Social Networks and Online Privacy Concerns Survey

The Social Networks and Online Privacy Concerns Survey

The Social Networks and Online Privacy Concerns Survey is part of a research project at the Programming Systems Lab at Columbia University concentrating on learning more about how users of social networks value privacy, and the tools they prefer for 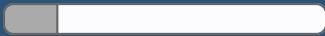controlling and viewing privacy settings. The survey has been approved by the Internal Review Board (AAAL7123) beginning 05/16/2013.

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Privacy Background

* Have you ever modified the privacy settings for a social network in which you participate?

     ◯ Yes   ◯ Unsure   ◯ No

* How often do you check your privacy setting for the social networks in which you participate?

     ◯ Once a month or more
     ◯ Every few months
     ◯ Every six months
     ◯ Every year
     ◯ Never

* Do you mind that some social networks keep databases of your activity history (profiles visited, search history)?

     ◯ Yes   ◯ Unsure   ◯ No

Have you ever

     ☐ Deleted a cookie
     ☐ Installed an app on a social network
     ☐ Uninstalled an app on a social network
     ☐ Cleared browser history
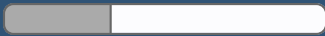   ☐ Cleared browser cache

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How would users change current privacy controls

*   Would you be willing to allow a greater government oversight of private online content protection? This could be, for example, in the form of government legislations limiting in which way or what content can be shared to third parties.

   ◉ Yes   ◉ Unsure   ◉ No

*   Would you like to have a tool available for customizing your privacy settings that:

	Yes	Unsure	No
Is based on responses to a short survey? For example: Your settings will be inferred from your responses to a few questions.	◉	◉	◉
"Crowd sourced" your privacy settings? For example: All your privacy settings would be changed to match those of a specific group or individual of your choice.	◉	◉	◉
Gave you three preset options to choose from? This would be similar to an easy - medium hard selection in a video game. For example: Option A: All users to access your social network content. Option B: Only social network users with whom you are friends	◉	◉	◉

can access your content.
Option C: Your social network content is not shared.

Value of Privacy

* Adding privacy controls may require the servers of social networks to consume more electricity and increase greenhouse gas emissions. Are you willing to exchange online privacy for reduced greenhouse gas emissions?

🔘 Yes   ⚪ Unsure   ⚪ No

* If so, which services and features would you be willing to discontinue?

☐ Individual photo sharing
☐ Friends of friends visibility
☐ Geotagging
☐ Search availability (Other people can find you on the social network)
☐ Messaging
☐ Lists or groups
☐ Other: [_____]

* Would you be willing to pay a fee to prevent the information you put online from being shared with people you don't know?

🔘 Yes   ⚪ Unsure   ⚪ No

* If so, how much would you be willing to pay in a year?

⚪ $1 - $10
⚪ $10 - $100
⚪ More than $100

* Would you be willing to give up certain services or features in exchange for privacy?

🔘 Yes   ⚪ Unsure   ⚪ No

* If so, which services and features would you be willing to discontinue?

☐ Photo sharing

☐ Seeing friends of friends

☐ Geotagging

☐ Search availability (Other people can find you on the social network)

☐ Messaging

☐ Lists or groups

☐ Other: _____

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* **What is the result of 5+2?**

          ○ 5

          ○ 9

          ○ 7

          ○ 6

          ○ 3

Demographics

Which social networks do you have an account with?

- ☐ Facebook
- ☐ foursquare
- ☐ Google+
- ☐ LinkedIn
- ☐ Meetup
- ☐ Myspace
- ☐ Orkut
- ☐ Pinterest
- ☐ Twitter
- ☐ Other: _____

How frequently do you access your social networks from the following locations?

	From home	From work	From school	From a public terminal (public library, internet cafe, etc.)	Other
Daily	○	○	○	○	○
Weekly	○	○	○	○	○
Monthly	○	○	○	○	○
Less than once a month	○	○	○	○	○
Never	○	○	○	○	○
Not applicable	○	○	○	○	○
No answer	◉	◉	◉	◉	◉

Would you agree or disagree that you are concerned about online privacy?

- ○ Strongly agree
- ○ Moderately agree
- ○ Neutral
- ○ Moderately disagree
- ○ Strongly disagree
- ◉ No answer

* Have you ever felt as though your online privacy was violated?

○ Yes   ○ Unsure   ○ No

Gender

○ Male
○ Female
○ Other: [_____]
◉ No answer

Age group

○ 18 - 25 years
○ 26 - 35 years
○ 36 - 45 years
○ 46 - 55 years
○ 56 - 65 years
○ 66 years or older
◉ No answer

Ethnicity

○ American Indian or Alaskan Native
○ Asian
○ Black or African American
○ Hispanic/Latino
○ White
○ Other: [_____]
◉ No answer

In what country do you currently reside?

[_____]

Please mark the option "Yes".

○ Yes   ◉ Sometimes   ○ No   ○ No answer

What is your current annual household income?

○ Under $10,000

○ $10,000 - $19,999
○ $20,000 - $29,999
○ $30,000 - $39,999
○ $40,000 - $49,999
○ $50,000 - $74,999
○ $75,000 - $99,999
○ $100,000 - $149,999
○ Over $150,000
◉ No answer

Highest degree of education?

○ Grammar School

○ High school or equivalent

○ Vocational or Technical school (2 year)

○ Some college

○ Bachelor's degree

○ Master's degree

○ Doctoral degree

○ Professional degree (JD, MD, etc.)

○ Other: [   ]

◉ No answer

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Contact Information

* **Would you like to participate in a follow-up interview?**

     ◉ Yes   ○ No

* **Please enter your contact information:**

Name:	[_____]
e-mail:	[_____]
Telephone Number:	[_____]

Resume later	<< Previous	Submit	Exit and clear survey