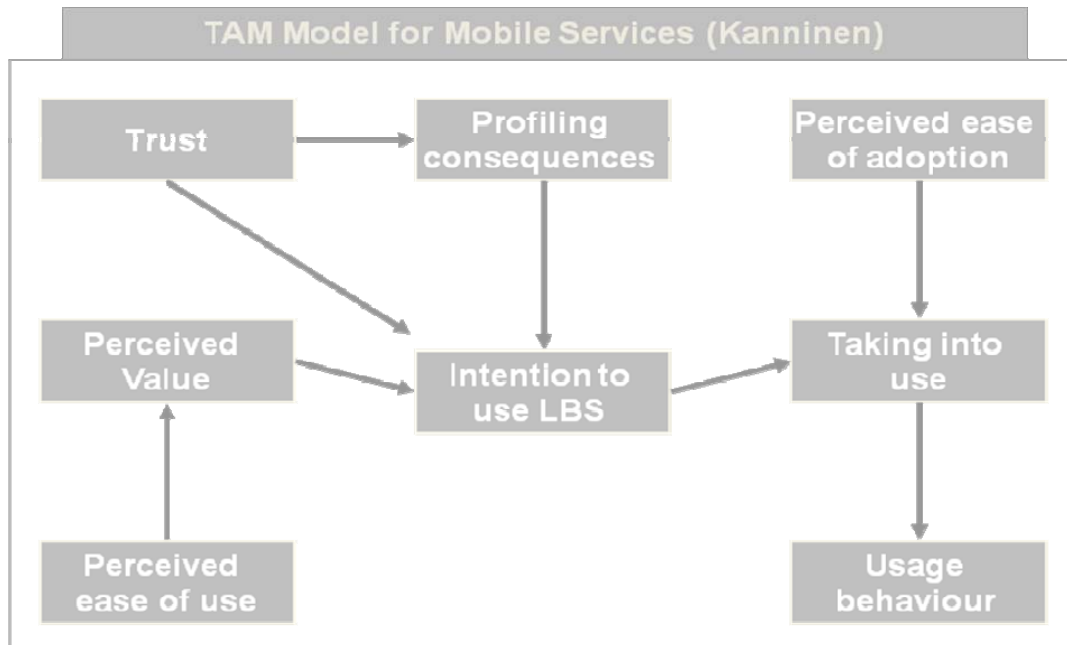


Figure 2: Initial set of assumptions about the parameters being surveyed.

## 4.2 Scenarios & Questions

The survey itself will be based on 4 distinct scenarios, which describe different forms and levels of control applied to a user when using a mobile service. These scenarios will be presented to the participants of the survey randomly, asking a fixed set of questions that relate to the scenario. This also allows for a merging of the resulting groups if the amount of participants is too small, in order to make the results comparable.

The scenarios applied in the survey will relate to the already used scenarios in the context of Work Package 11: The usage of a mobile friend-finder service with different options with regard to the profile creation will be presented. The scenarios itself will be further elaborated in Chapter 4.3.

We can build upon the differentiation between personalization, passive context-awareness and active context awareness [1].<sup>5</sup>

- *Personalization* (customization): ‘settings in a mobile phone, defining the user’s preference’ [1]
- *Passive context awareness*: ‘present the updated context to the user and let the user specify how the application should change, if at all’ ([1] according to [3])
- *Active context awareness*: ‘applications that, on the basis of sensor data, change their content autonomously’ ([1] referring to [3])

<sup>5</sup> This division can be linked to the differentiation made by [4] between **interactive and proactive services**. According to [1] interactive relates to personalization and passive context-awareness and proactive relates to active context awareness.

| <b>Service</b>                     | <b>Personalization</b>  | <b>Passive Context-Awareness</b>  | <b>Active Context-Awareness</b>  |
|------------------------------------|---|---|--|
| <b>A: Private ringing profiles</b> | Different ringing profiles that are set manually                                | The phone prompts the user to adjust the profile when sensing it is in a meeting or class                 | The phone automatically changes profile when sensing the user is at a meeting or in class              |
| <b>B: Public ringing profiles</b>  | Different ringing profiles that are set manually                                | The phone prompts the user to adjust the profile when sensing it is in a movie theater or at a restaurant | The phone automatically changes profile when sensing the user is at a movie theater or at a restaurant |
| <b>C: Lunch service</b>            | Manual search for appropriate lunch place                                       | Single alert around noon for lunch place according to users' preferences                                  | Alerts the user when passing by a lunch place of relevance and suggests places at noon                 |
| <b>D: Class slides</b>             | Manual search to see if class slides are available online                       | If signed up, the phone alerts user of available slides for class   | Automatic alert every time the teacher updates class slide website                                     |
| <b>E: Location tracking</b>        | Manually location tracking of predefined friends                                | Locations tracking of friends and setting to alert when they are within a certain range                   | Location detection of friends that alerts when they are within 300 feet of user                        |
| <b>F: Activity tracking</b>        | Display of potential call-receiver's social situation (e.g. meeting, home, out) | In a new context, the phone prompts the user to display the user's situation to possible callers          | Automatic switch to display of social situation when entering a new context                            |

According to [1], a lunch service can either be personalization, passive context aware or active context aware. Also a location tracking service or an activity tracking service can either be personalization, passive context aware or active context aware.

**We can decide to focus on location tracking, as this has the advantage of simplicity both for the respondents (it always relates to the same specific service however the conditions differ (e.g. differences in control over release of data and in the way the service is received) as for us (it makes it easier to compare results).**

See the table of [1]: presenting for several specific services what the service entails in the case of a personalization service, a passive context-awareness service and active context-awareness service.

We can link the scenario's link to the [model for control of identity related data in LBS](#).

### **4.3 Resulting Scenarios**

As a starting point for all scenarios, the following situation will be used:

At the end of day Frank Idis, a 32-year-old single, is ready to go home. On his way home, he passes through the city centre. It is such a lovely summer evening and all the cafés and pubs are crowded with people. Frank decides to have a drink. As he is quite tired and prefers not to stay long, he wonders who of his friends is around to have a drink with him and which place to go. In order to plan his free-time wisely, Frank uses [various] location-tracking services on his mobile device to see if potential company is nearby or to find suitable places to go to.

Based on the initial description, the individual four scenarios will have the following focus with regard to pull vs push and indirect vs. direct profile creation (cf. Figure 3):

- **Scenario 1:** a personalization service for location tracking. This is a pull service with direct profile creation.
- **Scenario 2:** a passive context awareness service for location tracking. This is a pull service with indirect profile creation.
- **Scenario 3:** an active context awareness service for location tracking. This is then a push scenario with indirect profile creation.
- **Scenario 4:** an active context aware service that is configured by its user. This is then a push scenario with direct profile creation.

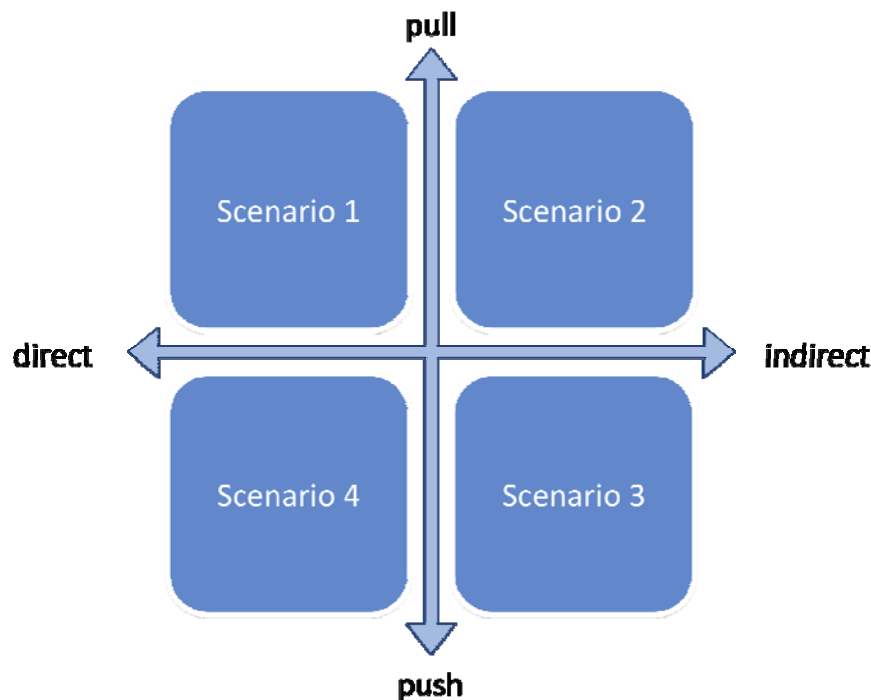
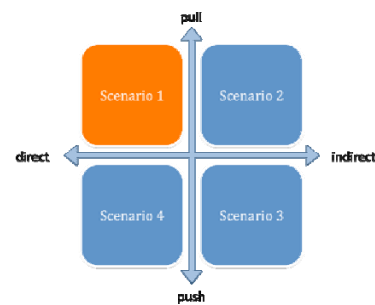


Figure 3: Overview on used Scenarios

**4.3.1 Scenario 1**

**Scenario 1: ' Here I am but where are you, my friend ?'.**

At the end of day Frank Idis, a 32-year-old single, is ready to go home. On his way home, he passes through the city centre. It is such a lovely summer evening and all the cafés and pubs are crowded with people. Frank decides to have a drink. As he is quite tired and prefers not to stay long, he wonders who of his friends is around to have a drink with him and which place to go. In order to plan his free-time wisely, Frank uses [various] location-tracking services on his mobile device to see if potential company is nearby or to find suitable places to go to.



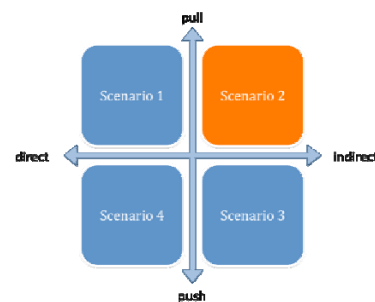
Frank opens the location services on his mobile device and manually enters his location. After that he enters the 'friends-menu'. He selects all but one friend (since he has an argument with this specific person) on his 'friends list' and lets the device send out a request to the selected list of people, asking for their location. Of the eight people selected, five answer that they are not in the neighbourhood (by re-sending their location) and three people do not react. Frank finishes his search, switches off the location-tracking module and decides to go home.

- Control over the delivery of a service is high (request of the service is actively initiated by the user → *push*-service),
- Control over the creation of a profile on Frank is high (*direct* → manually enters the data).

**4.3.2 Scenario 2**

**Scenario 2: 'Gimme a Bar'.**

At the end of day Frank Idis, a 32-year-old single, is ready to go home. On his way home, he passes through the city centre. It is such a lovely summer evening and all the cafés and pubs are crowded with people. Frank decides to have a drink. As he is quite tired and prefers not to stay long, he wonders who of his friends is around to have a drink with him and which place to go. In order to plan his free-time wisely, Frank uses [various] location-tracking services on his mobile device to see if potential company is nearby or to find suitable places to go to.



Frank is wandering the streets to find a suitable place for having a drink and maybe meeting a friend. Having subscribed to a mobile bar recommender service, he opens the location services of his mobile device to find a nice place around and activates the 'Gimme a Bar' service but this time he decides not to activate the friend-finder service, he does not want to disturb his friends because he knows they are all still very hard-working these days. The 'Gimme a Bar' service itself constantly tracks Frank, recording his way through the nightlife of the past few weeks. Based on his previous visits of bars and clubs, the system derived a profile of Frank and recommends several bars around that match to his profile. He decides to go to a rock-bar, only being 5 minutes away from him for having a drink. At the moment,

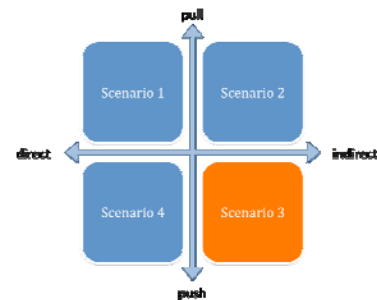
Frank is pleased and he does not ask for other recommendations of the ‘Gimme a Bar’ service.

- Still having control over the delivery of a service (user initiates service → *pull*)
- But less control over the creation of a profile of Frank (profile is based on his previous behaviour → *indirect*)

### 4.3.3 Scenario 3

#### Scenario 3: ‘Blind Drinks’.

At the end of day Frank Idis, a 32-year-old single, is ready to go home. On his way home, he passes through the city centre. It is such a lovely summer evening and all the cafés and pubs are crowded with people. Frank decides to have a drink. As he is quite tired and prefers not to stay long, he wonders who of his friends is around to have a drink with him and which place to go. In order to plan his free-time wisely, Frank uses [various] location-tracking services on his mobile device to see if potential company is nearby or to find suitable places to go to.



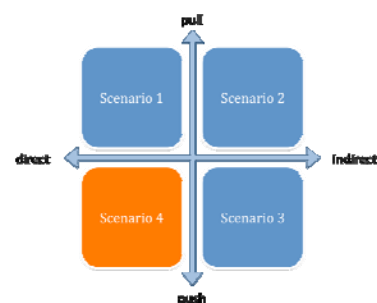
Frank is wandering the streets to find a suitable place for having a drink with some friends of his being around. Using his location-based friend-finder service, Frank tries to find friends around to have a drink with him in a pub. Unfortunately none of his friends has time or is around. Already planning to go home, Frank’s mobile device notifies him of another opportunity to have some fun tonight: The friend finder application also offers a so called “Blind Drink” service that uses Frank’s previous pub visits/ recommendations and the profiles/interests of his friend to recommend other people matching these profile. As no one was around today, the service automatically started to search for other people around Frank, also having the plan to go out for a drink this night. Reading through the announcement received by his mobile device, Frank decides to join the recommended person for a “blind drink” in one of the pubs close to him.

- Very little control over the delivery of a service (*push*-service via SMS)
- Little control over the creation of a profile of Frank, as it is *indirectly* created, based on a profiled behaviour of Frank

### 4.3.4 Scenario 4

#### Scenario 4: ‘Let’s meet and have a Mexicana’

At the end of day Frank Idis, a 32-year-old single, is ready to go home. On his way home, he passes through the city centre. It is such a lovely summer evening and all the cafés and pubs are crowded with people. Frank decides to have a drink. As he is quite tired and prefers not to stay long, he wonders who of his friends is around to have a drink with him and which place to go. In order to plan his free-time wisely, Frank uses [various] location-tracking services on his mobile device to see if potential company is nearby or to find suitable places to go to.



Frank opens the location service on his mobile device. Before allowing his mobile device to alert friends of his location, Frank enables the bar recommender function to see if there is an open pub nearby, which serves Mexicana (brand-name Mexican beer) and has an outside sitting area. Once his preferences are entered into the service, Frank is overwhelmed with invitations from various bars serving Mexicana. He decides to go to that lovely Spanish café called 'Hasta Mañana' he had totally forgotten about. Now, as soon as a friend comes close to Frank, a message is sent to the device of that friend inviting him to join Frank at the café 'Hasta Mañana'. While Frank enjoys his Mexicana, he keeps on receiving messages on his mobile device, from other pubs that serve Mexicana as well.

- Very little control over the delivery of a service (push service for bars)
- Fairly high control over the creation of a profile (direct entry of personal data into the service).

#### 4.3.5 Important Note

- It is essential that the scenarios are clear to the respondents
- According to Barkhuus and Dey (cf. [1]), participants prefer active-context awareness services and passive context-awareness services over personalization. 'participants felt they had less control in the context-aware groups but still preferred the context-aware approaches'
- ...users might have less control but are aware that this is the costs of becoming more interactive and in achieving a smoother everyday experience'.

### 4.4 Questions

#### 4.4.1 General Research questions:

When controlling the 'perceived value' and the 'perceived ease of use', can we find a correlation/causation between the trust variable and the intention to use such services?

- What differences do we find for the variable 'trust' between the scenarios?
- Overall: does the privacy attitude of the user make a difference in the intention to use a LBS (scenario-unspecific)?
- Can we find a correlation between the privacy attitude of the user and the intended usage in a specific LBS-scenario?
- **Research Question:** How would the level of control about someone's privacy affect the usage of a location-based service?

#### 4.4.2 Initial Questions for the Survey

##### 4.4.2.1 Demographics

- Age
- Gender
- Educational background

- Nationality

#### **4.4.2.2 ICT competences**

- I am used to work with a PDA
- I like working with computers
- My mobile device is sophisticated
- In my education, ICT is a important tool

#### **4.4.2.3 Attitude towards privacy**

- Protection personal data against the eyes of others is something I consider as important
- I consider privacy to be an important human right
- I do not mind sharing sensitive information about me
- When I can receive profits, I do not mind sharing sensitive information to receive them
- I never use the same password twice
- I believe my social security number is a very private aspect of my life
- When I am alone I do not want others to know where I am.
- I am willing to learn how to use PET's if that would enhance privacy.

#### **4.4.2.4 Perceived Control**

- I believe I could work with the system (internal control / self efficacy as a determinant of perceived ease of use)
- I believe I would have control over the system (external control / facilitating conditions as a determinant of perceived ease of use)
- I believe the LBS would give me the information I am looking for

#### **4.4.2.5 Perceived Convenience**

- perceived value/usefulness of the service
  - I feel like using the system could improve my social life
  - In my opinion, using the system could enable my contacts with friends and family
  - I assume I would have fun when actually using the service
  - I would like to use such services

#### **4.4.2.6 Intention to use the service**

- intention to use the service
  - assuming I had access to the system, I intend to use it
  - given that I had access to the system, I predict that I would use it.

#### 4.4.2.7 Perceived Ease of Use

- I believe that using the service is easy
- I think the system is clear and understandable.
- computers and technological devices make me feel uncomfortable ( computer anxiety, as a determinant of perceived ease of use)
- I believe it would be easy to get the system to do what I want it to do

#### 4.4.2.8 Trust

- I think the service is reliable
- I believe the service provider is reliable
- I think I could keep the service under control
- I trust the service provider to use my data fairly
- I think I would use privacy – enhancing technologies to strengthen my privacy when working with LBS

#### 4.4.2.9 Perceived Profiling Consequences

- I think it is easy for third parties to make a profile of my traveling, activities when I use the LBS
- I believe that the LBS would enable commercial parties to profile me.
- I feel like I would have control over my own data
- I believe it is easy to control the profiles being made upon me

### 4.5 Organising the Study

The survey has been performed by using the lime survey online tool. The questionnaire was translated into German, Dutch, English, and Hungarian. The survey was online for two weeks (from mid of May to beginning of June 2009). For the survey, the *LimeSurvey*<sup>6</sup> online survey tool was used and some extensions were added to automatically assign one of the four scenarios at random to the participants, based on their language.

In order to recruit participants for the surveys, several student and staff email-lists were used to disseminate a general call for participation:

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<sup>6</sup> More can be found at <http://www.limesurvey.org/>.

[Final] Version 1.0

File: fidis-wp11-del11 6 Survey\_on\_Mobile\_Identity.final.v2.doc

***Survey on Mobility & Identity:******The Usage of Location-Based Services***

In order to enjoy Location-Based Services (LBS), the processing of personal data is a necessity. Consequently, using LBS means there are certain privacy risks. However, the risk of losing control over one's (personal) data is dependent on the characteristics of the specific LBS. This could be the type of delivery of the LBS (either pull or push) or the way a user profile is created (direct or indirect). These factors can influence one's judgment of the privacy implications. The question is whether people – when made aware of these privacy implications – indicate differences in the intention to use a LBS.

Our survey takes a closer look at LBS in the domain of leisure time support. For the survey itself we are looking for university (ex-)students and university employees, willing to participate in the survey. The survey itself is web-based and available at <http://survey.fidis.net>. Using the results of the survey we want to investigate how users who intend to use a specific LBS regard the control over the release of their data and over the profiles being applied upon them. Therefore, please help us to distribute this survey, using the following text:

***Are you mobile?***

Mobile communications are diffusing into our everyday life. Being constantly “on the run”, mobile phones offer the convenience to be available anytime, everywhere. Since the dawn of the mobile, new types of services have become available – so called Location-Based Services (LBS). Based on the whereabouts of its user, a mobile device can offer services tailored to a specific context (time, location). In many cases, the more a LBS knows about its user, the more comprehensive the service it can offer.

Based on this, the FIDIS project is running a short survey (about 10-15 minutes) focusing on the usage of these new services and opinions towards LBS. We are looking for university (ex-)students and university employees across the European states, willing to take our survey, available at <http://survey.fidis.net>.

## 5 Analysis of Results

### 5.1 Demographics

Overall, there were more than 350 responses to the survey; however, only 260 respondents have fulfilled the questionnaire fully. In our analysis we have excluded the partial responses for practical reasons. We were targeting mainly university students through university mailing lists - more than 70 percent were students at their university.

| Respondents status                              | Percentage |
|---|------------|
| Student at the university                       | 71%        |
| Employee at the university                      | 20%        |
| No employee but an ex-student of the university | 88%        |

In line with their current status, most of the responds were younger than 30 years old; approximately 77 percent belong to the age group 18-29 years, 18 percent were between 30 and 39 years and only 5 percent were 40 years old or older. The average age of respondents was 26 years.

Respondents have indicated 25 different nationalities, mainly Europeans. The three most numerous population in our survey were the Germans (38.5 percent), the Hungarians (35 percent) and respondents from the United Kingdom (9.6 percent).

Universities are usually located in bigger cities; more than two thirds of our respondents were living in large cities or the capital city. The breakdown of responses by type of settlement is provided below.

| Type of settlement                         | Percentage |
|--|------------|
| Capital city                               | 16,54%     |
| Other large city (population over 100,000) | 52,69%     |
| City (population under 100,000)            | 19,62%     |
| Country side / village                     | 11,15%     |

More than one third of the respondents were studying social sciences (13 percent) or humanities (27 percent). Another 27 percent of the respondents were studying in engineering departments.

| Type of university department | Percentage |
|-------------------------------|------------|
| social sciences               | 12,69%     |
| Humanities                    | 26,54%     |
| Business                      | 15,00%     |
| Law                           | 1,92%      |
| physical science              | 9,62%      |
| Maths                         | 1,54%      |
| engineering                   | 26,92%     |
| Other                         | 5,77%      |

The gender proportion of the respondents was more or less balanced: 44 percent were female and 56 percent were male.

**5.2 General Results**

Each respondent had to answer the same questions. We have designed four different scenarios about new location based services. By the help of a randomizer application each person accessing the survey was receiving one scenario from the four on a random base. Normally, this could lead to equal groups with regard to the scenario. However, the proportion of respondents finishing the questionnaire differed. People who get the third scenario more tend to give up the questionnaire; this also indicates the effect of different scenarios.

| <b>Name of the scenario</b>                                | <b>Role in our model</b>            | <b>Percentage within full answers</b> |
|--|-------------------------------------|---------------------------------------|
| <b>Scenari 1. Here I am but where are you, my friend ?</b> | pull with direct profile creation   | 26,50%                                |
| <b>Scenario 2. Gimme a Bar</b>                             | pull with indirect profile creation | 25,40%                                |
| <b>Scenario 3. Blind Drinks</b>                            | push with indirect profile creation | 19,20%                                |
| <b>Scenario 4. Let's meet and have a Mexicana</b>          | push with direct profile creation   | 28,80%                                |

The majority of the respondents were having an advanced mobile phone which supports multimedia applications (55 percent) or even more advanced type often called PDA or smartphone (25 percent). Less than one fifth of the respondents were having a conventional type of mobile phone with limited multimedia support. We do not have any data about the mobile usage of university students and/or university employees in Europe, but this numbers indicate a group of young people who are keen toward new technologies. We may assume that people who have real negative attitudes toward new technologies were a.) not using university mailing lists, b.) not answering questions with regards to new technologies.

Besides having sophisticated mobile handsets, almost all respondents (99,6 percent) were using the Internet daily or more frequently. This is in line with most statistical data about university students (i.e. Eurostat internet usage statistics).

Most students who fulfil the questionnaire were positive toward new technologies. This is partly due to the fact that technology is widely used in education especially on the higher levels. We asked the respondents about the importance of ICT (Information and Communication Technology) in their education. With the help of a five point scale they could indicate the importance of ICT in their studies. The mean was 4.25. Most of the university employees and ex-students also used modern technology while they were studying. We also asked them, whether they have any difficulties or uncomfortable feelings with newer technologies. In line with their previous answers they had no negative feelings.

Most of the respondents were also highly privacy and security concerned. For example more the two thirds of the respondents (77 percent) are using different passwords for different services because of security reasons. Only one third of the respondents (33 percent) is willing to share sensitive information (e.g. about health related data, religion or political opinions), if they can receive a benefit in return. 43 percent were not answering to the same questions and approximately one quarter was not sure about it.

We asked the respondents about their general habit to provide different information online. The five different types of data were: passport ID, email address, mobile number, credit card number and home address. Surprisingly, respondents were not willing to share any of these data online: 71 percent would never provide his or her passport ID online and more than 50 percent would not provide his or her credit card number on the internet. University students are probably more used to provide email addresses or mobile numbers online – more than two thirds of them would provide often or always an email address if asked, 50 percent of the respondents provide his or her mobile number occasionally.

|                     | <b>Passport ID</b> | <b>Email Address</b> | <b>Mobile number</b> | <b>Credit card number</b> | <b>Home address</b> |
|---------------------|--------------------|----------------------|----------------------|---------------------------|---------------------|
| <b>Never</b>        | 71,2%              | 1,9%                 | 28,1%                | 55,8%                     | 31,2%               |
| <b>Almost never</b> | 25,4%              | 20,8%                | 50,4%                | 32,3%                     | 48,1%               |
| <b>Often</b>        | 3,1%               | 57,3%                | 20,0%                | 11,5%                     | 20,8%               |
| <b>Always</b>       | ,4%                | 20,0%                | 1,5%                 | ,4%                       | 0%                  |

Originally we wanted to test how different scenarios change people’s attitude towards new location based services. In order to have groups with more or less equal backgrounds (i.e. nationality, type of school, type of settlement) we designed a randomizer which choose the scenario appearing in the beginning of the survey on a random base.

We have compared the four groups and generally the differences in their relation to the depicted LBS were minimal (not significant). The general attitudes were positive in all cases. On the other hand, majority of the respondents had worries about their privacy.

The results were slightly contradictory. In a five point scale where 5 meant fully agree, respondents gave the highest values to statements about the easiness of the service and statements about the need of more privacy and control.

|  | <b>Total</b> |                 |
|--|--------------|-----------------|
| <b>Using the service seems easy.</b>   | 3,8          | <b>Positive</b> |
| <b>I would be more satisfied with the service when I could use more options to strengthen my privacy.</b>  | 3,7          |                 |
| <b>I think the system is clear and understandable.</b>   | 3,7          |                 |
| <b>I think this service would be very popular.</b>   | 3,4          |                 |
| <b>I think, this application would be too complicated for some users.</b>                                  | 3,3          |                 |
| <b>I believe the service is reliable and it would provide me the information that I am looking for.</b>    | 3,1          | <b>Neutral</b>  |
| <b>The service would enable commercial parties sending me targeted advertisements.</b>                     | 3,1          |                 |
| <b>Assuming I had access to the system at a reasonable price, I intend to use it</b>                       | 2,9          |                 |
| <b>I am satisfied with the amount of control I have over how much information I share with the system.</b> | 2,9          |                 |
| <b>I think that my friends would use a similar service.</b>  | 2,9          |                 |
| <b>I feel like using the system could improve my social life.</b>  | 2,9          |                 |
| <b>I trust the service provider to use my data limited to the purpose I provided the data for.</b>         | 2,8          |                 |
| <b>I am confident that the service provider does not misuse the information known about me.</b>            | 2,6          |                 |
| <b>I think thy system would become an important part of my life.</b>                                       | 2,4          |                 |
| <b>I don't mind if police can access data of travelling and activities for criminal investigations.</b>    | 2,3          |                 |

According to the survey results respondents were not sure, whether the service would be popular in general audience or not. They give similar responses to the questions about usage and satisfaction with the information provided by the service.

The majority of respondents were not believed that a similar system could become an important part of their life. This is in line with the answers about another question regard to frequency of using such a service. There is a minority which never even try a similar LBS system. A big more than half of the respondents would try it but do not use regularly. However about 40 percent of the respondents would use a similar LBS system regularly (10 percent even use it daily).

The following table shows the differences between the four groups. A simple friend finder would attract less people – approximately two thirds of the respondents would not use it regularly. In the second scenario the bar suggesting system was stronger which was even less attractive for our respondents.

|  | <b>Scenario 1</b> | <b>Scenario 2</b> | <b>Scenario 3</b> | <b>Scenario 4</b> |
|--|-------------------|-------------------|-------------------|-------------------|
| <b>Every day or almost every day</b>                               | 2,9%              | 6,1%              | 12,0%             | 9,3%              |
| <b>Specific days of the week (like weekend or when you go out)</b> | 30,4%             | 28,8%             | 28,0%             | 37,3%             |
| <b>I would try it but do not use regularly</b>                     | 60,9%             | 47,0%             | 54,0%             | 44,0%             |
| <b>I would never try it</b>  | 5,8%              | 18,2%             | 6,0%              | 9,3%              |

As we can see from the table above, the most interesting applications combine the two services, the bar recommendation and the friend finder service. 40 to 45 percent of the respondents who have read those scenarios (“Blind Drinks” and “Let’s meet and have a Mexicana”) said that they would use a similar application regularly.

We were interested how original attitudes toward technologies affect the intention to use a new mobile application. We choose four questions about privacy and made two groups of respondents with cluster analysis. This statistical method tries to makes coherent groups; within those groups the difference between answers to specified questions are smaller than differences between different groups. The following table show the final cluster centres. (Each question was a five point scale.)

| Questions  | Cluster 1 | Cluster2 |
|--|-----------|----------|
| <b>Protecting personal data against the eyes of others is important.</b>   | 4,81      | 4,18     |
| <b>Privacy is an important human right.</b>  | 4,85      | 4,02     |
| <b>I do not mind sharing sensitive information (such as information about my political opinions or ethnic origin or health related data) about me.</b> | 1,48      | 3,24     |
| <b>When I am alone I do not want others to know where I am or what I am doing.</b>   | 3,83      | 2,78     |

From the table above, you can see that people belonging to the first cluster were much more privacy concerned. They were much less likely to provide sensitive information about themselves and less happy if others can easily follow them. Almost two third (163 persons) of our respondents were belong to the careful group, the rest (97 persons) was belonging to the less privacy concerned and less careful group.

|  | Cluster 1 | Cluster 2 | Total |
|--|-----------|-----------|-------|
| <b>Every day or almost every day</b>                               | 4,3%      | 12,4%     | 7,3%  |
| <b>Specific days of the week (like weekend or when you go out)</b> | 31,9%     | 30,9%     | 31,5% |
| <b>I would try it but do not use regularly</b>                     | 50,3%     | 52,6%     | 51,2% |
| <b>I would never try it</b>  | 13,5%     | 4,1%      | 10,0% |

From the table above, we can see the people who are less concerned about their privacy and tend to share sensitive data on the internet are more likely to use an LBS application regularly.

### **5.3 Results with regard to the perceived control**

We have designed four different scenarios for the survey. Each of the scenarios represented different level of control over the delivery of the service, as well as control over the creation of a profile. While the survey was online each respondent received a scenario on a random base before answering questions.

With regard to level of control, surprisingly the differences between the four groups were very small. The following table shows the mean of the answers to two questions about perceived control.

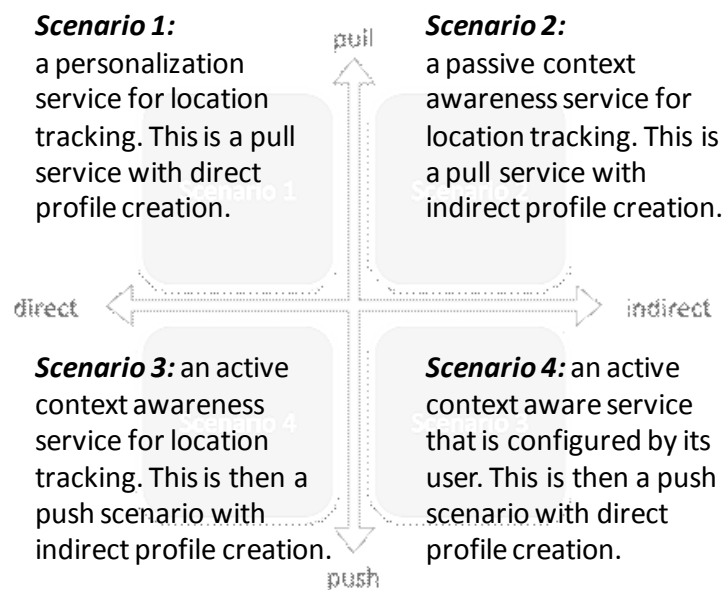
| Scenario   |                | I believe the service is reliable and it would provide me the information that I am looking for. | I would be more satisfied with the service when I could use more options to strengthen my privacy. |
|------------|----------------|--|--|
| Scenario 1 | Mean           | 3.07   | 3.72   |
|            | N              | 69   | 69   |
|            | Std. Deviation | 0.93   | 0.94   |
| Scenario 2 | Mean           | 3.21   | 3.64   |
|            | N              | 66   | 66   |
|            | Std. Deviation | 0.9  | 1.08   |
| Scenario 3 | Mean           | 3.1  | 3.78   |
|            | N              | 50   | 50   |
|            | Std. Deviation | 1.05   | 1  |
| Scenario 4 | Mean           | 3.19   | 3.77   |
|            | N              | 75   | 75   |
|            | Std. Deviation | 0.94   | 0.98   |
| Total      | Mean           | 3.15   | 3.73   |
|            | N              | 260  | 260  |
|            | Std. Deviation | 0.95   | 0.99   |

Each of the questions had a five point scale with values from strongly agree to strongly disagree. (5: strongly agree, 1: strongly disagree) In general, people answering our questionnaire neither agree, nor disagree with the first statement. The average of responses for the question regard to reliability of the service varied from 3.07 to 3.21, with a 3.15 general mean. These differences are close to statistical error. The standard deviation of the answers within the four groups gets almost equal value.

Respondents tend to agree with the statement asking more options to strengthen their privacy. The general mean of the answers was 3.73. The differences between groups getting different scenarios were very tiny again. The mean of the answers varied from 3.64 to 3.78.

## 6 Summary and Concluding Remarks

The deliverable in hand provided an explorative survey on the control model for identity related data in LBS. The set of participants was constituted by (former) students or members of universities in different European countries. The goal was to elaborate whether characteristics of LBS are correlated to the perceived amount of control participants have about the disclosure of their identity (cf. FIDIS deliverable D11.2). Four scenarios have been set up and tested against this assumption. Each participant was randomly confronted with one of the four scenarios. Overall, there were more than 350 responses to the survey; 260 of the respondents have fulfilled the questionnaire fully.



Each of the scenarios illustrated above represented different level of control over the delivery of the service, as well as control over the creation of a profile.

On a general level of analysis the participants' attitudes towards privacy turned out to be positive in all cases. The complete set of participants was split in two clusters. Both clusters had positive attitudes towards privacy, but the degree of privacy concerns of cluster one is higher than of cluster 2. Based on that it has been shown, that people who are less concerned about their privacy (cluster 2) are more likely to use an LBS application than the people from cluster 1.

With regard to level of control, surprisingly the differences between the four groups were very small (not significant). This contradicts our intuition as we expected that the perceived control is considered to be higher in case of pull services as well as in case of direct profile creation. To substantiate these results, additional research in this area is necessary to come to conclusive results. Also the number of participants has to be increased significantly to gain stronger results.

## **7 Reference**

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## 8 Annex 1: Questionnaires

### 8.1 English Version

#### Survey on Mobility and Identity (D11.6a)

Mobile communications are diffusing into our everyday life. Being constantly "on the run", mobile phones offer the convenience to be available anytime, everywhere. Since the dawn of the mobile, new types of services have become available – so called Location-Based Services (LBS). Based on the whereabouts of its user, a mobile device can offer services tailored to a specific context (time, location). In many cases, the more a LBS knows about its user, the more comprehensive the service it can offer.

Based on this, the FIDIS project is running a short survey (about 10-15 minutes) focusing on the usage of these new services and opinions towards LBS. We are looking for university (ex-)students and university employees across the European states, willing to take our survey.

#### Initial Scenario: Here I am but where are you, my friend?

Please answer the following questions based on this scenario, describing a location-based service for mobile communications:

At the end of a long day Frank Idis, a 32-year-old single man, is ready to go home. On his way home, he passes through the city centre. It is such a lovely summer evening and all the cafés and pubs are crowded with people. Frank decides to have a drink, although being quite tired he prefers not to stay long. He wonders if any of his friends are around to have a drink with him and which place he should go to. In order to plan his free-time Frank uses [various] location-tracking services on his mobile device to see if company is nearby or to find suitable places to go to.

Frank opens the location services on his mobile device and manually enters his location. After that he enters the 'friends-menu'. He selects all but one friend (since he has had an argument with that specific person) on his 'friends list' and lets the device send out a request to the selected list of people, asking for their location. Of the eight people selected, five answer that they are not in the neighbourhood (by re-sending their location) and three people do not react. Frank finishes his search, switches off the location-tracking module and decides to go home.

There are 39 questions in this survey

#### A DEMOGRAPHICS

##### 1 Age

Please write your answer here:

years

##### 2 Gender

Please choose only one of the following:

- Female  
 Male

**3 Type of university department \***

Please choose only one of the following:

- social sciences
- humanities
- arts
- business
- law
- physical science
- maths
- engineering
- Other

social sciences - humanities - arts - business - law - physical science - maths - engineering - other

**4 Please specify type of university department \***

[Only answer this question if you answered to question '3' ]

Please write your answer here:

**5 Nationality**

Please write your answer here:

**6 Where do you live (most of the time)? \***

Please choose only one of the following:

- Capital city
- Other large city (population over 100,000)
- City (population under 100,000)
- Country side / village

**7 What is your main occupation? \***

Please choose only one of the following:

- Student at the university
- Employee at the university
- No employee but an ex-student of the university

**B ICT COMPETENCES**

**8 Please indicate whether you agree or not agree with the following sentence:  
"The use of information and communication technology is/was important for my education".**

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**9 Which of the following statements describe better your current mobile phone?  
\***

Please choose only one of the following:

- a conventional type (supports text messaging, limited additional functions)
- an advanced type (support multimedia applications , photo's)
- PDA / Smartphone

If you have more than one, please, think about the best one.

**10 How often do you use the internet? \***

Please choose only one of the following:

- Every day or almost every day
- At least once a week
- At least once a month
- Less or not regularly
- Never

**11 Technological devices, such as computers, make me feel uncomfortable. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**12 Technologies, such as computers, can make tasks even more difficult. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**C PRIVACY ATTITUDES****13 Protecting personal data against the eyes of others is important. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**14 Privacy is an important human right.**

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**15 I do not mind sharing sensitive information (such as information about my political opinions or ethnic origin or health related data) about me.**

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**16 I am willing to share sensitive information (e.g. about health related data, religion or political opinions), if I can receive a benefit in return. \***

Please choose only one of the following:

- Yes
- No
- Don't know

**17 I use different passwords for different services because of security reasons.**

\*

Please choose only one of the following:

- Yes
- No
- Don't know

**18 I would provide the following information online. \***

Please choose the appropriate response for each item:

|                     | 1. Never              | 2. Almost never       | 3. Often              | 4. Always             |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Passport ID         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Email Address       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mobile phone number | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Credit card number  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Home address        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**19 When I am alone I do not want others to know where I am or what I am doing. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**D PERCEIVED CONTROL****20 I believe the service is reliable and it would provide me the information that I am looking for. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**21 I would be more satisfied with the service when I could use more options to strengthen my privacy. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**E CONTROL (over data)**

**22 I am satisfied with the amount of control I have over how much information I share with the system. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**23 I would decide that (commercial) parties - interested in my data - are allowed to view my location \***

Please choose only one of the following:

- Yes
- No
- Don't know

**24 I don't mind using a more complicated system, when that means that I have more control over the spreading out of my data. \***

Please choose only one of the following:

- Yes
- No
- Don't know

**F PERCEIVED CONVENIENCE (of such services)****25 I feel like using the system could improve my social life. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**26 I think thy system would become an important part of my life. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**G INTENTION TO USE THE SERVICE**

**27 Assuming I had access to the system at a reasonable price, I intend to use it \***

Please choose the appropriate response for each item:

|                       |                          |                       |                       |                       |                         |
|-----------------------|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------|
|                       | 1 -<br>Definitely<br>yes | 2                     | 3                     | 4                     | 5 -<br>Definitely<br>No |
| <input type="radio"/> | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |                         |

**28 How often would you use it... \***

Please choose only one of the following:

- Every day or almost every day
- Specific days of the week (like weekend or when you go out)
- I would try it but do not use regularly
- I would never try it

**29 I think that my friends would use a similar service. \***

Please choose the appropriate response for each item:

|                       |                          |                       |                       |                       |                         |
|-----------------------|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------|
|                       | 1 -<br>Definitely<br>yes | 2                     | 3                     | 4                     | 5 -<br>Definitely<br>No |
| <input type="radio"/> | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |                         |

**30 I think this service would be very popular. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**H PERCEIVED EASE OF USE (of the service)****31 Using the service seems easy. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**32 I think the system is clear and understandable. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**33 I think, this application would be too complicated for some users. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**I TRUST (in service provider)**

**34 I am confident that the service provider does not misuse the information known about me. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**35 I trust the service provider to use my data limited to the purpose I provided the data for. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**36 I would be more satisfied with the service when I could use more options to strengthen my privacy. \***

Please choose only one of the following:

- 1. I strongly disagree.
- 2. I disagree
- 3. I neither disagree nor agree
- 4. I agree
- 5. I strongly agree

**J PERCEIVED PROFILING CONSEQUENCES**

**37 I don't mind if police can access data of travelling and activities for criminal investigations. \***

Please choose only one of the following:

1. I strongly disagree.
2. I disagree
3. I neither disagree nor agree
4. I agree
5. I strongly agree

**38 The service would enable commercial parties sending me targeted advertisements. \***

Please choose only one of the following:

1. I strongly disagree.
2. I disagree
3. I neither disagree nor agree
4. I agree
5. I strongly agree

**39 I would like to know, which profiles are made upon my data. \***

Please choose the appropriate response for each item:

- |                       |                          |                       |                       |                       |                         |
|-----------------------|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------|
|                       | 1 -<br>Definitely<br>yes | 2                     | 3                     | 4                     | 5 -<br>Definitely<br>No |
| <input type="radio"/> | <input type="radio"/>    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |                         |

**8.2 German Version****Umfrage zu Mobilität und Identität (D11.6a)**

Mobilkommunikation ist ein Bereich der mehr und mehr in unser alltägliches Leben hineinwächst. Mobiltelefone und dergleichen erlauben uns die Bequemlichkeit, zu jeder Zeit und an jedem Ort kommunizieren zu können. Weiterhin haben sich seit dem Aufkommen von Handys neue Dienste etabliert – so auch Orts-basierte Dienste, welche anhand des aktuellen Kontexts (Ort und Zeit) ihres Nutzers zugeschnittene Dienstleistungen und Informationen liefern können. So verwundert es nicht, dass Dienste die mehr über Ihren Nutzer wissen auch bessere Ergebnisse liefern können.

Hierauf basierend führt das FIDIS Projekt eine kurze Umfrage (ca. 10-15 Minuten) durch. Diese Umfrage fokussiert sich insbesondere auf die Nutzung von neue Mobile Dienste und die Meinungen der Nutzer selbst. Hierzu suchen wir insbesondere (ehemalige) Studenten und Universitätsmitarbeiter in Europe, die an dieser Umfrage teilnehmen.

## Initiales Szenario: Hier bin ich, aber wo mein Freund bist du?

Bitte beantworten Sie die folgenden Fragen auf Basis des folgenden Szenarios, welches einen Ortsbasierten Dienst für Mobilkommunikation beschreibt:

Am Ende des Tages ist Frank Idis, ein 32-jähriger Single, bereit um nach Hause zu gehen. Auf seinem Heimweg geht er durch das Stadtzentrum. Es ist so ein lieblicher Sommerabend und die Cafés und Pubs sind gut besucht. Frank entscheidet sich dafür etwas Trinken zu gehen. Da er recht müde ist, zieht er es vor nicht zu lange weg zu bleiben. Er fragt sich wer von seinen Freunden in der Gegend ist um etwas mit ihm zu trinken und wo er hingehen soll. Um seine Freizeit weise zu planen benutzt Frank verschiedene Ortsbestimmungsdienste auf seinem Mobilgerät und sieht dadurch ob potentielle Begleitung in der Nähe ist und wo ein geeigneter Platz zu finden ist.

Frank öffnet den Ortsbestimmungsdienst auf seinem Mobilgerät und gibt seine Position manuell ein. Nach dem er das „Freunde-menü“ geöffnet hat, markiert er alle seine Freunde auf seiner Freundesliste, außer einem mit dem er Streit hat und lässt das Gerät seine Anfrage an die ausgewählten Personen aus der Liste schicken mit der Anfrage nach deren Aufenthaltsorten. Von den acht markierten Personen, antworten fünf, dass sie nicht mehr in der Umgebung sind (in dem sie ihren Aufenthaltsort aktualisieren) und drei reagieren einfach nicht. Frank schließt seine Suche ab, schaltet sein Ortbestimmungsmodul aus und beschließt Heim zu gehen.

Diese Umfrage enthält 39 Fragen.

### A Demographie

#### 1 Alter

Bitte schreiben Sie Ihre Antwort hier

Jahre

#### 2 Geschlecht

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Weiblich  
 Männlich

#### 3 Fachrichtung \*

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Sozialwissenschaften

- Geisteswissenschaften
- Kunst
- Wirtschaftswissenschaften
- Rechtswissenschaften
- Naturwissenschaften
- Mathematik
- Ingenieurwissenschaften
- Sonstiges

Sozialwissenschaften – Geisteswissenschaften – Kunst – Wirtschaftswissenschaften – Rechtswissenschaften -  
Naturwissenschaften – Mathematik – Ingenieurwissenschaften - andere

**4 Bitte spezifizieren sie Ihre Fachrichtung: \***

[Bitte beantworten Sie diese Frage nur, falls ihre Antwort war bei der Frage '3' ]

Bitte schreiben Sie Ihre Antwort hier

**5 Nationalität**

Bitte schreiben Sie Ihre Antwort hier

**6 Wo wohnen Sie (die meiste Zeit)? \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Millionenstadt
- Großstadt (Einwohnerzahl über 100,000)
- Mittel-/ Kleinstadt (Einwohnerzahl unter 100,000)
- Dorf / Auf dem Land

**7 Was ist Ihre Hauptbeschäftigung? \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Student/in an einer Hochschule
- Mitarbeiter/in einer Hochschule
- Ehemaliger Student

**B IT KOMPETENZEN**

**8 Bitte geben Sie an, ob Sie dem folgenden Satz zustimmen/nicht zustimmen können: "Der Einsatz von Informations- und Kommunikationstechnologie ist/war wichtig für mein Studium".**

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**9 Welche der folgenden Aussagen beschreibt ihr aktuelles Mobiltelefon am besten? \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Ein herkömmliches Mobiltelefon (unterstützt Textnachrichten, begrenzte zusätzliche Funktionen)
- Ein Mobiltelefon mit erweiterten Funktionen (unterstützt multimediale Anwendungen, Photos)
- PDA / Smartphone

Falls sie mehrere Mobiltelefone besitzen, beziehen Sie Ihre Antwort bitte auf das beste.

**10 Wie oft benutzen Sie das Internet? \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Jeden Tag oder fast jeden Tag
- Mindestens einmal pro Woche
- Mindestens einmal pro Monat
- Weniger oder unregelmäßig
- Nie

**11 Technische Geräte wie Computer erzeugen Unbehagen bei Ihnen. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**12 Technologien wie Computer können Aufgaben noch komplizierter machen. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**C EINSTELLUNG DATENSCHUTZ****13 Der Schutz von personenbezogenen Daten vor den Augen anderer ist wichtig. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**14 Datenschutz ist ein wichtiges Menschenrecht.**

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**15 Ich habe keine Bedenken dagegen, Informationen über meine politischen Ansichten, ethnische Herkunft oder gesundheitsbezogene Daten im Internet zu veröffentlichen.**

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**16 Ich bin dazu bereit, sensible Informationen über mich zur Verfügung zu stellen (Gesundheitszustand, religiöse und politische Ansichten, etc.), wenn ich davon einen Nutzen haben werde. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Ja
- Nein
- Weiss nicht

**17 Aus Sicherheitsgründen benutze ich unterschiedliche Passwörter für unterschiedliche Dienste. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Ja
- Nein
- Weiss nicht

**18 Ich würde folgende Informationen online bereitstellen. \***

Bitte wählen Sie die zutreffende Antwort für jeden Punkt aus:

|                       | 1. Niemals            | 2. Selten             | 3. Oft                | 4. Immer              |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Personalausweisnummer | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Email-Adresse         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Handynummer           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Kreditkartennummer    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Privatanschrift       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**19 Wenn ich alleine bin, möchte ich nicht, dass andere wissen, wo ich mich befinde oder was ich gerade mache. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**D EMPFUNDENE KONTROLLE****20 Ich glaube, der Service ist zuverlässig und würde mir die Informationen bereitstellen, nach denen ich gesucht habe. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**21 Ich wäre mit dem Dienst zufriedener, wenn ich mehr Optionen zur Verstärkung des Datenschutzes hätte. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**E KONTROLLE (über Daten)**

**22 Ich bin dem Grad der Kontrolle über die Menge an Informationen, die ich dem System mitgeteilt habe zufrieden. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**23 Ich würde mich dafür entscheiden, dass die Unternehmen, die an meinen Daten interessiert sind, meine Standortinformationen erhalten dürfen. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Ja
- Nein
- Weiss nicht

**24 Es macht mir nichts aus, ein etwas komplizierteres System zu benutzen, wenn ich so mehr Kontrolle über die Verbreitung meiner Daten habe. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Ja
- Nein
- Weiss nicht

**F EMPFUNDENE BEQUEMLICHKEIT****25 Ich finde, dass die Nutzung des Systems mein Sozialleben verbessern könnte. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**26 Ich glaube, dass das System ein wichtiges Teil meines Lebens werden würde. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**G INTENTION DEN DIENST ZU NUTZEN**

**27 Ich würde das System nutzen - unter der Annahme, dass ich darauf zu einem angemessenen Preis Zugriff hätte. \***

Bitte wählen Sie die zutreffende Antwort für jeden Punkt aus:

- |                       |                       |                       |                       |                       |                       |               |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                       | 1 - Definitiv         |                       | 2                     | 3                     | 4                     | 5 - Definitiv |
|                       | Ja                    |                       |                       |                       |                       | Nein          |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |               |

**28 Wie oft würden sie es nutzen... \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- Jeden Tag oder fast jeden Tag
- An bestimmten Tagen der Woche (wie Wochenende oder wenn Sie ausgehen)
- Ich würde es ausprobieren aber nicht regelmäßig nutzen
- Ich würde es niemals ausprobieren

**29 Ich glaube, dass meine Freunde einen ähnlichen Dienst nutzen würden. \***

Bitte wählen Sie die zutreffende Antwort für jeden Punkt aus:

- |                       |                       |                       |                       |                       |                       |               |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                       | 1 - Definitiv         |                       | 2                     | 3                     | 4                     | 5 - Definitiv |
|                       | Ja                    |                       |                       |                       |                       | Nein          |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |               |

**30 Ich glaube, dass dieser Dienst sehr beliebt wäre. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**H EMPFUNDENEN EINFACHHEIT DER DIENSTNUTZUNG****31 Die Nutzung des Dienstes scheint einfach zu sein. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**32 Ich glaube, dass das System klar und verständlich ist. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**33****Ich glaube, dass diese Anwendung für manche Nutzer zu kompliziert sein würde.**

\*

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**I VERTRAUEN (in den Dienstanbieter)****34 Ich bin mir sicher, dass der Dienstanbieter die über mich bekannte Informationen nicht missbraucht. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**35 Ich verlasse mich darauf, dass der Dienstanbieter meine Daten ausschließlich für den Zweck verwendet, für welchen ich diese zur Verfügung gestellt habe. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**36 Ich wäre mit dem Dienst zufriedener, wenn ich mehr Optionen zur Verstärkung meines Datenschutzes hätte. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**J EMPFUNDENE KONSEQUENZEN DURCH PROFILING**

**37 Ich habe nichts dagegen, wenn die Polizei Zugriff auf meine Reise- und Aktivitätsdaten für strafrechtliche Ermittlungsverfahren haben kann. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**38 Der Dienst würde es den Unternehmen ermöglichen, mir gezielte Werbung zuzusenden. \***

Bitte wählen Sie nur eine der folgenden Antworten aus:

- 1. Ich stimme absolut nicht zu
- 2. Ich stimme nicht zu
- 3. Weder Zustimmung noch Ablehnung
- 4. Ich stimme zu
- 5. Ich stimme absolut zu

**39 Ich würde gerne wissen, welche Profile aus meinen Daten erstellt werden. \***

Bitte wählen Sie die zutreffende Antwort für jeden Punkt aus:

- |                       |                       |                       |                       |                       |  |               |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--|---------------|
|                       | 1 - Definitiv         |                       |                       |                       |  | 5 - Definitiv |
|                       | Ja                    | 2                     | 3                     | 4                     |  | Nein          |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |  |               |

## 9 Annex 2: Survey Raw Data per Scenario

### 9.1 Scenario 1

| id | Completed | Age | Gender | Type of university department | Type of university department (Other) | Please specify type of university department | Nationality | Where do you live (most of the time)?      | What is your main occupation?                   |
|----|-----------|-----|--------|-------------------------------|---------------------------------------|--|-------------|--|---|
| 8  | Y         | 48  | Male   | physical science              |                                       |  | British     | Other large city (population over 100,000) | Employee at the university                      |
| 9  | Y         | 23  | Male   | business                      |                                       |  | deutsch     | City (population under 100,000)            | Student at the university                       |
| 11 | Y         | 33  | Male   | law                           |                                       |  | deutsch     | Capital city                               | No employee but an ex-student of the university |
| 12 | Y         | 24  | Male   | business                      |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 13 | Y         | 35  | Male   | business                      |                                       |  | deutsch     | Country side / village                     | Student at the university                       |
| 14 | Y         | 23  | Male   | business                      |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 15 | Y         | 27  | Male   | law                           |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 16 | Y         | 31  | Male   | business                      |                                       |  | deutsch     | City (population under 100,000)            | Student at the university                       |
| 17 | Y         | 28  | Male   | physical science              |                                       |  | deutsch     | Country side / village                     | Employee at the university                      |
| 18 | Y         | 29  | Male   | business                      |                                       |  | deutsch     | Other large city (population over 100,000) | Employee at the university                      |
| 19 | Y         | 21  | Male   | engineering                   |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 20 | Y         | 22  | Male   | physical science              |                                       |  | deutsch     | City (population under 100,000)            | Student at the university                       |
| 21 | Y         | 21  | Male   | engineering                   |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 22 | Y         | 24  | Male   | Other                         | Informatik                            | Informatik                                   | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 23 | Y         | 23  | Male   | engineering                   |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 24 | Y         | 40  | N/A    | engineering                   |                                       |  | deutsch     | Other large city (population over 100,000) | Employee at the university                      |
| 25 | Y         | 23  | Male   | engineering                   |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 26 | Y         | 26  | Male   | physical science              |                                       |  | deutsch     | Country side / village                     | Student at the university                       |
| 28 | Y         | 25  | Female | business                      |                                       |  | China       | City (population under 100,000)            | Student at the university                       |
| 29 | Y         | 23  | Male   | engineering                   |                                       |  | Chinese     | Country side / village                     | Student at the university                       |
| 32 | Y         | 22  | Male   | physical science              |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 33 | Y         | 20  | Male   | engineering                   |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 34 | Y         | 32  | Male   | engineering                   |                                       |  | deutsch     | Other large city (population over 100,000) | Employee at the university                      |
| 35 | Y         | 32  | Male   | social sciences               |                                       |  | deutsch     | Other large city (population over 100,000) | Employee at the university                      |
| 36 | Y         | 22  | Male   | engineering                   |                                       |  | deutsch     | Capital city                               | No employee but an ex-student of the university |
| 40 | Y         | 21  | Female | business                      |                                       |  | deutsch     | City (population under 100,000)            | Student at the university                       |
| 41 | Y         | 22  | Female | maths                         |                                       |  | deutsch     | Other large city (population over 100,000) | Student at the university                       |
| 42 | Y         | 20  | Male   | maths                         |                                       |  | Magyar      | Other large city (population over 100,000) | Employee at the university                      |
| 43 | Y         | 43  | Female | humanities                    |                                       |  | magyar      | Country side / village                     | Student at the university                       |
| 44 | Y         | 33  | Female | social sciences               |                                       |  | magyar      | Other large city (population over 100,000) | Employee at the university                      |
| 45 | Y         | 52  | Female | social sciences               |                                       |  | magyar      | Other large city (population over 100,000) | Employee at the university                      |
| 46 | Y         | 25  | Female | humanities                    |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 47 | Y         | 20  | Female | social sciences               |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 50 | Y         | 20  | Female | humanities                    |                                       |  | magyar      | Country side / village                     | Student at the university                       |
| 51 | Y         | 19  | Female | humanities                    |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 52 | Y         | 22  | Female | social sciences               |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 53 | Y         | 21  | Female | social sciences               |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 54 | Y         | 21  | Female | social sciences               |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 55 | Y         | 33  | Female | humanities                    |                                       |  | magyar      | Capital city                               | Student at the university                       |
| 56 | Y         | 28  | Female | humanities                    |                                       |  | magyar      | Capital city                               | Employee at the university                      |
| 59 | Y         | 30  | Male   | engineering                   |                                       |  | deutsch     | Capital city                               | Employee at the university                      |
| 60 | Y         | 26  | Male   | engineering                   |                                       |  | deutsch     | Capital city                               | Employee at the university                      |
| 61 | Y         | 21  | Male   | engineering                   |                                       |  | deutsch     | City (population under 100,000)            | Student at the university                       |
| 62 | Y         | 26  | Male   | Other                         | Informatik                            | Diplom                                       | Greek       | Capital city                               | Student at the university                       |
| 63 | Y         | 25  | Female | engineering                   |                                       |  | DE          | Capital city                               | Employee at the university                      |
| 64 | Y         | 29  | Male   | engineering                   |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 66 | Y         | 26  | Female | social sciences               |                                       |  | chinese     | City (population under 100,000)            | Employee at the university                      |
| 67 | Y         | 24  | Female | humanities                    |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 68 | Y         | 22  | Male   | social sciences               |                                       |  | magyar      | Capital city                               | Student at the university                       |
| 69 | Y         | 32  | Male   | social sciences               |                                       |  | italien     | Other large city (population over 100,000) | Student at the university                       |
| 70 | Y         | 23  | Female | social sciences               |                                       |  | magyar      | City (population under 100,000)            | Student at the university                       |
| 71 | Y         | 20  | Male   | physical science              |                                       |  | British     | City (population under 100,000)            | Student at the university                       |
| 72 | Y         | 30  | Female | social sciences               |                                       |  | British     | City (population under 100,000)            | Student at the university                       |
| 73 | Y         | 21  | Female | humanities                    |                                       |  | English     | Country side / village                     | Student at the university                       |
| 74 | Y         | 28  | Female | humanities                    |                                       |  | magyar      | City (population under 100,000)            | Student at the university                       |
| 75 | Y         | 40  | Male   | business                      |                                       |  | BRD         | Country side / village                     | Employee at the university                      |
| 77 | Y         | 21  | Female | humanities                    |                                       |  | British     | City (population under 100,000)            | Student at the university                       |
| 78 | Y         | 37  | Male   | social sciences               |                                       |  | magyar      | Capital city                               | Student at the university                       |
| 80 | Y         | 20  | Male   | engineering                   |                                       |  | British     | Country side / village                     | Student at the university                       |
| 83 | Y         | 23  | Female | social sciences               |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 84 | Y         | 43  | Female | Other                         | Biological Sciences                   | Microbiology                                 | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 85 | Y         | 37  | Male   | social sciences               |                                       |  | deutsch     | Other large city (population over 100,000) | No employee but an ex-student of the university |
| 86 | Y         | 27  | Male   | maths                         |                                       |  | Magyar      | Capital city                               | Employee at the university                      |
| 87 | Y         | 34  | Male   | humanities                    |                                       |  | Croatian    | Country side / village                     | Student at the university                       |
| 88 | Y         | 20  | Female | engineering                   |                                       |  | magyar      | City (population under 100,000)            | Student at the university                       |
| 89 | Y         | 22  | Male   | humanities                    |                                       |  | magyar      | Other large city (population over 100,000) | Student at the university                       |
| 90 | Y         | 22  | Female | Other                         | FOOD BIOSCIENCES                      | FOOD BIOSCIENCES                             | BRITISH     | Other large city (population over 100,000) | Student at the university                       |
| 91 | Y         | 28  | Male   | maths                         |                                       |  | deutsch     | Other large city (population over 100,000) | Employee at the university                      |













|     |   |   |
|-----|---|---|
|     | believe the service is reliable and it would provide me the information that I am looking for | would be more satisfied with the service when I could use more options to strengthen my privacy |
| 1   | 1 neither disagree nor agree  | 4 I agree   |
| 2   | 2 disagree  | 4 I agree   |
| 3   | 3 I agree   | 5 I strongly agree  |
| 4   | 4 neither disagree nor agree  | 5 I strongly agree  |
| 5   | 5 neither disagree nor agree  | 2 I disagree  |
| 6   | 6 I agree   | 4 I agree   |
| 7   | 7 disagree  | 4 I agree   |
| 8   | 8 I agree   | 2 I disagree  |
| 9   | 9 I agree   | 4 I agree   |
| 10  | 10 neither disagree nor agree   | 3 I neither disagree nor agree  |
| 11  | 11 strongly disagree  | 5 I strongly agree  |
| 12  | 12 I agree  | 4 I agree   |
| 13  | 13 I agree  | 4 I agree   |
| 14  | 14 I agree  | 4 I agree   |
| 15  | 15 I agree  | 4 I agree   |
| 16  | 16 I agree  | 4 I agree   |
| 17  | 17 I agree  | 4 I agree   |
| 18  | 18 I agree  | 4 I agree   |
| 19  | 19 I agree  | 4 I agree   |
| 20  | 20 I agree  | 4 I agree   |
| 21  | 21 I agree  | 4 I agree   |
| 22  | 22 I agree  | 4 I agree   |
| 23  | 23 I agree  | 4 I agree   |
| 24  | 24 I agree  | 4 I agree   |
| 25  | 25 I agree  | 4 I agree   |
| 26  | 26 I agree  | 4 I agree   |
| 27  | 27 I agree  | 4 I agree   |
| 28  | 28 I agree  | 4 I agree   |
| 29  | 29 I agree  | 4 I agree   |
| 30  | 30 I agree  | 4 I agree   |
| 31  | 31 I agree  | 4 I agree   |
| 32  | 32 I agree  | 4 I agree   |
| 33  | 33 I agree  | 4 I agree   |
| 34  | 34 I agree  | 4 I agree   |
| 35  | 35 I agree  | 4 I agree   |
| 36  | 36 I agree  | 4 I agree   |
| 37  | 37 I agree  | 4 I agree   |
| 38  | 38 I agree  | 4 I agree   |
| 39  | 39 I agree  | 4 I agree   |
| 40  | 40 I agree  | 4 I agree   |
| 41  | 41 I agree  | 4 I agree   |
| 42  | 42 I agree  | 4 I agree   |
| 43  | 43 I agree  | 4 I agree   |
| 44  | 44 I agree  | 4 I agree   |
| 45  | 45 I agree  | 4 I agree   |
| 46  | 46 I agree  | 4 I agree   |
| 47  | 47 I agree  | 4 I agree   |
| 48  | 48 I agree  | 4 I agree   |
| 49  | 49 I agree  | 4 I agree   |
| 50  | 50 I agree  | 4 I agree   |
| 51  | 51 I agree  | 4 I agree   |
| 52  | 52 I agree  | 4 I agree   |
| 53  | 53 I agree  | 4 I agree   |
| 54  | 54 I agree  | 4 I agree   |
| 55  | 55 I agree  | 4 I agree   |
| 56  | 56 I agree  | 4 I agree   |
| 57  | 57 I agree  | 4 I agree   |
| 58  | 58 I agree  | 4 I agree   |
| 59  | 59 I agree  | 4 I agree   |
| 60  | 60 I agree  | 4 I agree   |
| 61  | 61 I agree  | 4 I agree   |
| 62  | 62 I agree  | 4 I agree   |
| 63  | 63 I agree  | 4 I agree   |
| 64  | 64 I agree  | 4 I agree   |
| 65  | 65 I agree  | 4 I agree   |
| 66  | 66 I agree  | 4 I agree   |
| 67  | 67 I agree  | 4 I agree   |
| 68  | 68 I agree  | 4 I agree   |
| 69  | 69 I agree  | 4 I agree   |
| 70  | 70 I agree  | 4 I agree   |
| 71  | 71 I agree  | 4 I agree   |
| 72  | 72 I agree  | 4 I agree   |
| 73  | 73 I agree  | 4 I agree   |
| 74  | 74 I agree  | 4 I agree   |
| 75  | 75 I agree  | 4 I agree   |
| 76  | 76 I agree  | 4 I agree   |
| 77  | 77 I agree  | 4 I agree   |
| 78  | 78 I agree  | 4 I agree   |
| 79  | 79 I agree  | 4 I agree   |
| 80  | 80 I agree  | 4 I agree   |
| 81  | 81 I agree  | 4 I agree   |
| 82  | 82 I agree  | 4 I agree   |
| 83  | 83 I agree  | 4 I agree   |
| 84  | 84 I agree  | 4 I agree   |
| 85  | 85 I agree  | 4 I agree   |
| 86  | 86 I agree  | 4 I agree   |
| 87  | 87 I agree  | 4 I agree   |
| 88  | 88 I agree  | 4 I agree   |
| 89  | 89 I agree  | 4 I agree   |
| 90  | 90 I agree  | 4 I agree   |
| 91  | 91 I agree  | 4 I agree   |
| 92  | 92 I agree  | 4 I agree   |
| 93  | 93 I agree  | 4 I agree   |
| 94  | 94 I agree  | 4 I agree   |
| 95  | 95 I agree  | 4 I agree   |
| 96  | 96 I agree  | 4 I agree   |
| 97  | 97 I agree  | 4 I agree   |
| 98  | 98 I agree  | 4 I agree   |
| 99  | 99 I agree  | 4 I agree   |
| 100 | 100 I agree   | 4 I agree   |













9.2 Scenario 2

| Id   | Completed | Age | Gender | Type of university department | Type of university department (Other) | Please specify type of university department | Nationality  | Where do you live (most of the time)?      | What is your main occupation?                   |
|------|-----------|-----|--------|-------------------------------|---------------------------------------|--|--------------|--|---|
| 6 Y  |           | 22  | Male   | business                      |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 8 Y  |           | 23  | Male   | business                      |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 9 Y  |           | 21  | Male   | physical science              |                                       |  | British      | Capital city                               | Student at the university                       |
| 10 Y |           | 26  | Male   | business                      |                                       |  | deutsch      | City (population under 100,000)            | Student at the university                       |
| 11 Y |           | 38  | Male   | business                      |                                       |  | deutsch      | City (population under 100,000)            | Student at the university                       |
| 12 Y |           | 24  | Male   | business                      |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 14 Y |           | 36  | Female | business                      |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 15 Y |           | 28  | Female | business                      |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 18 Y |           | 32  | Male   | humanities                    |                                       |  | german       | Other large city (population over 100,000) | Student at the university                       |
| 19 Y |           | 21  | Female | engineering                   |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 20 Y |           | 28  | Male   | physical science              |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 22 Y |           | 28  | Male   | engineering                   |                                       |  | indian       | Other large city (population over 100,000) | Student at the university                       |
| 23 Y |           | 22  | Male   | engineering                   |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 24 Y |           | 25  | Male   | engineering                   |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 25 Y |           | 22  | Male   | Other                         | Medizin                               | Zahnmedizin                                  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 26 Y |           | 23  | Male   | engineering                   |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 27 Y |           | 22  | Male   | law                           |                                       |  | marokkanisch | City (population under 100,000)            | Student at the university                       |
| 28 Y |           | 23  | Male   | engineering                   |                                       |  | deutsch      | Other large city (population over 100,000) | Employee at the university                      |
| 29 Y |           | 21  | Male   | engineering                   |                                       |  | deutsch      | City (population under 100,000)            | Student at the university                       |
| 31 Y |           | 25  | Male   | engineering                   |                                       |  | deutsch      | Other large city (population over 100,000) | Student at the university                       |
| 33 Y |           | 30  | N/A    | business                      |                                       |  | D            | Other large city (population over 100,000) | Employee at the university                      |
| 34 Y |           | 33  | Male   | social sciences               |                                       |  | magyar       | Capital city                               | Student at the university                       |
| 35 Y |           | 27  | Male   | humanities                    |                                       |  | magyar       | City (population under 100,000)            | No employee but an ex-student of the university |
| 36 Y |           | 44  | Female | humanities                    |                                       |  | magyar       | City (population under 100,000)            | No employee but an ex-student of the university |
| 38 Y |           | 41  | Male   | humanities                    |                                       |  | magyar       | Other large city (population over 100,000) | Employee at the university                      |
| 41 Y |           | 27  | Female | humanities                    |                                       |  | magyar       | Capital city                               | No employee but an ex-student of the university |
| 42 Y |           | 32  | Female | humanities                    |                                       |  | magyar       | Capital city                               | No employee but an ex-student of the university |
| 44 Y |           | 26  | Female | humanities                    |                                       |  | magyar       | Other large city (population over 100,000) | Student at the university                       |
| 48 Y |           | 20  | Female | humanities                    |                                       |  | magyar       | Other large city (population over 100,000) | Student at the university                       |
| 47 Y |           | 23  | Female | humanities                    |                                       |  | magyar       | Other large city (population over 100,000) | Student at the university                       |
| 48 Y |           | 24  | Female | humanities                    |                                       |  | magyar       | City (population under 100,000)            | Student at the university                       |
| 49 Y |           | 25  | Female | humanities                    |                                       |  | magyar       | City (population under 100,000)            | Student at the university                       |
| 50 Y |           | 21  | Male   | humanities                    |                                       |  | Magyar       | Other large city (population over 100,000) | Student at the university                       |
| 61 Y |           | 22  | N/A    | business                      |                                       |  | Magyar       | Other large city (population over 100,000) | Student at the university                       |
| 62 Y |           | 22  | N/A    | business                      |                                       |  | Magyar       | Other large city (population over 100,000) | Student at the university                       |
| 63 Y |           | 22  | Female | social sciences               |                                       |  | magyar       | Other large city (population over 100,000) | Student at the university                       |
| 64 Y |           | 21  | Female | humanities                    |                                       |  | magyar       | City (population under 100,000)            | Student at the university                       |
| 65 Y |           | 21  | Male   | social sciences               |                                       |  | magyar       | City (population under 100,000)            | Student at the university                       |
| 66 Y |           | 25  | Female | humanities                    |                                       |  | magyar       | Other large city (population over 100,000) | Student at the university                       |
| 68 Y |           | 21  | Female | humanities                    |                                       |  | magyar       | City (population under 100,000)            | Student at the university                       |
| 69 Y |           | 21  | Female | humanities                    |                                       |  | magyar       | Other large city (population over 100,000) | Student at the university                       |
| 70 Y |           | 23  | Male   | humanities                    |                                       |  | deutsch      | Other large city (population over 100,000) | No employee but an ex-student of the university |
| 71 Y |           | 48  | Male   | business                      |                                       |  | magyar       | Other large city (population over 100,000) | Student at the university                       |
| 72 Y |           | 20  | Male   | engineering                   |                                       |  | Austria      | City (population under 100,000)            | Employee at the university                      |
| 73 Y |           | 26  | Male   | physical science              |                                       |  | British      | City (population under 100,000)            | Student at the university                       |
| 74 Y |           | 26  | Male   | business                      |                                       |  | italienisch  | Capital city                               | Employee at the university                      |
| 77 Y |           | 24  | Male   | social sciences               |                                       |  | magyar       | Other large city (population over 100,000) | Student at the university                       |
| 78 Y |           | 24  | Female | humanities                    |                                       |  | magyar       | Capital city                               | Student at the university                       |
| 79 Y |           | 26  | Female | engineering                   |                                       |  | French       | Other large city (population over 100,000) | Student at the university                       |
| 80 Y |           | 26  | Female | humanities                    |                                       |  | Greek        | Other large city (population over 100,000) | Student at the university                       |
| 82 Y |           | 21  | Male   | engineering                   |                                       |  | magyar       | Country side / village                     | Student at the university                       |
| 83 Y |           | 31  | Male   | engineering                   |                                       |  | British      | Other large city (population over 100,000) | Student at the university                       |
| 84 Y |           | 32  | Female | Other                         | Life sciences                         |  | german       | Capital city                               | Student at the university                       |
| 86 Y |           | 21  | Male   | Other                         | Life sciences                         |  | German       | Other large city (population over 100,000) | Student at the university                       |
| 87 Y |           | 27  | Female | business                      | applied sciences                      |  | Malaysian    | Other large city (population over 100,000) | Student at the university                       |
| 88 Y |           | 31  | Male   | physical science              |                                       |  | Croatian     | Other large city (population over 100,000) | Employee at the university                      |
| 89 Y |           | 29  | Male   | engineering                   |                                       |  | Deutsch      | Capital city                               | Employee at the university                      |
| 90 Y |           | 21  | Male   | physical science              |                                       |  | Deutsch      | City (population under 100,000)            | Student at the university                       |





|   |                                      |  |
|---|--------------------------------------|--|
|   | Privacy is an important human right. | 1. do not mind sharing sensitive information (such as information about my political opinions or ethnic origin or health related data) about me. |
| 5 | strongly agree                       | 2.   disagree  |
| 4 | agree                                | 2.   disagree  |
| 3 | neither agree nor disagree           | 4.   agree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |
| 5 | strongly agree                       | 1.   strongly disagree   |
| 4 | agree                                | 1.   strongly disagree   |
| 3 | neither agree nor disagree           | 1.   strongly disagree   |
| 2 | disagree                             | 1.   strongly disagree   |
| 1 | strongly disagree                    | 1.   strongly disagree   |





















9.3 Scenario 3

| Id   | Completed | Age | Gender | Type of university department | Type of university department [Other] | Please specify type of university department     | Nationality |
|------|-----------|-----|--------|-------------------------------|---------------------------------------|--|-------------|
| 4 Y  |           | 26  | Female | business                      |                                       |  | Luxembourg  |
| 6 Y  |           | 25  | Male   | engineering                   |                                       |  | .de         |
| 7 Y  |           | 39  | Male   | engineering                   |                                       |  | Italian     |
| 8 Y  |           | 26  | Female | business                      |                                       |  | ukrainisch  |
| 9 Y  |           | 36  | Female | engineering                   |                                       |  | deutsch     |
| 12 Y |           | 23  | Male   | engineering                   |                                       |  | Deutsch     |
| 15 Y |           | 22  | Male   | engineering                   |                                       |  | deutsch     |
| 16 Y |           | 24  | Male   | engineering                   |                                       |  | deutsch     |
| 18 Y |           | 28  | Male   | engineering                   |                                       |  | deutsch     |
| 19 Y |           | 29  | Male   | engineering                   |                                       |  | de          |
| 20 Y |           | 31  | Male   | physical science              |                                       |  | ukrainer    |
| 22 Y |           | 25  | Female | physical science              |                                       |  | Deutsch     |
| 23 Y |           | 26  | Female | social sciences               |                                       |  | deutsch     |
| 24 Y |           | 26  | Female | business                      |                                       |  | deutsch     |
| 27 Y |           | 30  | Male   | humanities                    |                                       |  | magyar      |
| 28 Y |           | 27  | Male   | social sciences               |                                       |  | magyar      |
| 30 Y |           | 21  | Female | humanities                    |                                       |  | magyar      |
| 33 Y |           | 22  | Female | social sciences               |                                       |  | magyar      |
| 34 Y |           | 20  | Female | humanities                    |                                       |  | magyar      |
| 35 Y |           | 22  | Female | humanities                    |                                       |  | Magyar      |
| 36 Y |           | 28  | Male   | engineering                   |                                       |  | piréz       |
| 37 Y |           | 21  | Female | social sciences               |                                       |  | magyar      |
| 40 Y |           | 23  | Female | humanities                    |                                       |  | Magyar      |
| 42 Y |           | 21  | Female | physical science              |                                       |  | de          |
| 43 Y |           | 24  | Male   | social sciences               |                                       |  | magyar      |
| 44 Y |           | 23  | Male   | humanities                    |                                       |  | magyar      |
| 45 Y |           | 28  | Female | humanities                    |                                       |  | magyar      |
| 46 Y |           | 31  | Male   | engineering                   |                                       |  | magyar      |
| 47 Y |           | 28  | Male   | business                      |                                       |  | Turkish     |
| 48 Y |           | 26  | Male   | engineering                   |                                       |  | Deutsch     |
| 49 Y |           | 24  | Male   | physical science              |                                       |  | Britisj     |
| 54 Y |           | 18  | Male   | engineering                   |                                       |  | British     |
| 57 Y |           | 20  | Female | Other                         | languages                             | Reading University, French & Italian departments | British     |
| 58 Y |           | 19  | Male   | engineering                   |                                       |  | British     |
| 60 Y |           | 25  | Female | Other                         |                                       | Chemistry  | Polish      |
| 61 Y |           | 24  | Male   | business                      |                                       |  | Deutsch     |
| 62 Y |           | 28  | Female | humanities                    |                                       |  | magyar      |
| 63 Y |           | 22  | Female | humanities                    |                                       |  | magyar      |
| 64 Y |           | 29  | Male   | engineering                   |                                       |  | magyar      |
| 65 Y |           | 31  | Male   | engineering                   |                                       |  | deutsch     |
| 66 Y |           | 26  | Male   | engineering                   |                                       |  | British     |
| 69 Y |           | 20  | Male   | engineering                   |                                       |  | British     |
| 71 Y |           | 38  | Male   | Other                         |                                       | Life Sciences                                    | Portuguese  |
| 72 Y |           | 26  | Male   | business                      |                                       |  | Portuguese  |
| 74 Y |           | 35  | Male   | law                           |                                       |  | Deutsch     |
| 75 Y |           | 20  | Male   | engineering                   |                                       |  | Deutsch     |
| 76 Y |           | 43  | Female | humanities                    |                                       |  | British     |
| 79 Y |           | 20  | Female | business                      |                                       |  | magyar      |
| 80 Y |           | 27  | Male   | business                      |                                       |  | deutsch     |
| 81 Y |           | 23  | Male   | engineering                   |                                       |  | Deutsch     |
|      |           |     |        |                               |                                       |  | Romanian    |



|  |  |
|--|--|
| Please indicate whether you agree or not agree with the following sentence: "The use of information and communication technology is/was important for my education". |  |
| 4.   agree   |  |
| 5.   strongly agree  |  |
| 4.   agree   |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 1.   strongly disagree   |  |
| 5.   strongly agree  |  |
| 4.   agree   |  |
| 3.   neither disagree nor agree  |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 4.   agree   |  |
| 4.   agree   |  |
| 4.   agree   |  |
| 5.   strongly agree  |  |
| 1.   strongly disagree   |  |
| 5.   strongly agree  |  |
| 1.   strongly disagree   |  |
| 5.   strongly agree  |  |
| 2.   disagree  |  |
| 4.   agree   |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 4.   agree   |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 4.   agree   |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 4.   agree   |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 5.   strongly agree  |  |
| 4.   agree   |  |
| 1.   strongly disagree   |  |
| 5.   strongly agree  |  |
| 4.   agree   |  |
| 5.   strongly agree  |  |





|   |  |
|---|--|
| I do not mind sharing sensitive information (such as information about my political opinions or ethnic origin or health related data) about me. |  |
| 2.   disagree   |  |
| 1.   strongly disagree.   |  |
| 3.   neither disagree nor agree   |  |
| 1.   strongly disagree.   |  |
| 3.   neither disagree nor agree   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 2.   disagree   |  |
| 4.   agree  |  |
| 1.   strongly disagree.   |  |
| 4.   agree  |  |
| 2.   disagree   |  |
| 4.   agree  |  |
| 3.   neither disagree nor agree   |  |
| 3.   neither disagree nor agree   |  |
| 3.   neither disagree nor agree   |  |
| 2.   disagree   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 3.   neither disagree nor agree   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 4.   agree  |  |
| 4.   agree  |  |
| 3.   neither disagree nor agree   |  |
| 3.   neither disagree nor agree   |  |
| 1.   strongly disagree.   |  |
| 3.   neither disagree nor agree   |  |
| 2.   disagree   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 3.   neither disagree nor agree   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 4.   agree  |  |
| 4.   agree  |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 2.   disagree   |  |
| 4.   agree  |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 4.   agree  |  |
| 1.   strongly disagree.   |  |
| 1.   strongly disagree.   |  |
| 4.   agree  |  |











|  |
|--|
| I would be more satisfied with the service when I could use more options to strengthen my privacy. |
| 4.   agree   |
| 4.   I agree   |
| 3.   neither disagree nor agree  |
| 4.   I agree   |
| 5.   strongly agree  |
| 4.   I agree   |
| 3.   neither disagree nor agree  |
| 3.   I neither disagree nor agree  |
| 3.   neither disagree nor agree  |
| 2.   disagree  |
| 1.   strongly disagree.  |
| 5.   strongly agree  |
| 4.   I agree   |
| 3.   neither disagree nor agree  |
| 3.   I neither disagree nor agree  |
| 4.   I agree   |
| 4.   I agree   |
| 3.   neither disagree nor agree  |
| 4.   I agree   |
| 4.   I agree   |
| 2.   disagree  |
| 4.   I agree   |
| 4.   I agree   |
| 5.   strongly agree  |
| 4.   I agree   |
| 5.   strongly agree  |
| 4.   I agree   |
| 5.   strongly agree  |
| 4.   I agree   |
| 5.   strongly agree  |
| 1.   strongly disagree.  |
| 5.   strongly agree  |

|   |
|---|
| I am satisfied with the amount of control I have over how much information I share with the system. |
| 3.   neither disagree nor agree   |
| 2.   disagree   |
| 3.   neither disagree nor agree   |
| 4.   I agree  |
| 3.   neither disagree nor agree   |
| 2.   disagree   |
| 2.   disagree   |
| 1.   strongly disagree.   |
| 3.   neither disagree nor agree   |
| 2.   disagree   |
| 3.   neither disagree nor agree   |
| 4.   I agree  |
| 4.   I agree  |
| 3.   neither disagree nor agree   |
| 4.   I agree  |
| 3.   neither disagree nor agree   |
| 3.   neither disagree nor agree   |
| 3.   neither disagree nor agree   |
| 3.   neither disagree nor agree   |
| 1.   strongly disagree.   |
| 4.   I agree  |
| 4.   I agree  |
| 3.   neither disagree nor agree   |
| 2.   disagree   |
| 3.   neither disagree nor agree   |
| 2.   disagree   |
| 4.   I agree  |
| 1.   strongly disagree.   |
| 3.   neither disagree nor agree   |
| 2.   disagree   |
| 3.   neither disagree nor agree   |
| 1.   strongly disagree.   |
| 4.   I agree  |







|   |  |   |                                 |
|---|--|---|---------------------------------|
| How often would you use it....                              | I think that my friends would use a similar service. □ | I think this service would be very popular. | Using the service seems easy.   |
| I would try it but do not use regularly                     |  | 3.3.   neither disagree nor agree           | 4.   agree                      |
| I would try it but do not use regularly                     |  | 4.2.   disagree                             | 4.   agree                      |
| I would try it but do not use regularly                     |  | 4.3.   neither disagree nor agree           | 4.   agree                      |
| Specific days of the week (like weekend or when you go out) |  | 4.3.   neither disagree nor agree           | 4.   agree                      |
| I would try it but do not use regularly                     |  | 2.4.   agree                                | 2.   disagree                   |
| I would try it but do not use regularly                     |  | 4.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 4.3.   neither disagree nor agree           | 4.   agree                      |
| I would try it but do not use regularly                     |  | 4.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 3.5.   strongly agree                       | 5.   strongly agree             |
| Specific days of the week (like weekend or when you go out) |  | 4.2.   disagree                             | 4.   agree                      |
| I would try it but do not use regularly                     |  | 3.3.   neither disagree nor agree           | 4.   agree                      |
| I would try it but do not use regularly                     |  | 3.3.   neither disagree nor agree           | 4.   agree                      |
| Specific days of the week (like weekend or when you go out) |  | 4.3.   neither disagree nor agree           | 4.   agree                      |
| I would try it but do not use regularly                     |  | 2.4.   agree                                | 5.   strongly agree             |
| I would try it but do not use regularly                     |  | 2.   disagree                               | 5.   strongly agree             |
| Specific days of the week (like weekend or when you go out) |  | 2.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 2.   disagree                               | 3.   neither disagree nor agree |
| Specific days of the week (like weekend or when you go out) |  | 3.3.   neither disagree nor agree           | 4.   agree                      |
| I would try it but do not use regularly                     |  | 2.5.   strongly agree                       | 4.   agree                      |
| I would try it but do not use regularly                     |  | 3.3.   neither disagree nor agree           | 3.   neither disagree nor agree |
| Specific days of the week (like weekend or when you go out) |  | 2.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 4.2.   disagree                             | 3.   neither disagree nor agree |
| I would try it but do not use regularly                     |  | 3.3.   neither disagree nor agree           | 4.   agree                      |
| Every day or almost every day                               |  | 2.4.   agree                                | 4.   agree                      |
| I would never try it  |  | 2.   disagree                               | 2.   disagree                   |
| Every day or almost every day                               |  | 3.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 2.3.   neither disagree nor agree           | 4.   agree                      |
| Specific days of the week (like weekend or when you go out) |  | 3.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 3.3.   neither disagree nor agree           | 4.   agree                      |
| I would try it but do not use regularly                     |  | 2.2.   disagree                             | 2.   disagree                   |
| Specific days of the week (like weekend or when you go out) |  | 4.3.   neither disagree nor agree           | 4.   agree                      |
| I would try it but do not use regularly                     |  | 2.4.   agree                                | 4.   agree                      |
| Every day or almost every day                               |  | 2.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 3.3.   neither disagree nor agree           | 3.   neither disagree nor agree |
| Specific days of the week (like weekend or when you go out) |  | 5.   strongly agree                         | 4.   agree                      |
| I would try it but do not use regularly                     |  | 3.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 4.2.   disagree                             | 5.   strongly agree             |
| I would try it but do not use regularly                     |  | 4.4.   agree                                | 3.   neither disagree nor agree |
| I would try it but do not use regularly                     |  | 4.4.   agree                                | 3.   neither disagree nor agree |
| I would try it but do not use regularly                     |  | 2.   disagree                               | 5.   strongly agree             |
| Specific days of the week (like weekend or when you go out) |  | 2.4.   agree                                | 4.   agree                      |
| Specific days of the week (like weekend or when you go out) |  | 2.4.   agree                                | 4.   agree                      |
| Specific days of the week (like weekend or when you go out) |  | 4.   agree                                  | 4.   agree                      |
| Every day or almost every day                               |  | 3.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 4.4.   agree                                | 4.   agree                      |
| Specific days of the week (like weekend or when you go out) |  | 2.4.   agree                                | 4.   agree                      |
| I would try it but do not use regularly                     |  | 3.3.   neither disagree nor agree           | 4.   agree                      |
| Every day or almost every day                               |  | 5.   strongly agree                         | 5.   strongly agree             |
| I would never try it  |  | 3.2.   disagree                             | 5.   strongly agree             |
| Every day or almost every day                               |  | 5.   strongly agree                         | 5.   strongly agree             |

|                                 |   |  |
|---------------------------------|---|--|
|                                 | I think the system is clear and understandable. | I think, this application would be too complicated for some users. |
| 4.   agree                      |   | 4.   agree   |
| 4.   agree                      |   | 2.   disagree  |
| 4.   agree                      |   | 4.   agree   |
| 4.   agree                      |   | 5.   strongly agree  |
| 4.   agree                      |   | 3.   neither disagree nor agree                                    |
| 3.   neither disagree nor agree |   | 2.   disagree  |
| 2.   disagree                   |   | 2.   disagree  |
| 4.   agree                      |   | 3.   neither disagree nor agree                                    |
| 3.   neither disagree nor agree |   | 4.   agree   |
| 4.   agree                      |   | 4.   agree   |
| 3.   neither disagree nor agree |   | 5.   strongly agree  |
| 2.   disagree                   |   | 4.   agree   |
| 4.   agree                      |   | 4.   agree   |
| 3.   neither disagree nor agree |   | 3.   neither disagree nor agree                                    |
| 4.   agree                      |   | 3.   neither disagree nor agree                                    |
| 4.   agree                      |   | 3.   neither disagree nor agree                                    |
| 5.   strongly agree             |   | 3.   neither disagree nor agree                                    |
| 3.   neither disagree nor agree |   | 3.   neither disagree nor agree                                    |
| 2.   disagree                   |   | 4.   agree   |
| 4.   agree                      |   | 4.   agree   |
| 4.   agree                      |   | 3.   neither disagree nor agree                                    |
| 3.   neither disagree nor agree |   | 3.   neither disagree nor agree                                    |
| 4.   agree                      |   | 3.   neither disagree nor agree                                    |
| 4.   agree                      |   | 3.   neither disagree nor agree                                    |
| 5.   strongly agree             |   | 3.   neither disagree nor agree                                    |
| 4.   agree                      |   | 4.   agree   |
| 4.   agree                      |   | 4.   agree   |
| 5.   strongly agree             |   | 2.   disagree  |
| 4.   agree                      |   | 4.   agree   |
| 5.   strongly agree             |   | 2.   disagree  |





|   |  |  |   |
|---|--|--|---|
| The service would enable commercial parties sending me targeted advertisements. |  | I would like to know, which profiles are made upon my data. <input type="checkbox"/> |   |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 2.   disagree   |  |  | 4 |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 3.   neither disagree nor agree   |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   | 2 |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 2.   disagree   |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 3.   neither disagree nor agree   |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   | 2 |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 4.   agree  |  | 1 - Definitely yes   | 2 |
| 4.   agree  |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 2.   disagree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 2.   disagree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   | 2 |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 5.   strongly agree   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |
| 1.   strongly disagree.   |  | 1 - Definitely yes   |   |







|     |   |                                 |            |
|-----|---|---------------------------------|------------|
| 1   | I do not mind sharing sensitive information (such as information about my political opinions or ethnic origin or health related data) about me. | 1. I strongly disagree          | Yes        |
| 2   |   | 2. I disagree                   | No         |
| 3   |   | 3. I neither disagree nor agree | Don't know |
| 4   |   | 4. I agree                      | Yes        |
| 5   |   | 5. I strongly agree             | No         |
| 6   |   | 1. I strongly disagree          | Don't know |
| 7   |   | 2. I disagree                   | Don't know |
| 8   |   | 3. I neither disagree nor agree | Don't know |
| 9   |   | 4. I agree                      | No         |
| 10  |   | 5. I strongly agree             | Yes        |
| 11  |   | 1. I strongly disagree          | Don't know |
| 12  |   | 2. I disagree                   | Don't know |
| 13  |   | 3. I neither disagree nor agree | Don't know |
| 14  |   | 4. I agree                      | No         |
| 15  |   | 5. I strongly agree             | Yes        |
| 16  |   | 1. I strongly disagree          | Yes        |
| 17  |   | 2. I disagree                   | Don't know |
| 18  |   | 3. I neither disagree nor agree | Yes        |
| 19  |   | 4. I agree                      | Don't know |
| 20  |   | 5. I strongly agree             | Yes        |
| 21  |   | 1. I strongly disagree          | Yes        |
| 22  |   | 2. I disagree                   | Don't know |
| 23  |   | 3. I neither disagree nor agree | Yes        |
| 24  |   | 4. I agree                      | Don't know |
| 25  |   | 5. I strongly agree             | Yes        |
| 26  |   | 1. I strongly disagree          | Yes        |
| 27  |   | 2. I disagree                   | Don't know |
| 28  |   | 3. I neither disagree nor agree | Yes        |
| 29  |   | 4. I agree                      | Don't know |
| 30  |   | 5. I strongly agree             | Yes        |
| 31  |   | 1. I strongly disagree          | Yes        |
| 32  |   | 2. I disagree                   | Don't know |
| 33  |   | 3. I neither disagree nor agree | Yes        |
| 34  |   | 4. I agree                      | Don't know |
| 35  |   | 5. I strongly agree             | Yes        |
| 36  |   | 1. I strongly disagree          | Yes        |
| 37  |   | 2. I disagree                   | Don't know |
| 38  |   | 3. I neither disagree nor agree | Yes        |
| 39  |   | 4. I agree                      | Don't know |
| 40  |   | 5. I strongly agree             | Yes        |
| 41  |   | 1. I strongly disagree          | Yes        |
| 42  |   | 2. I disagree                   | Don't know |
| 43  |   | 3. I neither disagree nor agree | Yes        |
| 44  |   | 4. I agree                      | Don't know |
| 45  |   | 5. I strongly agree             | Yes        |
| 46  |   | 1. I strongly disagree          | Yes        |
| 47  |   | 2. I disagree                   | Don't know |
| 48  |   | 3. I neither disagree nor agree | Yes        |
| 49  |   | 4. I agree                      | Don't know |
| 50  |   | 5. I strongly agree             | Yes        |
| 51  |   | 1. I strongly disagree          | Yes        |
| 52  |   | 2. I disagree                   | Don't know |
| 53  |   | 3. I neither disagree nor agree | Yes        |
| 54  |   | 4. I agree                      | Don't know |
| 55  |   | 5. I strongly agree             | Yes        |
| 56  |   | 1. I strongly disagree          | Yes        |
| 57  |   | 2. I disagree                   | Don't know |
| 58  |   | 3. I neither disagree nor agree | Yes        |
| 59  |   | 4. I agree                      | Don't know |
| 60  |   | 5. I strongly agree             | Yes        |
| 61  |   | 1. I strongly disagree          | Yes        |
| 62  |   | 2. I disagree                   | Don't know |
| 63  |   | 3. I neither disagree nor agree | Yes        |
| 64  |   | 4. I agree                      | Don't know |
| 65  |   | 5. I strongly agree             | Yes        |
| 66  |   | 1. I strongly disagree          | Yes        |
| 67  |   | 2. I disagree                   | Don't know |
| 68  |   | 3. I neither disagree nor agree | Yes        |
| 69  |   | 4. I agree                      | Don't know |
| 70  |   | 5. I strongly agree             | Yes        |
| 71  |   | 1. I strongly disagree          | Yes        |
| 72  |   | 2. I disagree                   | Don't know |
| 73  |   | 3. I neither disagree nor agree | Yes        |
| 74  |   | 4. I agree                      | Don't know |
| 75  |   | 5. I strongly agree             | Yes        |
| 76  |   | 1. I strongly disagree          | Yes        |
| 77  |   | 2. I disagree                   | Don't know |
| 78  |   | 3. I neither disagree nor agree | Yes        |
| 79  |   | 4. I agree                      | Don't know |
| 80  |   | 5. I strongly agree             | Yes        |
| 81  |   | 1. I strongly disagree          | Yes        |
| 82  |   | 2. I disagree                   | Don't know |
| 83  |   | 3. I neither disagree nor agree | Yes        |
| 84  |   | 4. I agree                      | Don't know |
| 85  |   | 5. I strongly agree             | Yes        |
| 86  |   | 1. I strongly disagree          | Yes        |
| 87  |   | 2. I disagree                   | Don't know |
| 88  |   | 3. I neither disagree nor agree | Yes        |
| 89  |   | 4. I agree                      | Don't know |
| 90  |   | 5. I strongly agree             | Yes        |
| 91  |   | 1. I strongly disagree          | Yes        |
| 92  |   | 2. I disagree                   | Don't know |
| 93  |   | 3. I neither disagree nor agree | Yes        |
| 94  |   | 4. I agree                      | Don't know |
| 95  |   | 5. I strongly agree             | Yes        |
| 96  |   | 1. I strongly disagree          | Yes        |
| 97  |   | 2. I disagree                   | Don't know |
| 98  |   | 3. I neither disagree nor agree | Yes        |
| 99  |   | 4. I agree                      | Don't know |
| 100 |   | 5. I strongly agree             | Yes        |













|     |   |   |  |
|-----|---|---|--|
|     | Think the system is clear and understandable. | Think this application would be too complicated for some users. | I am confident that the service provider does not misuse the information known about me. |
| 1   | 1. agree                                      | 1. agree  | 1. strongly agree  |
| 2   | 2. disagree                                   | 2. disagree   | 2. disagree  |
| 3   | 3. neither disagree nor agree                 | 3. neither disagree nor agree                                   | 3. neither disagree nor agree  |
| 4   | 4. agree                                      | 4. agree  | 4. strongly disagree   |
| 5   | 5. strongly disagree                          | 5. strongly disagree  | 5. strongly disagree   |
| 6   | 6. disagree                                   | 6. disagree   | 6. disagree  |
| 7   | 7. neither disagree nor agree                 | 7. neither disagree nor agree                                   | 7. neither disagree nor agree  |
| 8   | 8. agree                                      | 8. agree  | 8. disagree  |
| 9   | 9. neither disagree nor agree                 | 9. neither disagree nor agree                                   | 9. neither disagree nor agree  |
| 10  | 10. disagree                                  | 10. disagree  | 10. disagree   |
| 11  | 11. neither disagree nor agree                | 11. neither disagree nor agree                                  | 11. neither disagree nor agree   |
| 12  | 12. agree                                     | 12. agree   | 12. disagree   |
| 13  | 13. neither disagree nor agree                | 13. neither disagree nor agree                                  | 13. neither disagree nor agree   |
| 14  | 14. disagree                                  | 14. disagree  | 14. disagree   |
| 15  | 15. strongly disagree                         | 15. strongly disagree   | 15. strongly disagree  |
| 16  | 16. disagree                                  | 16. disagree  | 16. disagree   |
| 17  | 17. neither disagree nor agree                | 17. neither disagree nor agree                                  | 17. neither disagree nor agree   |
| 18  | 18. agree                                     | 18. agree   | 18. disagree   |
| 19  | 19. neither disagree nor agree                | 19. neither disagree nor agree                                  | 19. neither disagree nor agree   |
| 20  | 20. disagree                                  | 20. disagree  | 20. disagree   |
| 21  | 21. strongly disagree                         | 21. strongly disagree   | 21. strongly disagree  |
| 22  | 22. disagree                                  | 22. disagree  | 22. disagree   |
| 23  | 23. neither disagree nor agree                | 23. neither disagree nor agree                                  | 23. neither disagree nor agree   |
| 24  | 24. agree                                     | 24. agree   | 24. disagree   |
| 25  | 25. neither disagree nor agree                | 25. neither disagree nor agree                                  | 25. neither disagree nor agree   |
| 26  | 26. disagree                                  | 26. disagree  | 26. disagree   |
| 27  | 27. strongly disagree                         | 27. strongly disagree   | 27. strongly disagree  |
| 28  | 28. disagree                                  | 28. disagree  | 28. disagree   |
| 29  | 29. neither disagree nor agree                | 29. neither disagree nor agree                                  | 29. neither disagree nor agree   |
| 30  | 30. agree                                     | 30. agree   | 30. disagree   |
| 31  | 31. neither disagree nor agree                | 31. neither disagree nor agree                                  | 31. neither disagree nor agree   |
| 32  | 32. disagree                                  | 32. disagree  | 32. disagree   |
| 33  | 33. strongly disagree                         | 33. strongly disagree   | 33. strongly disagree  |
| 34  | 34. disagree                                  | 34. disagree  | 34. disagree   |
| 35  | 35. neither disagree nor agree                | 35. neither disagree nor agree                                  | 35. neither disagree nor agree   |
| 36  | 36. agree                                     | 36. agree   | 36. disagree   |
| 37  | 37. neither disagree nor agree                | 37. neither disagree nor agree                                  | 37. neither disagree nor agree   |
| 38  | 38. disagree                                  | 38. disagree  | 38. disagree   |
| 39  | 39. strongly disagree                         | 39. strongly disagree   | 39. strongly disagree  |
| 40  | 40. disagree                                  | 40. disagree  | 40. disagree   |
| 41  | 41. neither disagree nor agree                | 41. neither disagree nor agree                                  | 41. neither disagree nor agree   |
| 42  | 42. agree                                     | 42. agree   | 42. disagree   |
| 43  | 43. neither disagree nor agree                | 43. neither disagree nor agree                                  | 43. neither disagree nor agree   |
| 44  | 44. disagree                                  | 44. disagree  | 44. disagree   |
| 45  | 45. strongly disagree                         | 45. strongly disagree   | 45. strongly disagree  |
| 46  | 46. disagree                                  | 46. disagree  | 46. disagree   |
| 47  | 47. neither disagree nor agree                | 47. neither disagree nor agree                                  | 47. neither disagree nor agree   |
| 48  | 48. agree                                     | 48. agree   | 48. disagree   |
| 49  | 49. neither disagree nor agree                | 49. neither disagree nor agree                                  | 49. neither disagree nor agree   |
| 50  | 50. disagree                                  | 50. disagree  | 50. disagree   |
| 51  | 51. strongly disagree                         | 51. strongly disagree   | 51. strongly disagree  |
| 52  | 52. disagree                                  | 52. disagree  | 52. disagree   |
| 53  | 53. neither disagree nor agree                | 53. neither disagree nor agree                                  | 53. neither disagree nor agree   |
| 54  | 54. agree                                     | 54. agree   | 54. disagree   |
| 55  | 55. neither disagree nor agree                | 55. neither disagree nor agree                                  | 55. neither disagree nor agree   |
| 56  | 56. disagree                                  | 56. disagree  | 56. disagree   |
| 57  | 57. strongly disagree                         | 57. strongly disagree   | 57. strongly disagree  |
| 58  | 58. disagree                                  | 58. disagree  | 58. disagree   |
| 59  | 59. neither disagree nor agree                | 59. neither disagree nor agree                                  | 59. neither disagree nor agree   |
| 60  | 60. agree                                     | 60. agree   | 60. disagree   |
| 61  | 61. neither disagree nor agree                | 61. neither disagree nor agree                                  | 61. neither disagree nor agree   |
| 62  | 62. disagree                                  | 62. disagree  | 62. disagree   |
| 63  | 63. strongly disagree                         | 63. strongly disagree   | 63. strongly disagree  |
| 64  | 64. disagree                                  | 64. disagree  | 64. disagree   |
| 65  | 65. neither disagree nor agree                | 65. neither disagree nor agree                                  | 65. neither disagree nor agree   |
| 66  | 66. agree                                     | 66. agree   | 66. disagree   |
| 67  | 67. neither disagree nor agree                | 67. neither disagree nor agree                                  | 67. neither disagree nor agree   |
| 68  | 68. disagree                                  | 68. disagree  | 68. disagree   |
| 69  | 69. strongly disagree                         | 69. strongly disagree   | 69. strongly disagree  |
| 70  | 70. disagree                                  | 70. disagree  | 70. disagree   |
| 71  | 71. neither disagree nor agree                | 71. neither disagree nor agree                                  | 71. neither disagree nor agree   |
| 72  | 72. agree                                     | 72. agree   | 72. disagree   |
| 73  | 73. neither disagree nor agree                | 73. neither disagree nor agree                                  | 73. neither disagree nor agree   |
| 74  | 74. disagree                                  | 74. disagree  | 74. disagree   |
| 75  | 75. strongly disagree                         | 75. strongly disagree   | 75. strongly disagree  |
| 76  | 76. disagree                                  | 76. disagree  | 76. disagree   |
| 77  | 77. neither disagree nor agree                | 77. neither disagree nor agree                                  | 77. neither disagree nor agree   |
| 78  | 78. agree                                     | 78. agree   | 78. disagree   |
| 79  | 79. neither disagree nor agree                | 79. neither disagree nor agree                                  | 79. neither disagree nor agree   |
| 80  | 80. disagree                                  | 80. disagree  | 80. disagree   |
| 81  | 81. strongly disagree                         | 81. strongly disagree   | 81. strongly disagree  |
| 82  | 82. disagree                                  | 82. disagree  | 82. disagree   |
| 83  | 83. neither disagree nor agree                | 83. neither disagree nor agree                                  | 83. neither disagree nor agree   |
| 84  | 84. agree                                     | 84. agree   | 84. disagree   |
| 85  | 85. neither disagree nor agree                | 85. neither disagree nor agree                                  | 85. neither disagree nor agree   |
| 86  | 86. disagree                                  | 86. disagree  | 86. disagree   |
| 87  | 87. strongly disagree                         | 87. strongly disagree   | 87. strongly disagree  |
| 88  | 88. disagree                                  | 88. disagree  | 88. disagree   |
| 89  | 89. neither disagree nor agree                | 89. neither disagree nor agree                                  | 89. neither disagree nor agree   |
| 90  | 90. agree                                     | 90. agree   | 90. disagree   |
| 91  | 91. neither disagree nor agree                | 91. neither disagree nor agree                                  | 91. neither disagree nor agree   |
| 92  | 92. disagree                                  | 92. disagree  | 92. disagree   |
| 93  | 93. strongly disagree                         | 93. strongly disagree   | 93. strongly disagree  |
| 94  | 94. disagree                                  | 94. disagree  | 94. disagree   |
| 95  | 95. neither disagree nor agree                | 95. neither disagree nor agree                                  | 95. neither disagree nor agree   |
| 96  | 96. agree                                     | 96. agree   | 96. disagree   |
| 97  | 97. neither disagree nor agree                | 97. neither disagree nor agree                                  | 97. neither disagree nor agree   |
| 98  | 98. disagree                                  | 98. disagree  | 98. disagree   |
| 99  | 99. strongly disagree                         | 99. strongly disagree   | 99. strongly disagree  |
| 100 | 100. disagree                                 | 100. disagree   | 100. disagree  |



|   |  |   |
|---|--|---|
| The service would enable commercial parties sending me targeted advertisements. | I would like to know which profiles are made upon my data. |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   | 4 |
| 4 - I agree   | 1 - Definitely yes   |   |
| 3 - I neither disagree nor agree  | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 3 - I neither disagree nor agree  | 1 - Definitely yes   |   |
| 2 - I disagree  | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   | 2 |
| 3 - I neither disagree nor agree  | 1 - Definitely yes   |   |
| 2 - I disagree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 3 - I neither disagree nor agree  | 1 - Definitely yes   |   |
| 2 - I disagree  | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   | 3 |
| 2 - I disagree  | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   | 2 |
| 2 - I disagree  | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 2 - I disagree  | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 3 - I neither disagree nor agree  | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 3 - I neither disagree nor agree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 5 - I strongly agree  | 1 - Definitely yes   | 4 |
| 4 - I agree   | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |
| 2 - I disagree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   |   |
| 2 - I disagree  | 1 - Definitely yes   |   |
| 4 - I agree   | 1 - Definitely yes   | 2 |
| 1 - I strongly disagree   | 1 - Definitely yes   |   |