Welcome

Do you have any concerns about your privacy when using systems like Amazon and Facebook?

Are you willing to share your experience and opinions about privacy as a user or a developer of a software system?

Your participation will help us understand users' concerns about privacy and design software frameworks and guidelines to match users' expectations.

Answering the survey will take 5-10 minutes. We appreciate your valuable time. All your information will be kept private and used only for the purpose of this research project.

We will raffle two iPad Minis among the participants of the survey.

Thank you.

If you have any questions, please contact:

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* This study has been approved by Columbia University's Institutional Review Board with approval number AAAJ8000.

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Exit and clear survey

Privacy Survey

0% [   ] 100%

English ⇕

Software Development Experience

* Do you have any experience in software development?

- 🔘 Yes
- ⚪ No

* How long have you been doing software development?

- ⚪ Less than 1 year
- ⚪ 1-5 years
- ⚪ 5-10 years
- ⚪ More than 10 years

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[Exit and clear survey]

Privacy Survey

English ▲▼

Privacy Concerns

Imagine that you are a software developer building/modifying a system (like Amazon or Facebook)
that has access to sensitive user information - e.g., users' location, visited websites, and purchase history.

* How important is the privacy issue in such systems?

○ Very important

○ Important

○ Average

○ Less important

○ Least important

* Would users be willing to use your system if they are worried about privacy issues?

○ Definitely yes - Users don't care about privacy

○ Probably yes

○ Unsure

○ Probably not

○ Definitely not - if there are privacy concerns, users will not use this system

* Would the following increase privacy concerns for users?

	Yes	Uncertain	No
Data Distortion: The system might misrepresent the data or user intent	○	○	○
Data Breaches: Malicious users might get access to sensitive data about other users	○	○	○

data about other users

Data Sharing: The collected data might be given to third parties for purposes like advertising	○	○	○
Data Aggregation: The system discovers additional information about the user by aggregating data over a long period of time	○	○	○

Do you have additional privacy concerns? Why?

[   ]

* **Do your concerns about privacy depend on the <u>location</u> where the data is stored - e.g., on your computer as opposed to a server in a different country?**

○ Yes - the location of the data is very important

○ Maybe yes

○ Uncertain

○ Maybe not

○ No - the location of the data doesn't matter

* **Would the following measures help in <u>reducing</u> user concerns about privacy?**

	Yes	Uncertain	No
Anonymizing all data Ensuring that none of the data has any personal identifiers	○	○	○
Privacy Policy, License Agreements, etc. Describing what the system will/won't do with the data	○	○	○
Details on usage Describe, e.g., in a table how different data are used	○	○	○
Please select "<u>Yes</u>" for this row	○	○	○

this row

Technical Details Describing the algorithms/source code of the system in order to achieve higher trust (E.g., encryption of data)	○	○	○
Privacy Laws Describing which national law the system is complaint with (e.g., HIPAA in the US, European privacy laws)	○	○	○

Are there additional measures to reduce user concerns about privacy? Why?

[text box]

* Would you accept <u>less</u> privacy for the following?

	Yes	Uncertain	No
Monetary discounts (e.g., 10% discount on the next purchase)	○	○	○
Fewer advertisements	○	○	○
"Intelligent" or additional functionality of the system (such as the Amazon recommendations)	○	○	○

* How <u>critical</u> would you rate the collection of the following data?

(1 - very critical, 2 - critical, 3 - neutral, 4 - somewhat uncritical, 5 - uncritical)

	1	2	3	4	5
Content of documents (such as the email body)	○	○	○	○	○
Metadata (such as date)	○	○	○	○	○
Interaction (such as a mouse click to open or send an email)	○	○	○	○	○
User location	○	○	○	○	○

| Name or personal data | ○ | ○ | ○ | ○ | ○ |
| User preferences | ○ | ○ | ○ | ○ | ○ |

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Exit and clear survey

Privacy Survey

English ⬍

User demographics

* What is your affiliation?

- ⦾ Industry and Public Sector
- ⦾ Academia and Research
- ⦾ Student
- ⦾ Unemployed

* Where do you live?

- ⦾ North America
- ⦾ South America
- ⦾ Europe
- ⦾ Asia/Pacific
- ⦾ Africa
- ⦾ Other: [   ]

* With which region do you identify yourself?

- ⦾ North America
- ⦾ South America
- ⦾ Europe
- ⦾ Asia/Pacific
- ⦾ Africa
- ⦾ Other: [   ]

* What is the sum of 2 and 5?

[   ]

Only numbers may be entered in this field

Privacy Survey

0% 100%

English

Interview

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* Would you be interested in participating in a follow-up telephone or in person interview?

◉ Yes ○ No

* Would you be interested in the raffle to win an iPad Mini?

○ Yes ○ No

Please enter your name and email

Name

Email

Submit

Exit and clear survey