



## Assignment clarification: Theory/ practice transfer paper

Matriculation number: 8240

Since you are developing a research question or a solution for your company, a comprehensive clarification of the assignment is mandatory and has three essential objectives:

- ✓ You will have a clear picture from the very beginning of the requirements and expectations of your company for your theory/practice transfer paper.
- ✓ The supervisors of your company know what output and thus which benefits they can expect from the transfer paper.
- ✓ NORDAKADEMIE can check whether your chosen topic appears consistent in itself, is realistic in its scope, and whether you can work on it successfully with the chosen means.

Please, answer the questions jointly with your company supervisor. As a guideline, the answers should comprise around two thousand characters.

What is your topic (the operational question/ research problem)?

Whether or not the design of a cookie banner  
(including criteria like size, color, contrast) has  
an effect on the click-through ratio\*.

\*Ratio of banners shown vs. banners clicked

What is the reason for the research question or problem?

How did the problem come to your attention and what has already been done?

This research question was sparked by the recent events surrounding online data privacy. With the DSGVO in effect, many (partially non-compliant) cookie banners are still out there. This raised the question how effective they actually are in terms of catching the users attention and whether or not an argument could be made that they suffice in regards to the DSGVO. However, research in this area is sparse and the number of court cases is very low.



How does the research question or problem arise concretely in the workplace?

*What does it mean that the question or problem has not yet been answered or solved?*

Our company manages a set of public websites for which this could be of importance, especially in the financial business where data privacy is of utmost importance. Additionally, our products and services have web interfaces which have to adhere to the same guidelines as public pages.

Which objectives do you pursue with this theory/practice transfer paper?

This paper aims to answer the question how well cookie banners capture a users attention and which design decisions affect this. Additionally, it will briefly cover the history of online data privacy in the EU and how users perceive tracking, data collection and targeted advertising.

How is the procedure for answering the posed research question/problem?

*Which methods/materials will I use to find out/prove/test this?*

*What do I mainly want to do in my transfer paper: to argue? To analyse? To compare?*

*To interpret? To test?*

The secondary question regarding the history and users perception will be answered through literature research of historical jurisdiction, surveys and similar sources. The main question will be answered through the use of an interactive survey in which the participants interact with a set of websites with different cookie banners.



☐ I hereby approve the topic and supervise the student during the development of the transfer paper:

F. Hauschild

Signature, company supervisor

Afterwards, please upload the assignment clarification in CIS. You will receive information on whether your research question has been accepted within one week (calculated on working days). If the topic has been accepted by NORDAKADEMIE, the 4-week processing period starts. If your topic has been rejected, you will receive information about the reason for rejection and can upload the research question again, eg with a different focus or another planned procedure. This process can be repeated several times until the question has been accepted.