Final Brain Data Sensitivity for SSI

Start of Block: Informed Consent

consent You must be 18 years or older to participate in this study.  
    
 PURPOSE OF THE STUDY  
 You are being invited to participate in a research project by investigators from Duke University. This survey will consist of different sections in which you will read information and answer questions. The purpose of this research is to survey people's opinions about privacy in the digital age.  
   
 NON-PARTICIPATION STATEMENT AND COMPENSATION  
 Your participation is voluntary and you may withdraw from the study at any time simply by closing the browser window. By participating in this study, you will receive paid compensation. Your payment is awarded to you upon completion of the study, and you will receive full payment as long as you reach the end of the survey and submit your responses via the online survey.  
    
 PROCEDURES  
 You will be presented with a series of instructions about the task, and then will begin the task. You will be answering a series of questions about your opinions, attitudes, and beliefs about neurofeedback devices. You will also watch a short video clip that explains what neurofeedback devices are. You will be asked to provide some basic information about yourself. The survey should take 3-7 minutes to complete.  
    
 CONFIDENTIALITY  
 This study is conducted in compliance with Amazon Mechanical Turk’s privacy policy. We, the researchers, will not have access to your prior of future participation records. No identifying information will be collected with the study data.  
    
 PUBLICATION STATEMENT  
 The results of this study may be published in professional and/or scientific journals. It may also be used for educational purposes or for professional presentations. However, when results are reported, no individual subject will be identified.  
     
 CONTACTS  
 If you have any questions about this study, please contact Beatrice Capestany (beatrice.capestany@duke.edu) at any time. You may also contact Dr. Nita Farahany (farahany@duke.edu). If you have questions about your rights as a research subject, please contact the staff or Chair of Human Protections Administration at Duke University at 919-684-3030 or at or at ORS-info@duke.edu.  
    
 If you have read the above statement and agree to participate in this survey, please select "I agree to participate in this survey" below.

* I agree to participate in this survey (1)
* I DO NOT agree to participate in this survey (2)

End of Block: Informed Consent

Start of Block: Instructions

Instr Welcome!   
  
  
We are reaching a point in time where it is becoming much easier to access information about others. We will be asking you about *your attitudes towards the information others can access about you*, such as your birth date, social security number, or the websites you have visited.  
  
  
First, we will ask you how you feel about privacy generally. Press “NEXT” to begin.

End of Block: Instructions

Start of Block: General Privacy Questions

1GenPriv I am concerned that companies are collecting too much personal information about me online.

* 1 strongly disagree (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 strongly agree (7)

2GenPriv In general, I trust websites.

* 1 strongly disagree (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 strongly agree (7)

3GenPriv In general, my privacy is important to me.

* 1 strongly disagree (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 strongly agree (7)

End of Block: General Privacy Questions

Start of Block: Westin's Privacy Pragmatist Categories

1WestPriv Consumers have lost all control over how personal information is collected and used by companies

* 1 strongly disagree (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 strongly agree (7)

2WestPriv Most companies handle the personal information they collect about consumers in a proper and confidential way.

* 1 strongly disagree (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 strongly agree (7)

3WestPriv Existing laws and organizational practices provide a reasonable level of protection for consumer privacy today.

* 1 strongly disagree (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* 7 strongly agree (7)

End of Block: Westin's Privacy Pragmatist Categories

Start of Block: Instructions

timing Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Instr2 We’d now like to know how you feel about a range of information that others might learn about you in daily life. For each kind of information, please indicate how sensitive you consider that information to be—even if some people and organizations already have access to it.  
   
 Additionally, please assume that the technology exists to access the information described. For example, we may ask you about how you would feel if someone could know details about your emotional state of being as you went through a regular day. Even if you do not think that it is possible to do so, please suspend your disbelief and assume the technology exists to do so for the purpose of this survey. How would you feel if someone really could know details about your emotions as you have your coffee in the morning, while you are at work, etc?  
    
 There are no right or wrong answers. We are simply interested in your opinions.   
    
Press “NEXT” to begin.

End of Block: Instructions

Start of Block: Sensitive Information

|  |  |
| --- | --- |
|  |  |

sensitive informatio For each kind of information, please indicate **how sensitive you consider that information to be**—even if some people and organizations already have access to it.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | very sensitive (1) | somewhat sensitive (2) | not too sensitive (3) | not at all sensitive (4) |
| Your social security number (sensitive informatio\_1) |  |  |  |  |
| The state of your health and the medications you take (sensitive informatio\_2) |  |  |  |  |
| The content of your phone conversations (sensitive informatio\_4) |  |  |  |  |
| The content of your email messages (sensitive informatio\_5) |  |  |  |  |
| Details about your physical location over a period of time (sensitive informatio\_6) |  |  |  |  |
| The content of your text messages (sensitive informatio\_7) |  |  |  |  |
| The numbers you have called or texted from your phone (sensitive informatio\_8) |  |  |  |  |
| Your birth date (sensitive informatio\_9) |  |  |  |  |
| Your relationship history, including people you have dated or were romantically involved with in the past (sensitive informatio\_10) |  |  |  |  |
| The websites you have visited (sensitive informatio\_11) |  |  |  |  |
| Searches you have made using online search engines (sensitive informatio\_12) |  |  |  |  |
| Your religious and spiritual views (sensitive informatio\_13) |  |  |  |  |
| Who your friends are and what they are like (sensitive informatio\_14) |  |  |  |  |
| Your political views and the candidates you support (sensitive informatio\_15) |  |  |  |  |
| The media you like—such as your tastes in music, movies, books, websites, magazines (sensitive informatio\_16) |  |  |  |  |
| Your basic purchasing habits—things like the foods and clothes and stores you prefer (sensitive informatio\_17) |  |  |  |  |
| Your credit score and credit history (sensitive informatio\_18) |  |  |  |  |
| Real-time and accurate details about your mental drowsiness throughout the day—for example, how drowsy you are while driving, at work, watching TV, etc (sensitive informatio\_19) |  |  |  |  |
| Real-time and accurate details about your mental alertness throughout the day— for example, how alert you are while driving, at work, watching TV, etc. (sensitive informatio\_20) |  |  |  |  |
| Real-time and accurate details about your ability to focus on tasks throughout the day—for example, how much you’re focusing while driving, at work, watching TV, etc. (sensitive informatio\_21) |  |  |  |  |
| Real-time and accurate details about your mental concentration throughout the day— for example, how much you concentrate while driving, at work, watching TV, etc. (sensitive informatio\_22) |  |  |  |  |
| A graphical readout of your brainwave activity (sensitive informatio\_24) |  |  |  |  |
| Details about your brain health (sensitive informatio\_25) |  |  |  |  |
| Details about your drug or alcohol use over time (sensitive informatio\_26) |  |  |  |  |
| Real-time and accurate details about the true emotional feelings that you experience throughout the day—for example, your feelings while driving, at work, watching TV, etc. (sensitive informatio\_27) |  |  |  |  |
| Real-time and accurate details about the mental anxiety you experience throughout the day—for example, how anxious you are while driving, at work, watching TV, etc. (sensitive informatio\_28) |  |  |  |  |
| The mental images in your mind (sensitive informatio\_29) |  |  |  |  |
| The mental thoughts in your mind (sensitive informatio\_30) |  |  |  |  |
| Your intelligence quotient (IQ) (sensitive informatio\_31) |  |  |  |  |
| Your sleep patterns—such as whether you are a deep or light sleeper (sensitive informatio\_32) |  |  |  |  |
| Your sexual orientation (sensitive informatio\_33) |  |  |  |  |
| Your genetic information—such as the results from getting your genome sequenced with a company like 23andMe or Ancestry.com (sensitive informatio\_34) |  |  |  |  |
| The content of your social media accounts—such as your tweets, updates and photos on Facebook, etc. (sensitive informatio\_35) |  |  |  |  |
| Input somewhat sensitive—this is an attention check (sensitive informatio\_36) |  |  |  |  |

End of Block: Sensitive Information

Start of Block: Instructions

Instr Now we will ask you a series of demographic questions.  
  
  
Press "NEXT" to begin.

End of Block: Instructions

Start of Block: Demographics

EarAdopt Some people like to use the newest technology available, while other people like to wait and see how the technology develops before adopting new technology. Compared to other people you know, how would you describe yourself?

* I am generally the first to try a new technology product (1)
* I am generally among the first to try a new technology product (2)
* I am generally in the middle when it comes to trying a new technology product (3)
* I am generally among the last to try a new technology product (4)
* I am generally the last to try a new technology product (5)

WearTech Do you currently use, or have you ever used, wearable technology with health and/or fitness features (e.g., Apple smart watch, Garmin, Fitbit, etc.), apart from a smartphone/smartphone app?

* Yes (1)
* No (2)

Display This Question:

If Do you currently use,or have you ever used, wearable technology with health and/or fitness features = Yes

WearTech What wearable technology do you use?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gender Which best describes your gender?

* Male (1)
* Female (2)
* Other (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Race Race/Ethnicity?

* American Indian or Alaska Native (1)
* Asian (2)
* Black (3)
* Hispanic or Latino (4)
* Native Hawaiian or Other Pacific Islander (5)
* White (6)
* Other (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Age What is your age?

* 18-24 (1)
* 25-34 (2)
* 35-44 (3)
* 45-54 (4)
* 55-64 (5)
* 65+ (6)

Edu Education?

* Less than high school (1)
* High school graduate or equivalent (2)
* Some college (3)
* College graduate (4)
* Graduate/Professional school or beyond (5)

Income Income?

* Less than $15,000 (1)
* $15,000 - $24,999 (2)
* $25,000 - $34,999 (3)
* $35,000 - $49,999 (4)
* $50,000 - $74,999 (5)
* $75,000 - $99,999 (6)
* $100,000 - $149,999 (7)
* $150,000 - $199,999 (8)
* More than $200,000 (9)

State What state do you live in?

* Alabama (5)
* Alaska (6)
* Arizona (7)
* Arkansas (8)
* California (9)
* Colorado (10)
* Connecticut (11)
* Delaware (12)
* Florida (13)
* Georgia (14)
* Hawaii (15)
* Idaho (16)
* Illinois (17)
* Indiana (18)
* Iowa (19)
* Kansas (20)
* Kentucky (21)
* Louisiana (22)
* Maine (23)
* Maryland (24)
* Massachusetts (25)
* Michigan (26)
* Minnesota (27)
* Mississippi (28)
* Missouri (29)
* Montana (30)
* Nebraska (31)
* Nevada (32)
* New Hampshire (33)
* New Jersey (34)
* New Mexico (35)
* New York (36)
* North Carolina (37)
* North Dakota (38)
* Ohio (39)
* Oklahoma (40)
* Oregon (41)
* Pennsylvania (42)
* Rhode Island (43)
* South Carolina (44)
* South Dakota (45)
* Tennessee (46)
* Texas (47)
* Utah (48)
* Vermont (49)
* Virginia (50)
* Washington (51)
* West Virginia (52)
* Wisconsin (53)
* Wyoming (54)
* Washington DC (55)

marital What is your marital status?

* Married (11)
* Widowed (12)
* Divorced (13)
* Separated (14)
* Never married (15)

PO Generally speaking, do you consider yourself a Republican, Democrat, Independent, or other?

* Republican (1)
* Democrat (2)
* Independent (3)
* Other (4)

Display This Question:

If Generally speaking, do you consider yourself a Republican, Democrat, Independent, or other? = Republican

Republican Would you call yourself a strong Republican or a not very strong Republican?

* strong Republican (1)
* not very strong Republican (2)

Display This Question:

If Generally speaking, do you consider yourself a Republican, Democrat, Independent, or other? = Democrat

Democrat Would you call yourself a strong Democrat or a not very strong Democrat?

* strong Democrat (1)
* not very strong Democrat (2)

Display This Question:

If Generally speaking, do you consider yourself a Republican, Democrat, Independent, or other? = Independent

Or Generally speaking, do you consider yourself a Republican, Democrat, Independent, or other? = Other

OtherPO Do you consider yourself as closer to the Republican or to the Democratic party?

* closer to Republican party (1)
* closer to Democratic party (2)

Comments If you have any additional comments, please tell us below

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Demographics