

Research Questions

Through this study we want to discuss the following research questions:

1. *How well-versed are Indians with privacy on different web platforms?*
 - a. *Cookies*
 - b. *Advertisements*
 - c. *Banners*
 - d. *Privacy policy*
2. *How do Indian users manage their privacy while sharing or viewing content on different web platforms and social media? What concerns do Indian users have in managing their privacy on these platforms?*
 - a. *Privacy management on apps*
 - i. *Privacy settings on the apps*
 - ii. *Permissions for apps on device*
 - b. *Privacy management on browser*
 - i. *Type of browser, settings on browser*
 - c. *Privacy management on website*
 - i. *Ad blockers*
 - ii. *Banner related extensions*
3. *How do Indians perceive advertisements and user tracking on different web platforms and social media? Are their privacy concerns consistent through different types of web platforms?*
 - a. *Do they trust some websites more than others?*
 - b. *In what conditions do they give out information(Discounts , reward points)*

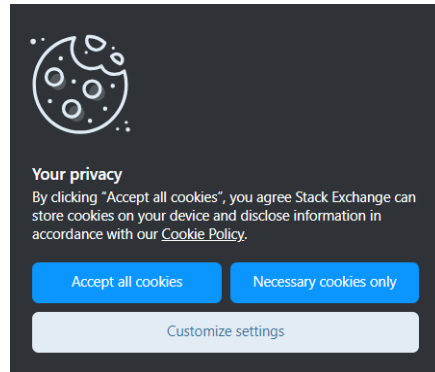
Demographic Information

1. Name
2. Age
 - a. Below 15 years
 - b. 15 - 25 years
 - c. 26 - 35 years
 - d. 36 - 45 years
 - e. 46 - 55 years
 - f. 56 - 65 years
 - g. 66 - 75 years
 - h. Above 75 years
3. Gender
 - a. Male
 - b. Female
 - c. Transgender
 - d. Non-binary/non-conforming
 - e. Prefer not to respond
4. Highest educational qualification
 - a. High school
 - b. Intermediate
 - c. Graduate
 - d. Postgraduate
 - e. Other
5. Where do you originally belong to
 - a. Eastern India
 - b. Western India
 - c. Northern India
 - d. Southern India
 - e. Central India
 - f. Outside India
6. Phone number connected to UPI

7. Job Title

Cookies, banners, and advertisements

Cookies are text files with small pieces of data that are used to identify your computer. They are built specifically for web browsers to track, personalize and save information about your “session” on a website.



8. Which browser do you prefer? * ¹

- a. Firefox
- b. Chrome
- c. Safari
- d. Microsoft Edge
- e. Brave
- f. DuckDuckGo
- g. Other
- h. None of the above

If not 'g' -

9. Why do you prefer the above browser?

- a. Shows no ads
- b. More Secure
- c. Good user interface
- d. Less response time
- e. Other reason, please specify
- f. None of the above

10. What do cookies mean to you in the web domain?

¹ In the questions marked with * We will be creating a ranking system.

- a. I don't know, just a tasty snack.
- b. Small pieces of data about the user's session, stored at the user side(browser) by server.
- c. Small pieces of data about the user's session, stored at the server side.
- d. Data about user sessions, I don't know who stores it and where.

If 'd', 'b':

Cookies:

11. Do you know if there are some privacy policies that websites should follow?

- a. Yes
- b. No

If 'a':

12. Which privacy policies have you heard about? (select all that apply)

- a. DPDP (The Digital Personal Data Protection) Bill ,2023
- b. GDPR (General Data Protection Regulation)
- c. CCPA (California Consumer Privacy Act)
- d. None

13. Do you think websites follow the rules regarding cookies and user tracking in general?

- a. Yes, there are specific rules that websites have to follow
- b. Yes, they have to follow, but they don't necessarily follow them
- c. No, there is no policy
- d. No, there are no specific policies; hence not consistently followed by websites.

14. What information do you think a website can access about you(from your browser)? (select all that apply)

- a. Session id
- b. Browser Information (User-Agent)
- c. IP address
- d. Location
- e. Microphone access
- f. LocalStorage (Similar to cookies but more memory/space)

15. Which of these cookie categories were you aware of, (select all that apply)

- a. Strictly necessary (Essential for running a website: session cookies).
- b. Performance (Monitor website performance and collect data on how visitors use a website).

- c. Functionality (To remember user preferences and customize content for them).
- d. Advertisements (Target advertisements to the interests of users).

16. How often do you see a cookie banner on websites?

- a. Mostly (70-100% of the websites I visit)
- b. Sometimes (50-70% websites)
- c. Rarely (30-50% websites)
- d. Almost never (Below 30%)

17. What do you find more convenient to manage your cookies?

- a. I don't manage cookies explicitly
- b. I use cookie banners on websites
- c. I block cookies using browser settings
- d. I use browser extensions
- e. I use ad-blockers

18. Which of the following browser extensions are you aware of?

- a. CookieManager (Firefox)
- b. Cookie-Editor (Firefox, Chrome)
- c. EditThisCookie (Chrome)
- d. Vanilla Cookie Manager (Chrome)
- e. Other
- f. None of the above

19. How do you interact with cookie banners?

- a. I don't care; I just "Accept All" every time.
- b. I choose the default selected option
- c. I go through the policy and select my preferences.
- d. I "Deny" if there is only if there is an easy option.
- e. I try to "Deny" or selectively choose the cookies even if it isn't easy to find those options.

If 'a':

20. What is your reason to "Accept All" cookies on websites?

- a. Privacy policies and cookie banners are tedious to navigate through
- b. I don't understand the difference between the options
- c. I don't mind being tracked; I believe I don't have important data

- d. I use a browser extension to avoid being bugged with banners every time I visit a new site.
 - e. Other, please specify
 - f. None of the above
21. How often do you get a direct “Deny/Reject Cookies” option?
- a. Mostly (70-100% of the websites I visit)
 - b. Sometimes (50-70% websites)
 - c. Rarely (30-50% websites)
 - d. Almost never (Below 30%)

Web applications

A web application is application software that is accessed using a web browser. They can further be categorized into

- eCommerce websites - flipkart, amazon, myntra, snapdeal, Nykaa etc
- Blog websites - blogger, wordpress, medium, weebly etc
- Social media websites - facebook, instagram, twitter, reddit etc
- Video conferencing websites - zoom, google meet, webEx etc
- Educational websites - Vedantu, Meritnation, Testbook, Byju's etc.
- Government websites - uidai, diksha, ehrms etc

22. Which category of websites do you use the most?* ²

- a. E-commerce
- b. Blog websites
- c. Social media websites
- d. Video conferencing websites
- e. Educational websites
- f. Government websites
- g. Others, please mention
- h. None of the above

23. Which category of websites do you think are safe for sharing your personal information?

- a. E-commerce
- b. Blog websites
- c. Social media websites
- d. Video conferencing websites

² In the questions marked with * We will be creating a ranking system.

- e. Educational websites
- f. Government websites
- g. Others, please mention
- h. None of the above

24. When encountering a website with an "Not Secure" warning, what do you usually do?

- a. I leave the site immediately – safety first.
- b. I might proceed if I know the site and it's not asking for personal information.
- c. I usually go ahead – it's just a warning, right?
- d. "Not Secure"? More like "No Problem" for me.

25. Do you get personalized advertisements?

- a. Mostly (70-100% of the websites I visit)
- b. Sometimes (50-70% websites)
- c. Rarely (30-50% websites)
- d. Almost never (Below 30%)

● **E-commerce websites**

26. How often do you use e-commerce websites like Amazon, Flipkart, etc.?

- a. I don't use them; I prefer offline shopping
- b. For everything
- c. Yes, I use them regularly
- d. Once a month
- e. Once a year

27. Which website do you use the most? * ³

- a. Amazon
- b. Flipkart
- c. Snapdeal
- d. Myntra
- e. Nykaa
- f. Blinkit
- g. Others, please specify

28. What is your preferred mode of payment?

- a. UPI apps like paytm and google pay

³ In the questions marked with * We will be creating a ranking system.

- b. Credit card
- c. Net banking
- d. Any other online service
- e. COD (cash on delivery)

29. Do you save your card details on websites?

- a. Yes
- b. No

If 'a':

30. Do you believe your credit card details will not be exposed to the website?

- a. Yes
- b. No

31. Which of the following information(s) do you want to be not exposed to anyone except you? (Select all that apply.)

- a. Name
- b. Phone number
- c. Location
- d. Credit card details
- e. Others, please specify
- f. None of the above

32. Has your personal information ever been leaked?

- a. Yes
- b. No

● Developers

33. What is your level of expertise?

- a. Fresher
- b. Intermediate
- c. Expert

34. Which types of websites have you built?* ⁴

- a. E-commerce
- b. Blog websites
- c. Social media websites
- d. Video conferencing websites
- e. Educational websites

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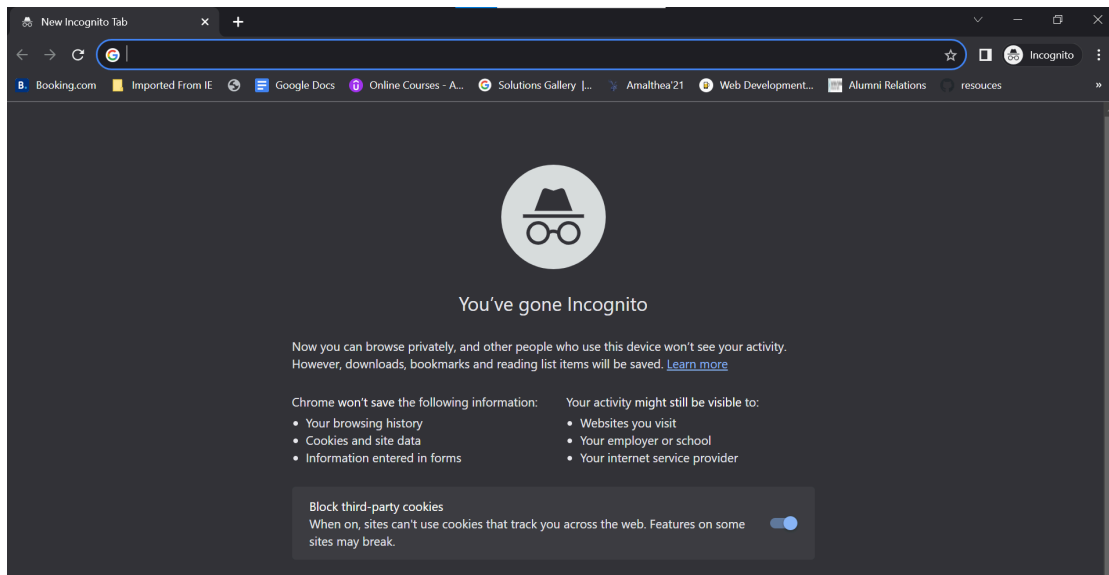
- f. Government websites
 - g. Others, please mention
 - h. None of the above
35. Which of the following attacks are you aware of? (select all that apply)
- a. Cross-Site Scripting attacks
 - b. Remote code execution attacks
 - c. Cross-Site Request Forgery attacks
 - d. SQL Injection attacks
 - e. Other (please specify)
 - f. None of the above
36. For which of the following attacks do you take preventative measures when building a web application?* ⁵
- a. Cross-Site Scripting attacks
 - b. Remote code execution attacks
 - c. Cross-Site Request Forgery attacks
 - d. SQL Injection attacks
 - e. Others (please specify)
 - f. None of the above
37. Which of the following cookie security attributes are you aware of? (select all that apply)
- a. HttpOnly
 - b. Secure
 - c. SameSite
 - d. None of the above
- If not 'd':
38. Which of the following cookie attributes do you use while building a web application? (select all that apply)
- a. HttpOnly
 - b. Secure
 - c. SameSite
 - d. None of the above
39. How often do you prefer using third-party scripts or third-party modules?
- a. For cookie banners and analytics
 - b. For sign-in and login options
 - c. For SSO

⁵ In the questions marked with * We will be creating a ranking system.

- d. I don't use third-party modules; use native code
40. How do you manage the private data of users?
- Secure authentication for database
 - Encrypted storage (even the developers can't see the private data of the users).
 - No protection

Anonymity

Incognito mode: This is a privacy feature in some web browsers. When operating in such a mode, the browser creates a temporary session that is isolated from the browser's main session and user data.



41. How often do you clear your browsing data?
- Every single time I finish browsing.
 - Once a week or so.
 - Once in a while, maybe once a month.
 - Rarely, if ever – it's not a priority for me.
42. Why would you clear browser data?
- To reduce the price hike in travel/hotel bookings
 - To reduce very relevant advertisements
 - Don't want preferences to be affected by a particular search
 - I don't know; it just seems to be a secure practice

43. Have you ever used incognito mode?
- Yes
 - No
44. How often do you use incognito mode in your browser?
- Only when I'm searching for something sensitive.
 - Occasionally, when I want to keep certain searches private.
 - Pretty regularly, it's become a habit.
 - I live in incognito mode – it's my default setting!
45. Are you aware of the limitations of incognito mode?
- Yes, I'm well-versed in its limitations and use it accordingly.
 - I have a general idea but not all the specifics.
 - Not really; I just use it when I need some privacy.
 - I have no idea; I just clicked that incognito button!
46. What does incognito mode save, according to you?
- Browsing history
 - Cookies and site data
 - Information entered in forms
 - Location
 - Localstorage
 - None of the above
 - No idea
47. Your activity will be visible to which of the following while using incognito mode?
- Websites you visit
 - Your employer or school
 - Your internet service provider
 - Nobody, it's completely anonymous
48. What are the safe browsing options according to you?
- Incognito mode
 - Virtual Private Network (VPN)
 - Ad-blockers and anti-tracking extensions
 - Checking for secure connections (HTTPS)
 - Clearing cookies and cache
 - Tor Browser
 - Others (Please specify-)

49. When do you find yourself most likely to use incognito mode?
- a. When I'm researching something personal or confidential.
 - b. When I want to avoid my search history being saved.
 - c. When I'm browsing websites that offer limited free content.
 - d. I rarely use it – regular mode works fine for me.

50. Have you ever used VPNs?
- a. Yes
 - b. No

If 'a':

51. What's your primary reason for using a VPN?
- a. I use a VPN for enhanced online privacy and security.
 - b. Accessing region-locked content is my main motivation.
 - c. I use it for research purposes.
 - d. I use a VPN for both privacy and accessing restricted content.
 - e. VPNs? Not something I've considered.

Social Media and OTT Platforms

52. Have you ever created your account on any social media website?
- a. Yes
 - b. No

53. How long have you been using social media websites?
- a. 1-2 months
 - b. 6 months
 - c. More than an year
 - d. More than five years
 - e. Don't remember

54. How much time do you spend on social media websites in a day?
- a. less than 1 hour
 - b. 1-3 hours
 - c. 3-5 hours
 - d. more than 5 hours

55. For what purpose do you utilize social media (like Instagram or Facebook)?

- a. Connecting with friends
- b. Connecting with new people
- c. Sharing life updates
- d. Viewing others' updates
- e. Seeking entertainment (e.g., Instagram reels)

56. Which social media platform do you use the most?* ⁶

- a. Facebook
- b. YouTube
- c. WhatsApp
- d. Facebook Messenger
- e. Instagram
- f. WeChat
- g. SnapChat
- h. LinkedIn
- i. TikTok
- j. Twitter
- k. ShareChat

57. Which social media platform do you think will never collect your private information?

- a. Facebook
- b. YouTube
- c. WhatsApp
- d. Facebook Messenger
- e. Instagram
- f. Threads
- g. SnapChat
- h. LinkedIn
- i. TikTok
- j. Twitter
- k. ShareChat

58. Which social media platform do you think is safe for sharing photos?

- a. Facebook
- b. YouTube
- c. WhatsApp
- d. Facebook Messenger
- e. Instagram

⁶ In the questions marked with * We will be creating a ranking system.

- f. Threads
- g. SnapChat
- h. LinkedIn
- i. TikTok
- j. Twitter
- k. ShareChat

59. Which social media platform do you think is safe for sharing videos?

- a. Facebook
- b. YouTube
- c. WhatsApp
- d. Facebook Messenger
- e. Instagram
- f. Threads
- g. SnapChat
- h. LinkedIn
- i. TikTok
- j. Twitter
- k. ShareChat

60. Do you use tag location when sharing photos or videos on social media?

- a. Everytime (100%)
- b. More than 50% of the time
- c. Around 30% to 50% of the time
- d. Approximately 10% to 30% of the time
- e. Rarely, less than 10% of the time
- f. Never, I don't use location tagging

61. When do you typically share your vacation photos?

- a. I'm cautious about sharing them while I'm still on vacation.
- b. I will share them after I've returned home.
- c. I'm fine sharing vacation photos in real-time.
- d. I just share whenever I'm in the mood, regardless of where I am.

62. How often do you share your photos on social media?

- a. I'm quite selective, only sharing certain moments.
- b. I share casual snapshots, but not too personal ones.
- c. I'm open to sharing a variety of images from my life.
- d. I'm a sharer – my life in pictures is an open book!

63. Do you usually comment on digital content (like on YouTube videos)?
- a. Yes, I've left comments more than 15 times a month and enjoy the interaction.
 - b. Yes, I've commented a few (less than 5 times) times a month.
 - c. I've rarely left comments, less than 5 times a year.
 - d. No, I haven't engaged in discussions through comments.
64. How do you prefer engaging in discussions online (blogs/youtube/social media)?
- a. Using a public account
 - b. Using a discrete account with not a lot of details
 - c. Anonymously
 - d. I don't engage
65. What's your approach to sharing group photos on social media?
- a. I'm careful to only share group photos with close friends.
 - b. I usually don't get permission from everyone in the picture, so I don't share.
 - c. I usually get permission from everyone in the group, then share the group photos.
 - d. Group shots are part of my regular updates – no second thoughts.
66. How often do you use privacy settings to control who sees your shared images?
- a. Always, I review settings every time I post.
 - b. Sometimes, if it's a sensitive image.
 - c. Rarely, I mostly stick to default settings.
 - d. I don't really pay attention to those settings.
67. How do you deal with sharing images that include personal information?
- a. I avoid sharing images with personal details altogether.
 - b. I'm careful and try to blur or crop out any sensitive information.
 - c. I share them as is, it's all part of the moment captured.
 - d. I don't really think about personal info in images.

Miscellaneous

68. How often do you use a pseudo username that's not your real name while creating profiles?
- a. Always – I rarely use my real name (Approximately 70% of the time).
 - b. Sometimes, if it's a more private platform (Around 30-50% of the time).
 - c. Occasionally, but it depends on the situation (About 10% of the time).

d. I always use my real name.

69. Why do you use pseudo usernames while creating profiles?

- a. To give my online presence an extra layer of privacy.
- b. It helps me maintain a low profile and avoid unnecessary attention.
- c. To exercise greater control over who can connect with me online.
- d. To reduce the risk of being targeted by online trolls or harassers.

70. Do you use disposable or temporary email addresses for online sign-ups?

- a. Absolutely, it helps keep my primary email clutter-free.
- b. Only for services I don't trust completely.
- c. I prefer using my main email address.
- d. I haven't tried disposable emails.

71. Why do you use temporary email addresses for online sign-ups?

- a. Maintaining a cleaner and more organized inbox for important communication.
- b. To safeguard my primary email identity.
- c. I find it convenient for reducing spam and promotional emails.
- d. Minimizing the risk of my main email being shared or sold to others.