

	Tech Proficiency	Q1:Before	Q1:After	Q2:Before	Q2:After	Q3:Before	Q3:After
user_1	4	4	4	4	5	4	5
user_2	4	3	4	4	5	4	4
user_3	5	4	4	3	4	4	4
user_4	4	4	3*	2	4	3	2*
user_5	5	5	5	5	5	5	5
user_6	5	4	5	4	5	5	5
user_7	3	3	4	3	4	5	4*
user_8	2	2	3	2	5	4	4
user_9	2	2	2	3	4	4	3*

Questions:

*Q1: How would you rate your knowledge of how trackers monitor the user's browsing activity and collect the user's data?

*Q2: How would you rate your knowledge of what targeted advertising is and how it works?

*Q3: How would you rate your knowledge of privacy issues in targeted advertising?