



**אוניברסיטת חיפה**  
**UNIVERSITY OF HAIFA**  
**جامعة حيفا**

**Faculty of Social Sciences**  
**Department of Information System**  
**Course: Usable Privacy and Security**

**The research question:**

**How are high-level privacy-related tensions and tradeoffs reflected in the way Circassian individuals perceive interaction with social media?**

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## Abstract

This study explores the privacy trade-offs faced by the Circassian community in Kfar Kama, Israel, as they interact with social media. By focusing on three specific trade-offs—Privacy vs. Disclosure of Identity, Individual vs. Collective Privacy, and Privacy vs. Support—we aim to understand the unique privacy challenges and priorities of this marginalised group. A quantitative survey, featuring Likert scale questions based on realistic scenarios, was conducted with 21 Circassian participants. The results reveal an inclination towards maintaining privacy, particularly in scenarios involving personal health and identity disclosure. However, there is also a recognition of the benefits of sharing information in certain contexts, such as receiving support or celebrating personal achievements. These findings underline the need for technology designers and policymakers to consider the unique privacy needs of marginalised communities and offer solutions that balance privacy protection with the benefits of information sharing. This study provides a foundational understanding of the privacy trade-offs experienced by the Circassian community, contributing to broader discussions on privacy and technology use among marginalised groups.

**Key words:** privacy tradeoffs, marginalized community, Circassian

## Introduction

A privacy trade-off refers to the compromise between the benefits obtained from sharing personal information and the potential loss of privacy or exposure to risks. This concept is often encountered in contexts where individuals or organisations must decide whether the advantages of sharing data (such as improved services, convenience, or personalised experiences) outweigh the potential drawbacks (such as data breaches, misuse of information, discrimination, or loss of control over personal data). Sannon & Forte [1] found four such privacy tradeoffs specific to marginalised groups, were found with regards to minorities interactions with technology. In our study, we examined three of them.

The *privacy vs. disclosure of identity trade-off* highlights the heightened privacy risks for marginalised groups due to both intentional and inadvertent identity disclosures through technology use. For example, LGBTQ+ individuals may face heightened privacy threats when using social media to connect or explore their identities, as unintended audiences could compromise their privacy. The risks are also prevalent in secondary data, where information like meetup data or social media posts can be analysed to infer sensitive identity characteristics, such as LGBTQ status or mental health.

Marginalised groups often experience some form of stress which creates the need to disclose sensitive information to receive necessary support, which can increase the risk of stigma and persecution. This is referred to as the *privacy vs. support trade-off*. While this trade-off is not unique to the technology-mediated contexts to access this support, it can often exacerbate privacy threats associated with support-seeking. For example, low-income individuals in India may need to identify themselves to access state benefits which can lead to persecution, and trans men might publicly disclose personal details to crowdfund for surgeries which can lead to stigmatization.

Collective privacy concerns refer to cases where the privacy interests of a group are interdependent and must be managed collaboratively. These groups can include families, friend groups, communities, and so on. For example, LGBTQ+ parents on social media depend not only on their own discretion but also on that of their network to protect shared privacy, impacting family members and potentially exposing them to stigma. Furthermore, an individual's self-disclosures can impact the individual privacy of their network (e.g., family, friends, partner,

etc.) and can potentially expose them to stigmatization. However, privacy preferences can be socially negotiated, such as when families and care teams encourage individuals with bipolar disorder to share personal data for their well-being. This is referred to as the *Individual vs. Collective privacy trade-off*.

In our study, we wanted to focus on one such marginalized and under-studied group in Israel: the Circassian community. The Circassians are a closed and tight-knit community, with a population of roughly five thousand in Israel. They primarily live in two villages in the north of Israel: Rihanniya and Kfar Kama. We chose to specifically conduct our study on those living in Kfar Kama because that is where the majority lives.

As previously discussed, privacy trade-offs are significant for marginalized groups who face unique challenges and potential harms when their privacy is compromised, even if it is necessary in some cases. This study aims to understand these trade-offs among Circassian individuals, which brings us to our research question: *How are high-level privacy-related tensions and trade-offs reflected in the way Circassian individuals perceive interaction with social media?*

To answer this question, we conducted a quantitative study using a survey that tests each of these privacy trade-offs to understand how important preserving their privacy is to them and where they tend to lean regarding each tradeoff. Our survey was answered by a total of twenty-two subjects (one of which was eliminated due to a failed attention check) aged 18-60 who were recruited by posting a participation invitation on WhatsApp groups and by posting in local Facebook groups.

The results indicate that younger respondents (aged 18-24) have the highest average scores for both privacy versus identity disclosure and collective privacy concerns in the new baby scenario, reflecting a strong preference for privacy and collective considerations. Respondents in the middle age group (25-35) exhibit a greater emphasis on collective privacy in the new baby scenario compared to other age groups, but they show the lowest average score for privacy versus support, suggesting they are less concerned about privacy when seeking support. The oldest age group (36-60) displays moderate scores across all privacy trade-offs, indicating a more balanced view on privacy issues.

We hope that our findings contribute to the usable privacy field by informing privacy implementations in technology design that better accommodate the nuances of such marginalized groups' interactions with technology and facilitate safer interactions with technology and social media in particular by exposing their privacy tendencies.

## **Related Work**

After conducting a literature review of eighty-eight papers related to privacy, HCI and Communication, Sannon & Forte [1] found four high level privacy-related tensions and trade-offs with regards to marginalized communities interactions with technology, including: privacy vs. self-disclosure, privacy vs. autonomy, privacy vs. support, and individual vs. collective privacy. In addition, the previous research that was included in the literature review have established the unique privacy needs of marginalized groups and the disproportionate harms they face when privacy is violated. Studies have explored privacy in contexts such as economic disadvantage, social stigma, and limited access to privacy literacy resources. Our study builds on this foundation by examining how these trade-offs come up in the technology-mediated experiences of Circassian individuals and understanding how they are reflected in the way that Circassian individuals perceive interaction with social media.

## Method

### Participants

A total of 22 responses were collected, one response was excluded from our data analysis because the respondent was not identified as a minority in Israel and answered the attention check questions incorrectly. The subjects were Circassian individuals residing in Kfar Kama. Out of the 21 respondents, only 2 were men (9.5%) and the rest were women (90.5%). As can be seen in figure 1, The age distribution was as follows: 15 respondents (71.4%) were between the ages of 18-24 years old, 4 respondents (19%) were between 25-35 years old, and the rest 2 (9.5%) were between 36-60 years old. No respondents were above the age of 60 years old.

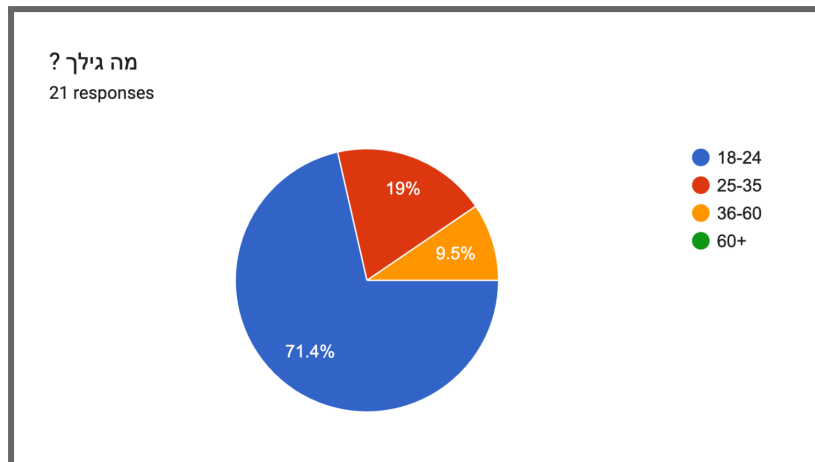


Figure 1: respondents age distribution.

In response to the question "How much do you identify with your community?" with the scale ranging from 1 (very low) to 5 (very high). The respondents answered in the affirmative and rated their level of identification as high. 12 (57.1%) of the respondents answered that their level of identification was very high (5), and 9 (42.9%) of the respondents answered with a rating of high (4). See figure 6 in Appendix.

### Measures

Data collection was carried out using a specially designed survey (refer to Appendix A). The survey was structured into 3 main parts.

The first section included an informed consent, to ensure participants were fully aware of the study's purpose and their rights as participants. The second section collected demographic information, including age, gender, and level of ethnicity identification. This section aimed to provide context for the participants' responses by capturing their background.

The third section presented participants with privacy trade-off scenarios, divided into three subsections, each focused on a different trade-off: Privacy vs. Disclosure of Identity, Individual vs. Collective Privacy, and Privacy vs. Support. Each scenario described a realistic situation that Circassian individuals might encounter in their daily lives, emphasising the specific privacy challenges they face (refer to table 2 in appendix).

For each trade-off, we formulated a scenario and asked questions about it. Respondents were asked to rate their position on a Likert scale ranging from 1 to 7. For privacy vs. disclosure of identity, the scale ranges from 1 (inclination to privacy) to 7 (inclination to disclosure of identity). For individual vs. collective privacy, the scale ranges from 1 (inclination to individual

considerations) to 7 (inclination to collective considerations). For privacy vs. support, the scale ranges from 1 (inclination to privacy) to 7 (inclination to support).

It is important to note that in some questions, the scale was reversed, and this was to check for consistency. During data analysis, we adjusted these reversed scales so that all responses would align in the same direction.

In the Privacy vs. Disclosure of Identity section, participants were asked to consider a scenario where they had to create a personal account on a social media platform with identifying details such as their full name, phone number, and ethnic identity. They then answered questions regarding their comfort level with disclosing this information, concerns about potential risks like stigma or discrimination, and perceptions of how sharing their ethnic background might affect their experience on the platform.

For the Individual vs. Collective Privacy trade-off, participants were presented with two case scenarios. The first scenario involved sharing news about the birth of a baby in the family on social media, while the second scenario dealt with sharing a job promotion. Participants responded to questions about their concerns regarding the impact on others' privacy, the importance of sharing information online despite potential impacts on others, and the significance of considering family privacy when posting such information. In this section, we decided to present two use cases to examine whether the type of use case (personal vs. general) would affect the trade-off intensity.

In the Privacy vs. Support section, the scenario described participation in a support group on a social media platform that required sharing detailed personal health information to receive personalized support and recommendations. Participants answered questions about their comfort level with sharing this information, the importance of receiving support even if it required disclosing personal information, and concerns about their health information being visible to others.

Each section followed a consistent structure. This comprehensive approach allowed for a detailed examination of participants' comfort levels, concerns, and perceived importance of privacy in various contexts.

Throughout the questionnaire, we included two attention check questions, instructing respondents to select a specific answer to verify their attentiveness and seriousness.

### Procedure

After posting invitations to participate in the research on WhatsApp groups and receiving requests from interested subjects, we privately distributed the questionnaire to them along with instructions and an explanation of the research procedure. Once the subjects completed the questionnaires, we received their responses and compiled the data for analysis.

### Ethical Considerations

We identified several risks to the participants when conducting this study, including: potential discomfort due to feelings of singling the participants out for their ethnic identity; and potential identification of participants based on their answers. Consequently, we were sure to take the following measures to minimize these risks, including: obtaining informed consent to participate in the study (the first part of the survey explained to the participants their right to stop the survey at any point if they feel discomfort or distress); designed questions to avoid using language directed at the participants' ethnic identity (e.g., no questions will include phrases such as "As a Circassian, how do you feel/what do you think about..."); and ensured anonymity of participants by not collecting identifiable information such as name, occupation,

contact information, and so on (we only collected minimal data such as age range, level of personal identity to the community and gender). Furthermore, all data was anonymized, stored securely, and only used for research purposes. No identifiable information was collected as mentioned. Access to the data is restricted to the researchers involved in the study and is stored on a secure and password-protected system, Google Forms. The data was collected electronically from the personal devices of the participants and none of it will be stored in a physical medium (such as paper) which can get lost or stolen. This survey was not conducted on minors or vulnerable populations within the Circassian community.

Additionally, we believe that despite these risks, the benefits of this study outweigh the risks for the following reasons: increased awareness of their privacy concerns and trade-offs in social media use and satisfaction from contribution to the science; better understanding of privacy issues specific to the Circassian community; and insights into privacy trade-offs that can inform policy and technology design to better protect user privacy from marginalised communities.

Lastly, it is important to note that no monetary or material rewards were provided to the subjects. They will be thanked for participating in the survey.

## Results

To test our research question regarding the privacy trade-offs among Circassian individuals, we conducted a series of statistical analyses. We used descriptive statistics to summarise the participants' responses to the Likert scale questions and calculated means and standard deviations for each trade-off scenario to assess the central tendency and variability in participants' responses.

*Privacy vs. Disclosure of Identity.* The concerns about disclosing personally identifiable information was indicating relatively high concern (Q: 1,  $M=2.95$ ,  $SD = 1.28$ ). However, there was a moderate comfort level with disclosing ethnic background (Q:3,  $M = 4.19$ ,  $SD = 1.23$ ), see figure 2. In addition, the concern about potential risks such as stigma or discrimination associated with disclosing identifying information was moderate to high (Q:2,  $M=4.43$ ,  $SD= 1.63$ ). Concerns about information visibility to strangers was relatively high (Q:5,  $M=5.38$ ,  $SD=1.36$ ). The average score of the five questions on the scale of this tradeoff was 3.95, which is close to the middle point between Privacy and Disclosure of Identity. This indicates that they are largely valued the same with a slight preference to privacy.

*Individual vs. Collective Privacy.* For the birth of a baby in the family scenario, we found that concerns about the impact on others when sharing personal information on social media are moderate (Q:6,  $M=4.76$ ,  $SD=1.87$ ). The importance of sharing online despite potential impacts on others' privacy is relatively high (Q:7,  $M=5.81$ ,  $SD=1.57$ ). The perceived effect of such posts on the family is moderate (Q:8,  $M=4.24$ ,  $SD=1.67$ ), and the importance of considering family privacy is high (Q:9,  $M=6.43$ ,  $SD=1.43$ ). The extent to which sharing about the baby should be a personal decision is moderate (Q:10,  $M=3.95$ ,  $SD=2.48$ ) see figure 3, and the potential impact on family is also moderate (Q:11,  $M=4.48$ ,  $SD=1.57$ ). The average score of the six questions on the scale of this tradeoff in the context of the birth of a new baby was 4.95, which shows a preference for collective privacy rather than individual privacy.

For the job promotion scenario, concerns about the impact on others when sharing personal information are moderate (Q:13,  $M=4.05$ ,  $SD=1.88$ ). The importance of sharing online despite privacy impacts on others is high (Q:14,  $M=6.14$ ,  $SD=1.19$ ). The perceived effect of the job post on family is relatively low (Q:15,  $M=2.67$ ,  $SD=1.62$ ), while the importance of considering family privacy is moderate (Q:16,  $M=3.67$ ,  $SD=2.26$ ). The belief that sharing about the job should be a personal decision is low (Q:17,  $M=1.62$ ,  $SD=1.36$ ) see figure 4, and the potential impact on family

is moderate (Q:18, M=3.38, SD=1.69). The average score of the six questions on the scale of this tradeoff in the context of a job promotion was 3.59, which shows a preference for individual privacy rather than collective privacy.

Overall, sharing information about a new baby is associated with higher concerns and a greater emphasis on family privacy (M=4.95) compared to sharing information about a job promotion (M=3.59), which is viewed as having less impact on family and more emphasis on personal decision-making.

*Privacy vs. Support.* The findings reveal that comfort with sharing personal health information within the support group is low (Q:19, M=1.76, SD=1.37). The importance of receiving support is secondary to protecting privacy, especially with disclosure of sensitive information (Q:20, M=2.95, SD=1.59). Concern about visibility to strangers is moderate (Q:22, M=2.71, SD=1.93), while concern about visibility to people known personally is higher (Q:23, M=4.42, SD=2.18). The average score of the five questions on the scale of this tradeoff was 3.05 which is close lower than the middle point between privacy and support, indicating a preference for privacy.

Table 1 summarizes the responses from 21 Circassian individuals residing in Kfar Kama regarding their privacy concerns across different age groups and privacy trade-offs. The respondents are categorized into three age groups: 18-24, 25-35, and 36-60. The table shows the number of respondents in each group and their average (mean) responses to four privacy trade-off scenarios rated on a scale from 1 to 7.

	All	Ages 18-24	Ages 25-35	Ages 36-60
n	21	15	4	2
<i>Privacy vs. Disclosure of Identity</i>	M=3.95 SD = 1.44	M=4.31 SD = 1.41	M=2.85 SD = 1.61	M=3.5 SD = 1.3
<i>Individual vs. Collective Privacy - New Baby Scenario</i>	M=4.95 SD = 1.72	M=5.18 SD = 1.63	M=4.87 SD = 1.26	M=3.33 SD = 2.16
<i>Individual vs. Collective Privacy - New Job Scenario</i>	M=3.59 SD = 2.03	M=3.58 SD = 1.6	M=3.83 SD = 1.65	M=3.17 SD = 2.67
<i>Privacy vs. Support</i>	M=3.05 SD = 2.24	M=3.07 SD = 1.74	M=2.15 SD = 1.57	M=3.25 SD = 3.1

**Table 1.** The table provides a summary of the survey responses for privacy trade-offs across different age groups within the Circassian community in Kfar Kama, Israel.

The results by age show that younger respondents (18-24) have the highest mean scores for privacy versus identity disclosure and for collective privacy concerns in the new baby scenario, indicating a stronger preference for both privacy and collective considerations. The middle age group (25-35) shows a higher preference for collective privacy in the new baby scenario compared to the other groups. However, they show the lowest mean score for privacy versus support, indicating less concern about privacy when seeking support. The oldest age group (36-60) shows moderate scores across all trade-offs, suggesting a balanced perspective on privacy issues.

## **Discussion**

The purpose of this study was to explore the privacy trade-offs encountered by Circassian individuals in Israel, with a particular focus on their interactions with social media. The research aimed to understand how this marginalized community perceives and navigates various privacy dilemmas, such as balancing privacy with the need to disclose personal identity, managing individual versus collective privacy concerns, and weighing privacy against the need for support. By investigating these trade-offs, the study sought to provide insights that could inform the development of privacy-protective technologies tailored to the needs of marginalized groups.

### *Key Findings*

One of the key findings of the study was that Circassian participants exhibited high concern about disclosing personally identifiable information. This high level of concern was coupled with moderate comfort regarding the disclosure of their ethnic background. These results can be attributed to both methodological and cultural factors. Methodologically, the scenarios presented in the survey may have heightened participants' awareness of privacy risks associated with identity disclosure. Thus, it is possible that the order of the questions influenced the participants' answers. Furthermore, the Circassian community culturally places more emphasis on maintaining personal privacy, which explains the small gap in willingness to share ethnic identity and willingness to share personal information. However, this can also be explained by their heightened sense of ethnic pride, especially in a largely non-Circassian environment.

Another finding was that participants were more inclined to collective privacy than individual considerations for privacy when sharing information about personal milestones, such as a new baby in the family, compared to less personal updates like a job promotion. This can indicate that there are certain types of information that Circassian individuals approach in a more guarded manner than others when it comes to sharing them. This can be further explained by the close-knit nature of the Circassian community, where collective privacy is highly valued. The importance of protecting family or group privacy in personal contexts likely drives these concerns. This is especially apparent in the younger age groups (18-24), whereas the older age groups (25-35, 36-60) don't make that distinction as much.

When it comes to privacy versus support, participants reported a low comfort level with sharing personal health information, even though they acknowledged the importance of receiving support. Concerns about the visibility of health information to people known personally were notably higher than to strangers. This finding reflects a cultural context where privacy in health matters is particularly sensitive, and participants' discomfort with sharing such information may be influenced by their personal experiences and cultural norms surrounding health and support. The study revealed that younger Circassians (18-24) exhibited the highest concern for privacy, particularly in scenarios involving personal identity disclosure and collective privacy regarding new family milestones. Middle-aged participants (25-35) emphasized collective privacy in personal contexts but showed less concern for privacy when seeking support. Older adults (36-60) displayed moderate, balanced views across all privacy trade-offs. These patterns suggest that younger individuals are highly influenced by social norms and familial expectations, driving their strong preference for collective privacy. The middle group's lower privacy concern in support scenarios may reflect a pragmatic approach to balancing familial responsibilities and accessing resources. The older cohort's moderate stance likely stems from accumulated life experiences and a more nuanced understanding of privacy risks and benefits. Overall, these findings highlight the need for adaptable privacy solutions tailored to different age groups within marginalized communities. It is important to address the large standard deviations that



might be due to the relatively small and disproportionate sample size. Thus, it is also not possible to draw any concrete conclusions. This is something that will have to be addressed in future work.

Finally, the study's results illustrate that Circassian individuals face complex privacy trade-offs, balancing personal privacy with the need for support and collective considerations. These findings highlight the importance of designing privacy-sensitive technologies that address the unique needs of marginalized communities, taking into account both methodological influences and cultural values.

## **Conclusion**

This study provides valuable insights into the privacy trade-offs faced by the Circassian community in Kfar Kama, Israel, when interacting with social media. The findings reveal that Circassian individuals exhibit high concern for disclosing personally identifiable information and prioritize collective privacy, particularly in personal contexts such as family milestones. Younger participants (18-24) displayed the highest concerns for both identity disclosure and collective privacy, reflecting a strong inclination towards maintaining privacy. The middle group (25-35) showed a balanced approach, while older participants (36-60) had a more moderate stance across all privacy trade-offs. The study underscores the importance of understanding the unique privacy needs of marginalized communities and the necessity for designing privacy-sensitive technologies that accommodate these needs. The results indicate a clear preference for privacy protection, balanced with the benefits of sharing information in certain contexts, such as receiving support or celebrating personal achievements.

## **Future Work**

Future research should consider expanding the sample size and including more diverse age and gender groups within the Circassian community to provide a more comprehensive understanding of privacy trade-offs. Additionally, qualitative methods such as in-depth interviews or focus groups could be employed to gain deeper insights into the cultural and social factors influencing privacy perceptions. Further studies could also explore the impact of different types of social media platforms on privacy concerns and how specific features or policies might alleviate or exacerbate these concerns. This future work will contribute to developing more tailored and effective privacy solutions that respect the cultural and social contexts of marginalized communities.

## **Bibliography**

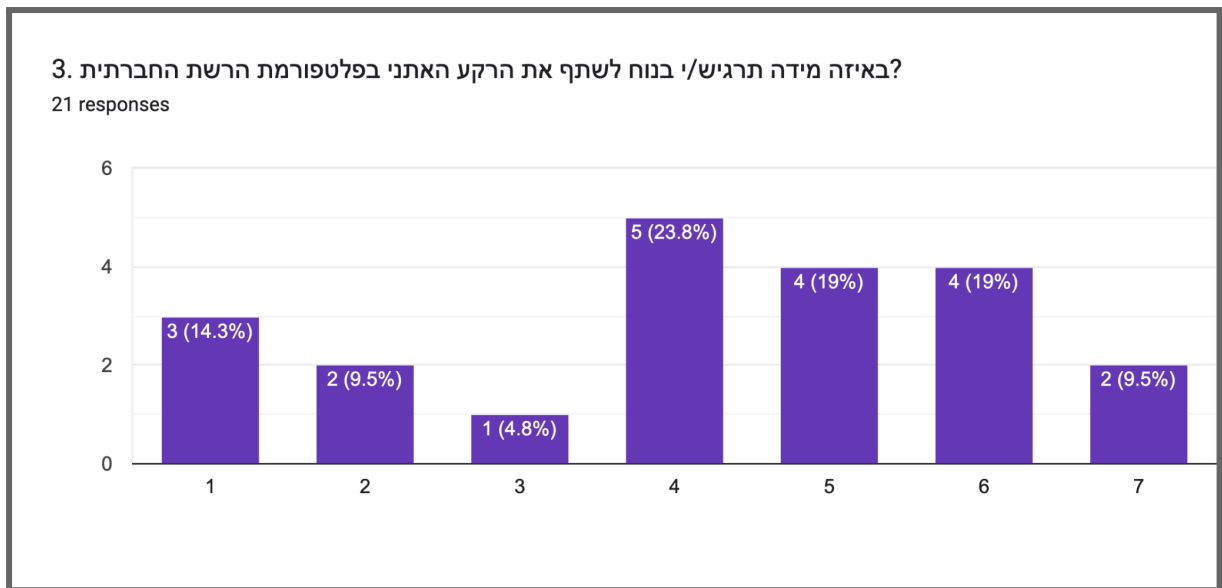
[1] Sannon, S., & Forte, A. (2022). Privacy research with marginalized groups: what we know, what's needed, and what's next. Proceedings of the ACM on Human-Computer Interaction, 6(CSCW2), 1-33.

## **Appendix**

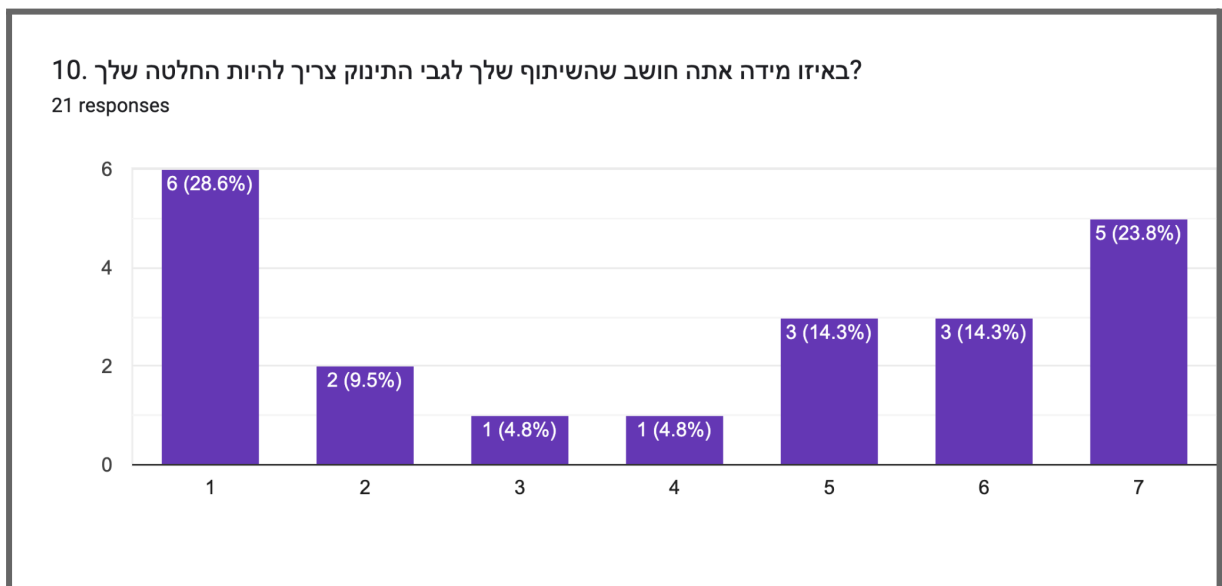
Additional materials, survey questions, detailed data.

Appendix A

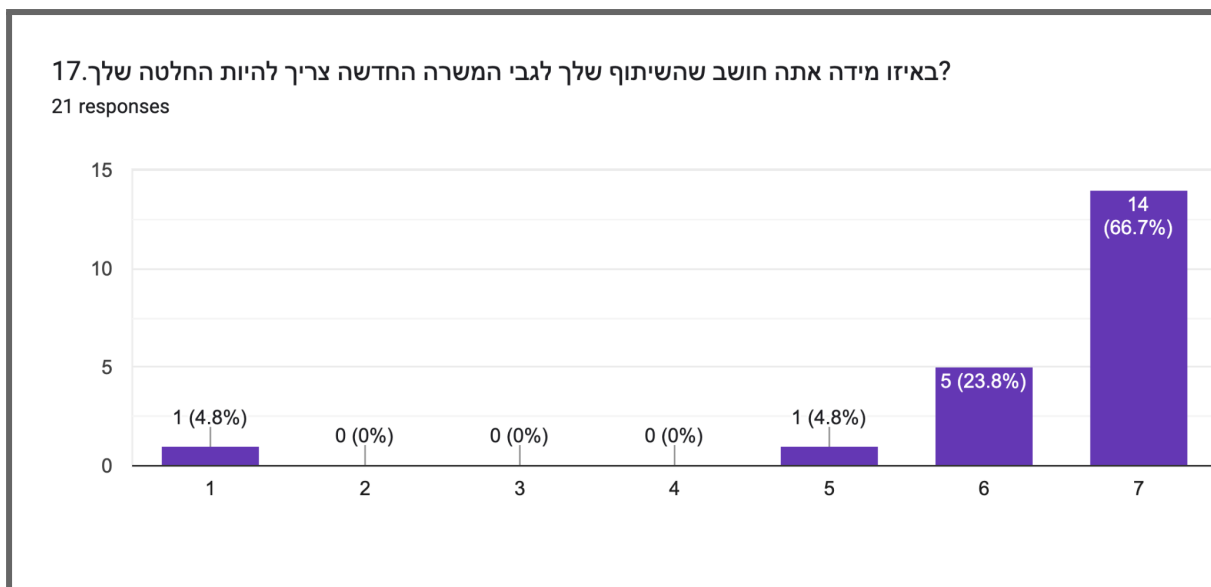
<https://forms.gle/DnK4SLhkc4W8KzBw9> - שאלון



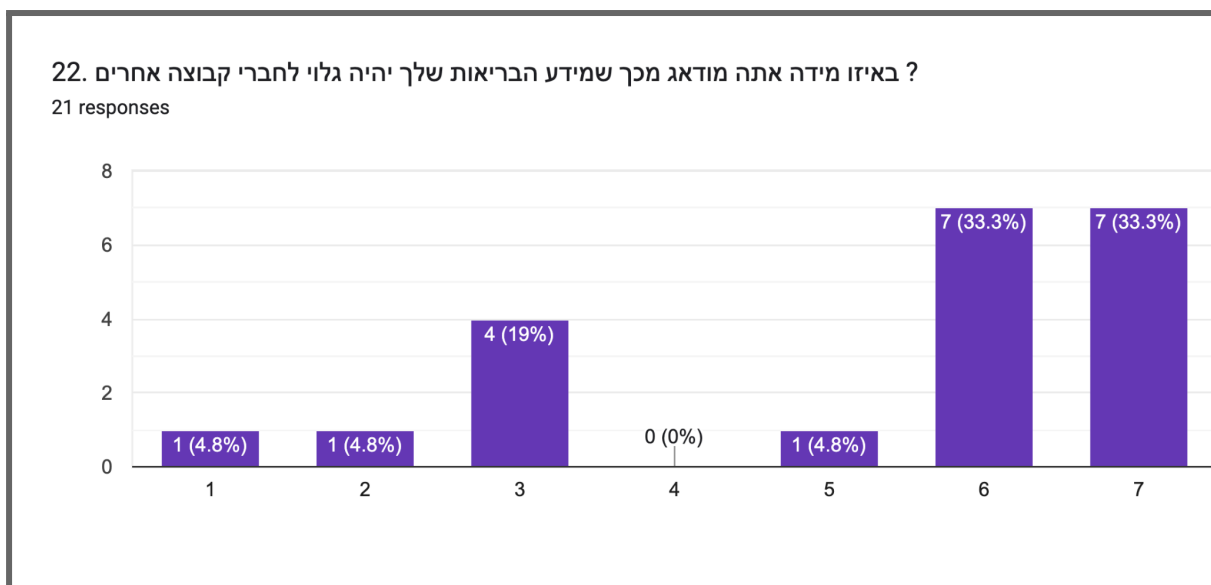
**Fig 2.** The distribution of answers to the question "To what extent would you feel comfortable sharing your ethnic background on the social network platform?" was wide as can be seen in the following Figure.



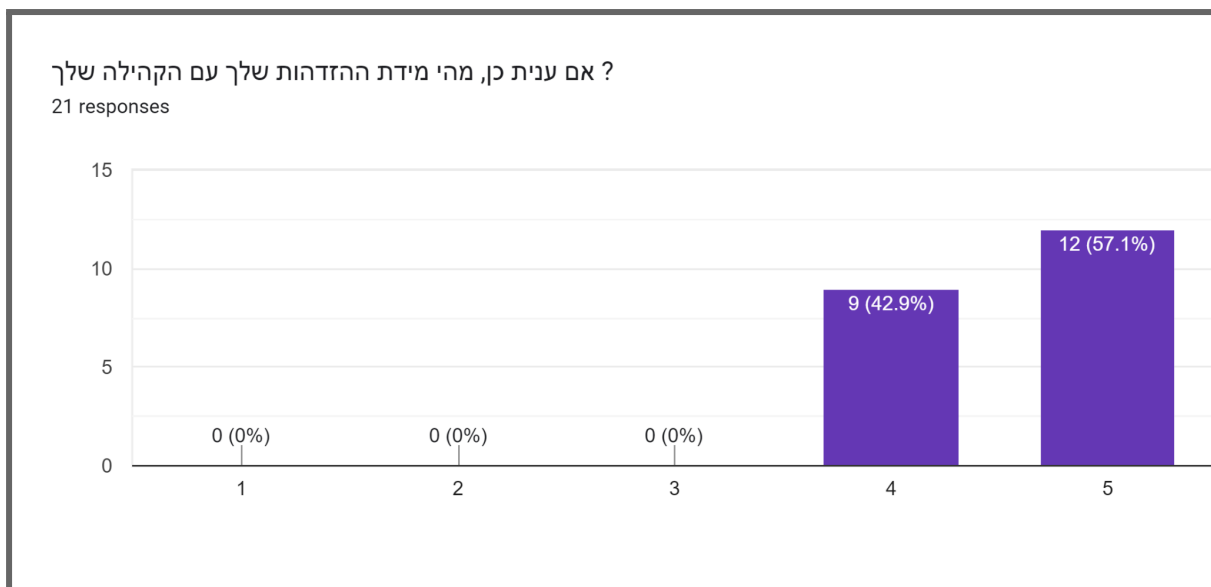
**Fig 3.** The distribution of answers to the question "To what extent do you think sharing about the baby should be your decision?" 1- Not at all, 7 - Highly.



**Fig 4.** The distribution of answers to the question “To what extent do you think sharing about the new job should be your decision?” 1- Not at all, 7 - Highly



**Fig 5.** The distribution of answers to the question “ How concerned are you about your health information being visible to other group members?” 1- Not worried at all , 7- Highly worried.



**Fig 6:** Distribution of answers to the question "What is your degree of identification with your community?" (1 - to a very small extent, 5 - Highly).

**Table 2:** the third part of the questionnaire; the scenarios and questions by each tradeoff (The subjects were not informed about the tradeoffs titles).

Trade off: privacy vs. disclosure of identity																
<p>לפניך תרחיש, אנא קרא. את התרחיש עד לסיומו, וענה.י על השאלות על סמך דעתך האישית:</p> <p>דמיין/י שאת/ה משתמש/ת בפלטפורמת מדיה חברתית, שכדי לצפות בתכנים שבה את/ה צריך ליצור חשבון אישי עם הפרטים המזהים שלך, כמו שם מלא, טלפון וזהות אתנית על מנת שתהיה לך חוויה מתואמת אישית. מידע זה יהיה זמין לצפייה על ידי קהל רחב, כולל אנשים שאת/ה מכיר ואנשים זרים.</p>																
1	באיזו מידה תרגיש/י בנוח לחשוף את הפרטים המזהים שלך בפלטפורמת מדיה חברתית?		נוח במידה רבה מאוד		7	6	5	4	3	2	1	בכלל לא נוח				
2	עד כמה את/ה מודאג/ת מהסיכונים הפוטנציאליים (למשל, סטיגמה, אפליה) הקשורים לחשיפת הפרטים המזהים שלך בפלטפורמת מדיה חברתית?		מודאג/ת במידה רבה מאוד		7	6	5	4	3	2	1	בכלל לא מודאג/ת				
3	באיזה מידה תרגיש/י בנוח לשתף את הרקע האתני בפלטפורמת הרשת החברתית?		נוח במידה רבה מאוד		7	6	5	4	3	2	1	בכלל לא נוח				
4	באיזה מידה את/ה מרגיש/ה ששיתוף הרקע האתני ישפר את החוויה שלך ברשת החברתית?		במידה רבה מאוד		7	6	5	4	3	2	1	בכלל לא				
5	באיזה מידה את/ה מודאג מזה שהמידע על הרקע האתני שלך יהיה גלוי לאנשים זרים?		מודאג/ת במידה רבה מאוד		7	6	5	4	3	2	1	בכלל לא מודאג/ת				
Trade off: individual vs. collective																
<p>לפניך 2 תרחישים, אנא קרא. את התרחישים עד סופם , וענה.י על השאלות על סמך דעתך האישית</p> <p>תרחיש 1: תאר/י לעצמך שנוולד לך תינוק חדש במשפחתך, ואת/ה רוצה לשתף את החדשות המשמחות האלה בפלטפורמת המדיה החברתית שלך.</p>																
6	עד כמה את/ה מודאג/ת מההשפעה על אנשים אחרים בעת שיתוף מידע אישי שלך ברשתות החברתיות?		מודאג/ת במידה רבה מאוד		7	6	5	4	3	2	1	בכלל לא מודאג/ת				
7	עד כמה חשוב לך לשתף מידע באינטרנט למרות ההשפעה הפוטנציאלית על פרטיותם של אחרים (אנשים הקרובים אלייך)?		חשוב במידה רבה מאוד		7	6	5	4	3	2	1	לא חשוב בכלל				
8	באיזו מידה אתה חושב שהפוסט שלך על התינוק החדש יכול להשפיע על המשפחה שלך?		ישפיע במידה רבה מאוד		7	6	5	4	3	2	1	לא ישפיע בכלל				
9	באיזו מידה את/ה חושב/ת שחשוב לקחת בחשבון את הפרטיות של המשפחה שלך בעת שיתוף מידע על התינוק החדש בפלטפורמה?		חשוב במידה רבה מאוד		7	6	5	4	3	2	1	לא חשוב בכלל				
10	באיזו מידה אתה חושב שהשיתוף שלך לגבי התינוק צריך להיות		במידה רבה מאוד		7	6	5	4	3	2	1	בכלל לא				

										החלטה שלך?	
11	באיזו מידה לדעתך שיתוף מידע אודות התינוק בפלטפורמה עלול להשפיע על המשפחה שלך?	ישפיע במידה רבה מאוד	7	6	5	4	3	2	1	לא ישפיע בכלל	
12	בבקשה לסמן "ישפיע במידה רבה"	לא ישפיע בכלל	7	6	5	4	3	2	1	ישפיע במידה רבה	
תרחיש 2: תאר לעצמך שקיבלת קידום בעבודה, ואתה רוצה לשתף את ההישג הזה בפלטפורמת המדיה החברתית שלך.											
13	עד כמה את/ה מודאג/ת מההשפעה על אנשים אחרים בעת שיתוף מידע אישי שלך ברשתות החברתיות?	מודאג/ת במידה רבה מאוד	7	6	5	4	3	2	1	בכלל לא מודאג/ת	
14	עד כמה חשוב לך לשתף מידע באינטרנט למרות ההשפעה הפוטנציאלית על פרטיותם של אחרים (אנשים הקרובים אלייך)?	חשוב במידה רבה מאוד	7	6	5	4	3	2	1	לא חשוב בכלל	
15	באיזו מידה אתה חושב שהפוסט שלך על המשרה החדשה יכול להשפיע על המשפחה שלך?	ישפיע במידה רבה מאוד	7	6	5	4	3	2	1	לא ישפיע בכלל	
16	באיזו מידה את/ה חושב/ת שחשוב לקחת בחשבון את הפרטיות של המשפחה שלך בעת שיתוף מידע על המשרה החדשה בפלטפורמת הרשת החברתית?	חשוב במידה רבה מאוד	7	6	5	4	3	2	1	לא חשוב בכלל	
17	באיזו מידה אתה חושב שהשיתוף שלך לגבי המשרה החדשה צריך להיות החלטה שלך?	במידה רבה מאוד	7	6	5	4	3	2	1	בכלל לא	
18	באיזו מידה לדעתך שיתוף מידע אודות המשרה החדשה בפלטפורמה עלול להשפיע על המשפחה שלך?	ישפיע במידה רבה מאוד	7	6	5	4	3	2	1	לא ישפיע בכלל	
Trade off: privacy vs. support											
<p>לפניך תרחיש, אנא קרא. את התרחיש עד לסיומו, וענה.י על השאלות על סמך דעתך האישית:</p> <p>תאר לעצמך שאתה חלק מקבוצת תמיכה בפלטפורמת מדיה חברתית המבקשת ממך לשתף מידע בריאותי אישי מפורט כדי לקבל תמיכה אישית והמלצות מחברי קבוצה.</p>											
19	באיזו מידה אתה מרגיש בנוח לשתף את המידע הבריאותי האישי שלך בתוך קבוצת התמיכה בפלטפורמת המדיה החברתית?	נוח במידה רבה מאוד	7	6	5	4	3	2	1	לא נוח בכלל	
20	עד כמה חשוב לך לקבל תמיכה בבעיות שלך, גם אם הדבר מצריך חשיפת מידע אישי?	חשוב במידה רבה מאוד	7	6	5	4	3	2	1	לא חשוב בכלל	
21	בבקשה לסמן "ישפיע במידה רבה"	לא ישפיע בכלל	7	6	5	4	3	2	1	ישפיע במידה רבה	
22	באיזו מידה אתה מודאג מכך שמידע הבריאות שלך יהיה גלוי לחברי קבוצה אחרים?	מודאג במידה רבה מאוד	7	6	5	4	3	2	1	בכלל לא מודאג	
23	באיזו מידה אתה מודאג מכך שמידע הבריאות שלך יהיה גלוי לאנשים שאתה מכיר?	בכלל לא מודאג	7	6	5	4	3	2	1	מודאג במידה רבה מאוד	

