



## 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)?**

Analysis of behavioral conditioning by privacy policy modals — are users conditioned to accept privacy policies and if so how do their actions align with their subjective data privacy awareness?

**What is the reason for the research question or problem?**

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

The question arose from the (personal) discovery of the operant conditioning principle from general psychology. It sparked curiosity whether or not users have been conditioned to dismiss modals. This has a relevance because the purpose of such modals is to raise awareness for data privacy and conditioning would cause annoyance instead.



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?*

As consent mechanisms are required for most websites (including our products) it is of interest to know how users interact with them. Finding an answer to this allows us to take user behavior into account during the design of such user interface components.

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

The goal is to find evidence for conditioned behavior in the interaction with privacy modals on websites and analyse whether or not it aligns with the subjective data privacy awareness of the users. A side-goal is to proof that users are not considering the content of such modals before giving consent.

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?*

First, the concept of conditioning will be explained using scientific sources. Second, the design of consent mechanisms on popular websites will be evaluated to provide a foundation that proofs the possibility of operant conditioning. Finally, an interactive user survey will be conducted to provide evidence for conditioning in a near real-life scenario. It will contain faked modals to answer the side-question.



☐ 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.