



Welcome

Do you have any <u>concerns about your privacy</u> 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 <u>frameworks and quidelines</u> 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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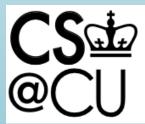
Exit and clear survey







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English 💠
Software Development Experience
* Do you have any experience in software development?
Yes
○ No
* How long have you been doing software development?
O Less than 1 year
○ 1-5 years
○ 5-10 years
O More than 10 years
Next >>
Exit and clear survey
Powered by
LimeSurvey





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English ‡			
	.		
	Priva	cy Concerns	
Imagine that you are a se	oftware developer building/modi	fying a system (like Amazon or I	Facebook)
that has access to sensi	itive user information - e.g., user	s' location, visited websites, and	d purchase history.
* How important is the	privacy issue in such systems?		
Very important			
Important			
Average			
Less important			
Least important			
* Would users be willin	g to use your system if they are	worried about privacy issues?	
Definitely yes - Users	don't care about privacy		
O Probably yes	aon rodio aboat pinacy		
O Unsure			
O Probably not			
	e are privacy concerns, users will no	ot use this system	
,			
* Would the following i	increase privacy concerns for us	ars?	
Would the following i			
	Yes	Uncertain	No
Data Distortion:			
The system might misrepresent the data	0	0	0
or user intent			
Data Breaches: Malicious users might			
get access to sensitive	0	0	0
data about other licere			

Data Sharing: The collected data might be given to third parties for purposes like advertising	0	0	0	
Data Aggregation: The system discovers additional information about the user by aggregating data over a long period of time	Θ	0	0	
* Do your concerns about privacy depend on the location 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?		
	measures help in <u>reducing</u> user Yes	concerns about privacy? Uncertain	No	
Anonymizing all data Ensuring that none of			No O	
Anonymizing all data Ensuring that none of the data has any personal identifiers Privacy Policy,	Yes	Uncertain		
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	Yes	Uncertain	0	

uata about office users

this row						
Technical Details Describing the algorithms/source code of the system in order to achieve higher trust (E.g., encryption of data)	0		0		0	
Privacy Laws Describing which national law the system is complaint with (e.g., HIPAA in the US, European privacy laws)	0		0		0	
Are there additional mea	sures to reduce use	er concerns abou	ut privacy? Why?			
* Would you accept les	ss privacy for the fo	llowing?				
	Yes		Uncertain		No	
Monetary discounts (e.g., 10% discount on the next purchase)	0		0		0	
Fewer advertisements	0		0		0	
"Intelligent" or additional functionality of the system (such as the Amazon recommendations)	0		0		0	
* How <u>critical</u> would yo			_			
(1 - very critical, 2 - critic	cal, 3 - neutral, 4 - so 1	omewhat uncrition	cal, 5 - uncritical)	4	5	
Content of documents (such as the email body)	0	0	0	0	0	
Metadata (such as date)	0	0	O	0	0	
Interaction (such as a mouse click to open or send an email)	0	0	0	0	0	
User location	0	0	0	0	0	

Name or personal data	0	0	0	0	0
User preferences	0	0	0	0	0
Next >> Exit and clear survey					
		Pov Lim	vered by eSurvey		





0% 100%
English 💠
Hear demographics
User demographics Control of the Con
* What is your affiliation?
 Industry and Public Sector Academia and Research
Student
○ Unemployed
Onemployed
* Where do you live?
* Where do you live?
O North America
O South America
○ Europe
○ Asia/Pacific
○ Africa
Other:
* With which region do you identify yourself?
North America
O South America
© Europe
O Asia/Pacific
O Africa
Other:
* What is the sum of 2 and 5?
Only numbers may be entered in this field





Privacy Survey English ‡ **Interview** * Would you be interested in participating in a follow-up telephone or in person interview? O No Yes * Would you be interested in the raffle to win an iPad Mini? Yes O No Please enter your name and email Name Email Submit Exit and clear survey