Impression Formation and Change via Online Content

DPIA

Admin details

Project Name Impression Formation and Change via Online Content - DPIA

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Data Protection Impact Assessment
1. Does your research fall under the scope of a template DPIA?

- Yes (specify below)

Data on the following variables will be collected as part of this project:

- Personal characteristics (age, gender, educational level, income, religious affiliation, political orientation, location of residence, employment status, political orientation, religious affiliation)

- Individual difference measures (cognitive ability, thinking style, over-claiming, belief in conspiracy theories, actively open-minded thinking about evidence, news evaluation task)

2. Provide more details for any of the risks that you have ticked in question 25 under the 'GDPR record' tab, so the overall risks related to your processing are clearly and accurately described.

In several studies in this project, participants' age, gender, educational level, income, religious affiliation, political orientation, location of residence, employment status, political orientation, religious affiliation, are assessed.

3. Explain why the processing of personal data is necessary to achieve the purposes of the research. Include the benefits for individuals and the wider public.

In this series of studies we examine the impact of online content (genuine vs. Deepfaked video and audio) on people's (implicit) attitudes and intentions. Prior research has shown that the individual difference and demographic factors assessed above correlate/predict the extent to which people are impacted by certain types of online content (e.g., fake news). We wanted to examine if this was also true for another type of online content (Deepfakes).

Asking and answering these questions will help identify psychological factors that increase one's susceptability to malicious online content, as well as identify factors that can help protect individuals from the influence of such content. Understanding these factors are beneficial for both individuals and the wider public.

4. Can the processing or part of the processing reasonably be achieved in a different/alternative way, less detrimental to the privacy of data subjects? Evaluate the possible alternatives.

- No

As noted above, the individual difference and demographic factors selected for this research have already been studied in the context of another type of online content (fake news). In order to make a direct comparison between the findings of our work and that in the published literature, we need to study the same variables, in a similar way, to published papers. Thus the need to use the same measures as used in the wider literature.

5. Describe the steps, measures or controls you are taking to minimise the risk to privacy and safeguard the rights of the persons whose personal data you are collecting.

We will not collect any identifier with the exception of participants' Prolific Academic number, which will only be used for payment purposes. During data processing all data will be anonymized by removing this identification number.

More generally, research participants can opt out at any stage of the research, and research will not be used to make decisions directly affecting those individuals.

6. Describe the steps you have taken to make sure the research is as accurate as possible and there are minimal unintended consequences.

A data management plan has been created to ensure the research is as accurate as possible and that there are minimal unintended consequences (see the DMP+ for this project).

7. Is the (possible) negative effect or risk for the privacy of the data subjects in reasonable proportion to the processing purposes?

- Yes

8. How would you describe the likelihood of the risk(s) after having completed the previous questions in this DPIA?

- Negligible

9. How would you describe the impact of the risk(s) after having completed the previous questions in this DPIA?

- Negligible

10. How would you describe the risk(s) after having completed the previous questions in this DPIA?

- Acceptable risk(s) left