



Reflective writing in the theory/practice transfer paper

Matriculation number: 8240

Accepted topic
of the transfer paper: Analysis of behavioral conditioning by privacy policy modals

These questions are intended for reflection and support during the preparation of your transfer paper. We recommend you to ask yourself recurrently these questions before, during, and after the elaboration of the transfer paper in order to develop a scientifically founded paper. Please answer the questions with one or two sentences (enumerations are also possible) and do not forget to refer to the corresponding chapter in your transfer paper. In contrast to the transfer paper and to the assignment clarification, writing in the first person is desired within the framework of reflective writing. This form is an integral part of the assessment of the theory/practice transfer paper and therefore must be included for evaluation along with the paper itself.

You can use 2000 characters (without spaces) as a guideline for answering the questions.

Which are the central research questions of my topic?

The central questions is whether users are exhibiting conditioned behaviour while interacting with tracking consent mechanisms on the web. To answer this a secondary question regarding the types of consent mechanisms present on the most common websites has been defined.

Which objective do I want to achieve with the elaboration of the transfer paper and to what extent did I accomplish this at the end?

The main objective is to determine how users are being manipulated on the web and how human psychology is being used to affect tracking consent in favour of the website providers. This stands in direct correlation with recent legislation which changed the requirements for user consent. A secondary objective is to determine whether or not these policies did have the desired effect of users being more aware of their online privacy.



How are my central questions/topics and the content that I have learnt during my academic studies connected?

The central research question has been answered using methods taught in the user experience lecture. Additionally, the users psychology involved with answering modals and the design of such modals is directly linked with the user experience.

What information have I drawn on for my work and why have I chosen this source?

The primary data source was an interactive survey that has been conducted. A secondary source has been an empirical study of the most common websites. Additionally, legislation documents of the European Union as well as journals from the field of psychology have been referenced.

What is my approach to answering the research question?

First, a hypothesis on the applicability of a particular manipulation method has been defined. The precondition has been validated using an empirical study. Then, evidence for the real world applicability of the manipulation method outlined in the hypothesis has been uncovered using a survey.



Where do you see my personal contribution to answering the research question?

The main contribution has been the design and execution of the survey with its associated survey application.

What have I learnt from writing this transfer paper and what would I do differently next time? A reference to a chapter is optional in this case.

The empirical study conducted in section two does not strictly follow scientific methodology as data has been collected by a single individual only and not reviewed otherwise. Additionally, conducting a complex survey like this one has proven to require more time as a lot of data had to be discarded due to the low participant count (no statistically significant results could be extracted from it).

Upload the completed reflective writing form (as a separate document) together with your transfer paper in the Campus Information System (CIS).