

notes

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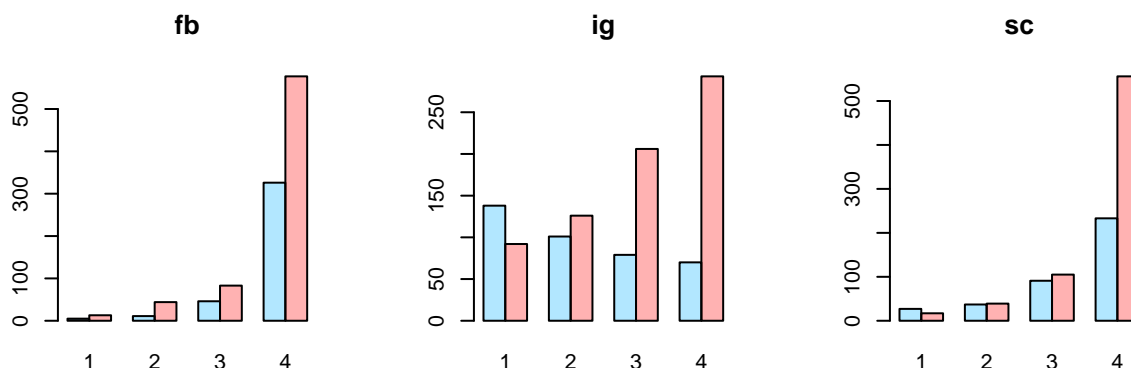
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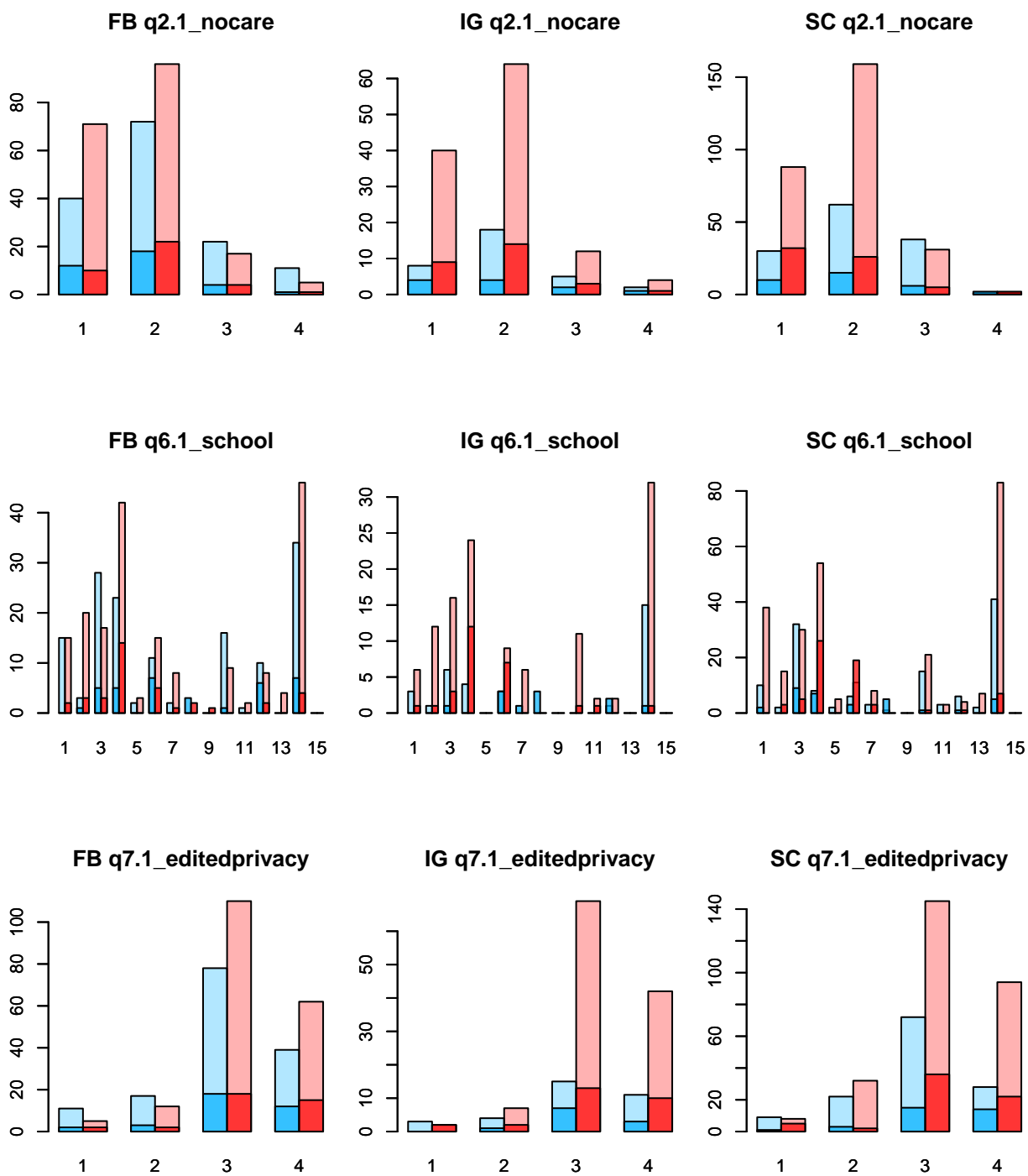
1 Summary

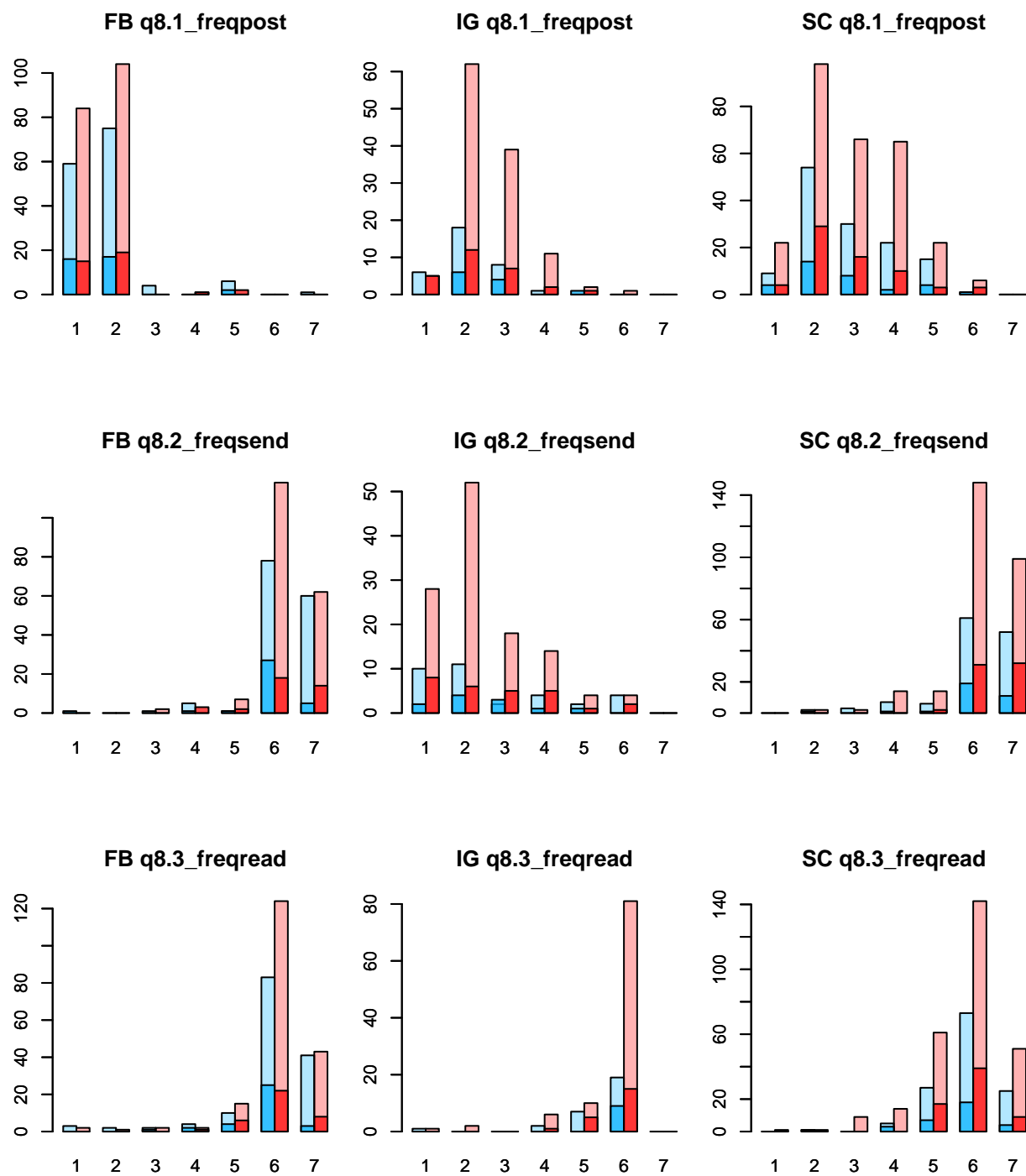
718 girls, 388 boys. Respondents FB 406, IG 192, SC 508. Had digital education 298, did not have digital education 898. Q9 FB and IG have been inverted. All factor levels are of the form $1 \dots n$ with 1 been disagreement and n agreement. The Shinyapp needs a small fix to ensure better distribution of users between the three different surveys.

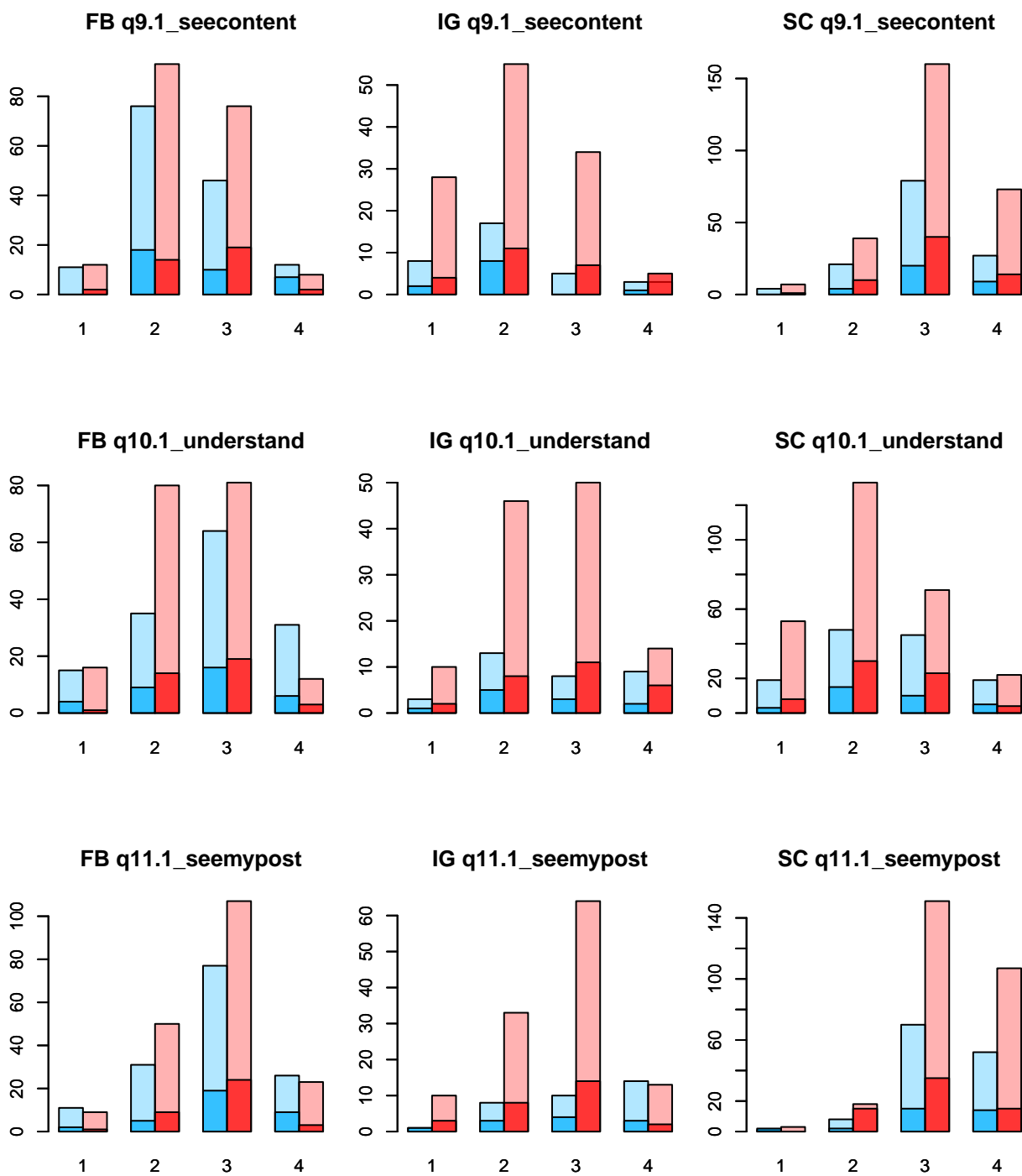
2 The data

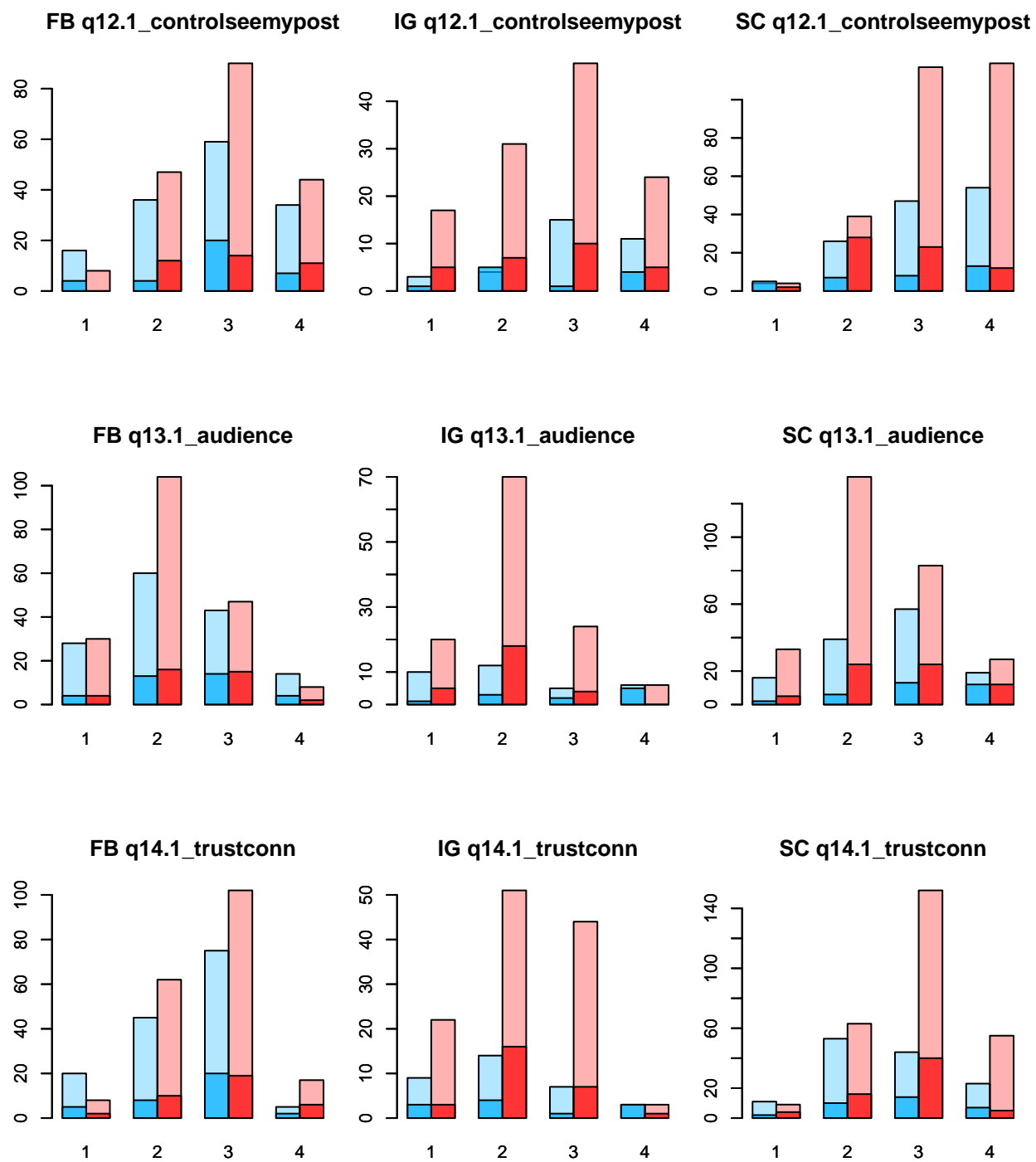
```
## 'data.frame': 1105 obs. of 31 variables:
## $ q0.1_time : Date, format: "2017-04-18" "2017-04-18" ...
## $ q1.1_usefb : Factor w/ 4 levels "1","2","3","4": 4 1 4 4 4 3 1 4 4 4 ...
## $ q1.2_useig : Factor w/ 4 levels "1","2","3","4": 1 2 3 2 1 1 1 1 3 1 ...
## $ q1.3_uses : Factor w/ 4 levels "1","2","3","4": 4 4 3 2 3 1 4 2 2 2 ...
## $ q2.1_nocare : Factor w/ 4 levels "1","2","3","4": 1 2 1 2 3 1 2 2 1 1 ...
## $ q3.1_gender : Factor w/ 2 levels "kvinde","mand": 1 2 1 2 2 1 2 1 1 2 ...
## $ q4.1_age : num 17 17 18 16 17 18 19 18 18 17 ...
## $ q5.1_digedu : Factor w/ 2 levels "ja","nej": 2 1 2 1 2 1 2 2 1 2 ...
## $ q6.1_school : Factor w/ 15 levels "borupgaard","egedal",...: 12 8 12 8 12 8 12 12 12 12 ...
## $ q7.1_editedprivacy : Factor w/ 4 levels "1","2","3","4": 4 2 3 3 2 4 3 3 4 4 ...
## $ q8.1_freqpost : Factor w/ 7 levels "1","2","3","4",...: 2 1 1 5 2 2 1 1 5 1 ...
## $ q8.2_freqsend : Factor w/ 7 levels "1","2","3","4",...: 7 1 6 6 4 4 4 7 6 6 ...
## $ q8.3_freqread : Factor w/ 7 levels "1","2","3","4",...: 6 6 6 6 2 4 6 7 6 6 ...
## $ q9.1_seecontent : Factor w/ 4 levels "1","2","3","4": 2 4 3 2 3 2 3 3 4 ...
## $ q10.1_understand : Factor w/ 4 levels "1","2","3","4": 2 4 2 3 1 3 2 2 2 3 ...
## $ q11.1_seemypost : Factor w/ 4 levels "1","2","3","4": 2 1 3 3 3 3 1 2 2 2 ...
## $ q12.1_controlseemypost : Factor w/ 4 levels "1","2","3","4": 3 1 3 3 3 3 1 2 2 3 ...
## $ q13.1_audience : Factor w/ 4 levels "1","2","3","4": 2 1 2 3 2 3 1 2 1 3 ...
## $ q14.1_trustconn : Factor w/ 4 levels "1","2","3","4": 3 1 3 3 2 3 1 2 2 3 ...
## $ q15.1_trustsell : Factor w/ 4 levels "1","2","3","4": 3 1 1 2 1 2 1 2 3 2 ...
## $ q16.1_trustpriv : Factor w/ 4 levels "1","2","3","4": 3 1 3 3 1 3 3 3 3 3 ...
## $ q17.1_targetme : Factor w/ 4 levels "1","2","3","4": 3 1 2 3 1 3 3 2 3 2 ...
## $ q18.1_targetfr : Factor w/ 4 levels "1","2","3","4": 2 1 2 2 1 2 3 2 3 1 ...
## $ q19.1_comfortsell : Factor w/ 4 levels "1","2","3","4": 2 1 2 2 2 2 3 1 1 1 ...
## $ platform : Factor w/ 3 levels "fb","ig","sc": 1 1 1 1 1 1 1 1 1 1 ...
## $ k1_ : Factor w/ 16 levels "11","12","13",...: 6 16 10 7 9 7 10 10 10 15 ...
## $ k2_ : Factor w/ 16 levels "11","12","13",...: 7 1 11 11 11 11 1 6 6 7 ...
## $ k3_ : Factor w/ 16 levels "11","12","13",...: 6 13 11 7 11 7 9 10 10 14 ...
## $ k4_ : Factor w/ 16 levels "11","12","13",...: 7 13 11 7 11 7 9 10 10 15 ...
## $ k5_ : Factor w/ 16 levels "11","12","13",...: 6 13 7 11 3 11 5 6 6 10 ...
## $ k6_ : Factor w/ 16 levels "11","12","13",...: 7 13 7 11 3 11 5 6 6 11 ...
## NULL
```

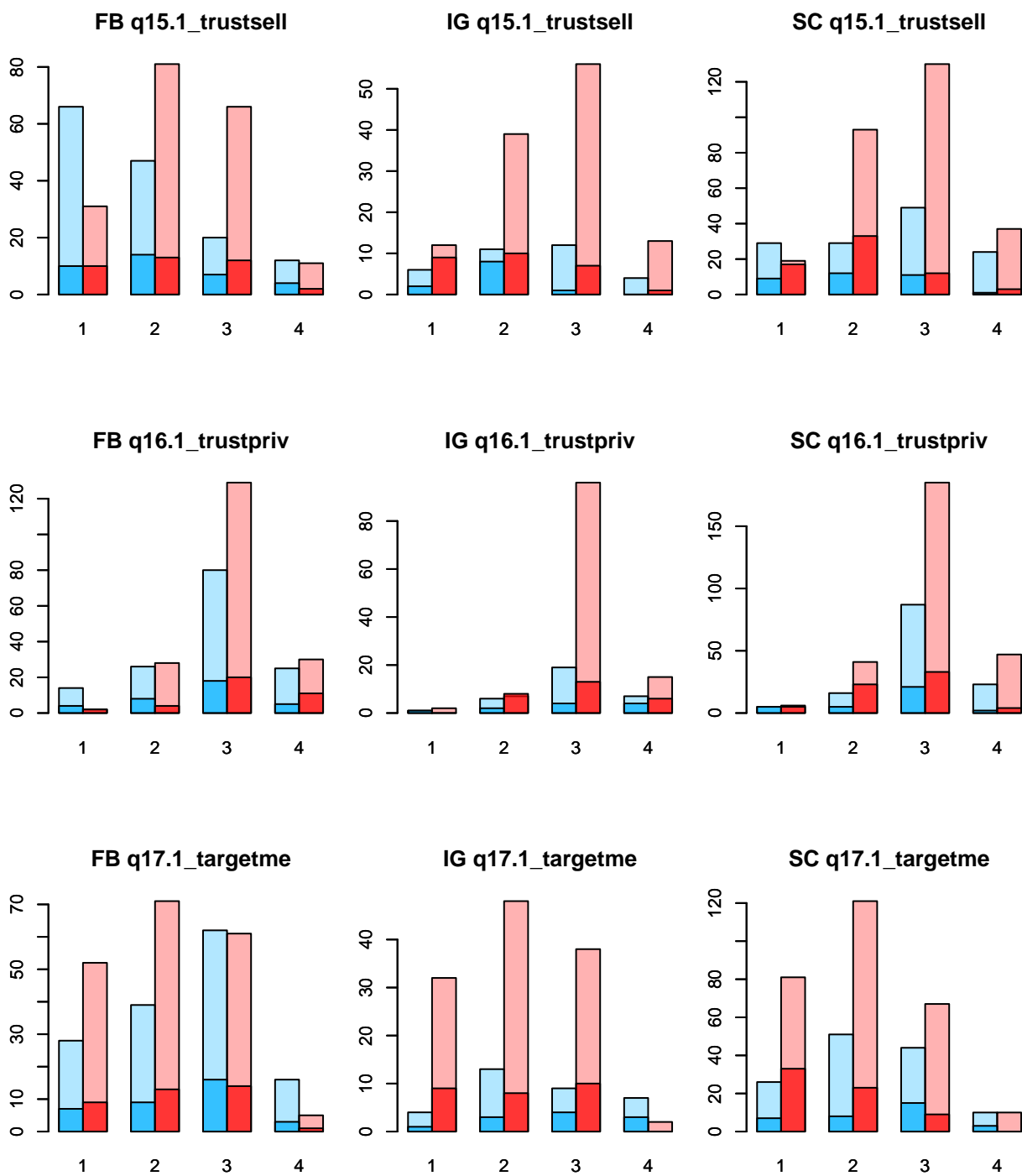


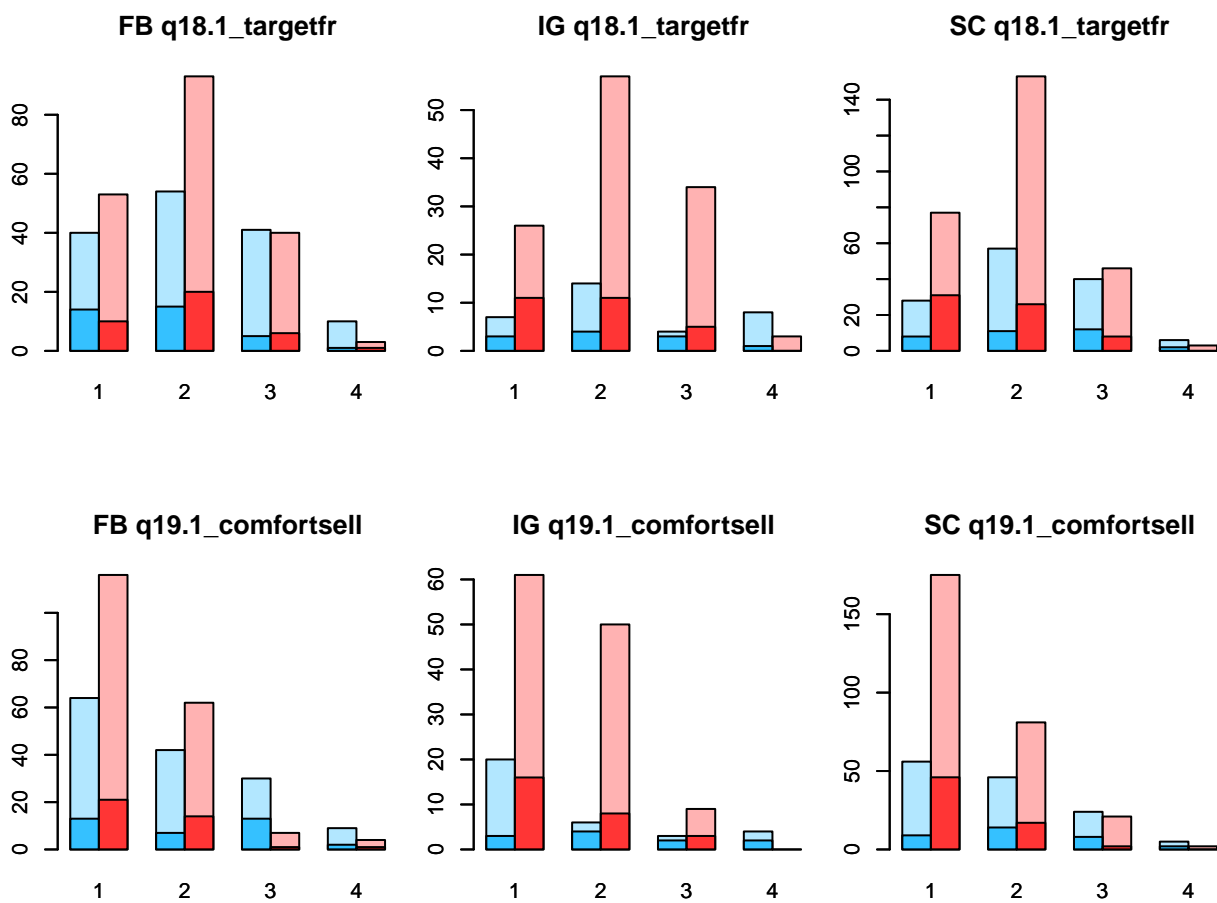












3 L1. Concern, Q2 ~ Q7

Models with * did not converge properly. All models can potentially be improved significantly.

3.1 Without demographic data

3.1.1 Without interactions: Q7 ~ Q2 + digEdu + platform

Table 1: Coefficients

q2.1_nocare1	2.18
q2.1_nocare2	0.71
q2.1_nocare3	-0.81

3.1.2 With interactions: Q1 ~ (Q7 + DigEdu + platform)^2

Table 2: Coefficients

q7.1_editedprivacy2	2.91
q7.1_editedprivacy1	2.69
q7.1_editedprivacy3	1.59

3.2 With demographic data

3.2.1 Without interactions: Q2 ~ Q7 + DigEdu + paltform + demo.dat

Table 3: Coefficients

q7.1_editedprivacy2	2.86
q7.1_editedprivacy1	2.59
q7.1_editedprivacy3	1.59
q3.1_gendermand	0.43

3.2.2 With interactions: Q7 ~ (Q1 + DigEdu + paltform + demo.dat)^2

Table 4: Coefficients

q2.1_nocare4	5.63
q5.1_digedunej:q2.1_nocare4	4.17
q2.1_nocare2	2.03
q4.1_age	0.33
q5.1_digedunej:q2.1_nocare3	0.27
q5.1_digeduja	0.26
q3.1_gendermand	0.21
q5.1_digedunej:q2.1_nocare2	0.07
q2.1_nocare3:q4.1_age	-0.08
q2.1_nocare2:q4.1_age	-0.20
q5.1_digedunej:q3.1_gendermand	-0.61
q2.1_nocare4:q4.1_age	-0.61

4 L2. Knowledge?!

Knowledge is defined as a factor whose levels are the combinations of the constituent questions (9-10, 11-12). For each pair of the questions 9,10 and 11-12 we create the derivative variables K1 and K2 such that for Q9 response i and Q10 response j the factor value of K1 is ij. K_1, K_2 have 16 elements each (4x4). In addition, based on the questions 9-19 we can build a wide range of derivative variables such as:

- knowledge (ignorance)
- awareness (naiveness)
- mindfulness (recklessness) etc

Below are tested the following 6 knowledge definitions:

- k1 = q9 & q10
- k2 = q11 & q 10
- k3 = q9 & q11
- k4 = q9 & q12
- k5 = q10 & q11
- k6 = q10 & q12

4.1 Models for K1 and K2

4.1.1 Without interactions: Q2, Q7 ~ K1 + digedu + platform

Table 5: Coefficients

q5.1_digeduja	-0.21
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Table 6: Coefficients

q5.1_digeduja	0.24
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4.1.2 With interactions: Q2, Q7 ~ (K2 + digedu + platform)^2

Table 7: Coefficients

q5.1_digeduja	-0.21
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Table 8: Coefficients

q5.1_digeduja	0.24
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4.1.3 Without interactions: Q2_, Q7_ ~ K1 + digedu + platform + demo.dat

Table 9: Coefficients

q6.1__schoolknord	28.78
q6.1__schoolespergrde	0.93
q6.1__schoolgefion	0.82
q6.1__schoolfrederiksborg	0.70
q6.1__schoolvirum	0.68
q3.1__gendermand	0.59
q6.1__schoolnrum	0.49
q6.1__schoolegedal	0.43
q6.1__schoolsdydkysten	0.37
q6.1__schoolgladsaxe	0.31
q6.1__schooljohannesskolen	0.25
q6.1__schoolsukkertoppen	0.21
q6.1__schoolkbenhavnsmediegymnasium	0.20
q6.1__schoolrestad	-0.03
q4.1__age	-0.15
q5.1__digeduja	-0.30

Table 10: Coefficients

q6.1__schoolkbenhavnsmediegymnasium	0.32
q5.1__digeduja	0.27
q4.1__age	0.21
q6.1__schoolsukkertoppen	-0.23
q6.1__schooljohannesskolen	-0.29
q6.1__schoolrestad	-0.33
q6.1__schoolgladsaxe	-0.34
q6.1__schoolsdydkysten	-0.34
q6.1__schoolegedal	-0.34
q3.1__gendermand	-0.45
q6.1__schoolnrum	-0.45
q6.1__schoolfrederiksborg	-0.62
q6.1__schoolvirum	-0.86
q6.1__schoolespergrde	-1.04
q6.1__schoolgefion	-1.85
q6.1__schoolknord	-28.78

4.2 Models for K3 and K4

4.2.1 With interactions: $Q2, Q7 \sim (K3 + \text{digedu} + \text{platform})^2$

Table 11: Coefficients

q5.1__digeduja	-0.21
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Table 12: Coefficients

q5.1__digeduja	0.24
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4.2.2 Without interactions: $Q2, Q7 \sim K4 + \text{digedu} + \text{paltform}$

Table 13: Coefficients

q5.1_digeduja	-0.21
---------------	-------

Table 14: Coefficients

q5.1_digeduja	0.24
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4.2.3 With interactions: $Q2_ , Q7_ \sim (K3 + \text{digedu} + \text{platform} + \text{demo.dat})^2$

Table 15: Coefficients

q6.1_schoolknord	28.78
q6.1_schoolespergrde	0.93
q6.1_schoolgefion	0.82
q6.1_schoolfrederiksborg	0.70
q6.1_schoolvirum	0.68
q3.1_gendermand	0.59
q6.1_schoolnrum	0.49
q6.1_schoolegedal	0.43
q6.1_schoolsydkysten	0.37
q6.1_schoolgladsaxe	0.31
q6.1_schooljohannesskolen	0.25
q6.1_schoolsukkertoppen	0.21
q6.1_schoolkbenhavnsmediegymsium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digeduja	-0.30

Table 16: Coefficients

q6.1_schoolkbenhavnsmediegymsium	22.16
q3.1_gendermand:q6.1_schoolnrum	1.42
q3.1_gendermand:q6.1_schooljohannesskolen	1.08
q3.1_gendermand:q6.1_schoolsukkertoppen	0.58
q6.1_schoolrestad	0.43
k3_14	0.42
q3.1_gendermand:q4.1_age	0.25
k3_34	0.20
q4.1_age	0.14
platformig	0.08
q3.1_gendermand:q6.1_schoolvirum	0.06
k3_24	0.02
q5.1_digedunej	-0.01
k3_42	-0.04
q6.1_schoolgladsaxe	-0.06
k3_43	-0.10
q6.1_schoolsydkysten	-0.12
k3_12	-0.20
k3_41	-0.22
k3_31	-0.25

q3.1_gendermand:q6.1_schoolfrederiksborg	-0.27
q3.1_gendermand:q6.1_schoolespergrde	-0.27
q6.1_schoolegedal	-0.29
platformsc	-0.32
k3_13	-0.34
k3_33	-0.40
q3.1_gendermand:q6.1_schoolegedal	-0.43
q6.1_schoolfrederiksborg	-0.58
q6.1_schoolsukkertoppen	-0.62
q6.1_schooljohannesskolen	-0.65
k3_23	-0.65
q5.1_digedunej:q3.1_gendermand	-0.67
q3.1_gendermand:q6.1_schoolgladsaxe	-0.69
k3_32	-0.74
q3.1_gendermand:q6.1_schoolgefion	-0.86
q6.1_schoolvirum	-0.96
q6.1_schoolespergrde	-0.96
k3_22	-0.98
q3.1_gendermand:q6.1_schoolsydkysten	-1.01
k3_21	-1.04
q6.1_schoolnrurn	-1.08
q6.1_schoolgefion	-1.41
k3_11	-1.88
q3.1_gendermand:q6.1_schoolrestad	-3.38
q3.1_gendermand	-4.31
q3.1_gendermand:q6.1_schoolkbenhavnsmediegymsnasium	-22.29
q6.1_schoolknord	-27.65

4.2.4 Without interactions: Q2_, Q7_ ~ K4 + digedu + platform + demo.dat

Table 17: Coefficients

q6.1_schoolknord	28.78
q6.1_schoolespergrde	0.93
q6.1_schoolgefion	0.82
q6.1_schoolfrederiksborg	0.70
q6.1_schoolvirum	0.68
q3.1_gendermand	0.59
q6.1_schoolnrurn	0.49
q6.1_schoolegedal	0.43
q6.1_schoolsydkysten	0.37
q6.1_schoolgladsaxe	0.31
q6.1_schooljohannesskolen	0.25
q6.1_schoolsukkertoppen	0.21
q6.1_schoolkbenhavnsmediegymsnasium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digeduja	-0.30

Table 18: Coefficients

q6.1_schoolkbenhavnsmediegymsnasium	0.32
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q5.1_digeduja	0.27
q4.1_age	0.21
q6.1_schoolsukkertoppen	-0.23
q6.1_schooljohannesskolen	-0.29
q6.1_schoolrestad	-0.33
q6.1_schoolgladsaxe	-0.34
q6.1_schoolsydkysten	-0.34
q6.1_schoolegedal	-0.34
q3.1_gendermand	-0.45
q6.1_schoolnrnum	-0.45
q6.1_schoolfrederiksborg	-0.62
q6.1_schoolvirum	-0.86
q6.1_schoolespergrde	-1.04
q6.1_schoolgefion	-1.85
q6.1_schoolknord	-28.78

4.3 Models for K5 and K6

4.3.1 With interactions: $Q2, Q7 \sim (K5 + \text{digedu} + \text{platform})^2$

Table 19: Coefficients

q5.1_digeduja	-0.21
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Table 20: Coefficients

platformig	0.14
k5_34	0.03
k5_12	-0.06
platformsc	-0.20
k5_14	-0.25
k5_42	-0.28
q5.1_digedunej	-0.30
k5_23	-0.39
k5_11	-0.41
k5_24	-0.60
k5_33	-0.67
k5_21	-0.68
k5_13	-0.68
k5_32	-0.73
k5_22	-0.97
k5_31	-1.16
k5_43	-1.20
k5_41	-4.19

4.3.2 Without interactions: $Q2, Q7 \sim K6 + \text{digedu} + \text{platform}$

Table 21: Coefficients

q5.1_digeduja	-0.21
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Table 22: Coefficients

q5.1_digeduja	0.24
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4.3.3 With interactions: $Q2_ , Q7_ \sim (K5 + \text{digedu} + \text{platform} + \text{demo.dat})^2$

Table 23: Coefficients

q6.1_schoolknord	28.78
q6.1_schoolespergrde	0.93
q6.1_schoolgefion	0.82
q6.1_schoolfrederiksborg	0.70
q6.1_schoolvirum	0.68
q3.1_gendermand	0.59
q6.1_schoolnrur	0.49
q6.1_schoolegedal	0.43
q6.1_schoolsydkysten	0.37
q6.1_schoolgladsaxe	0.31
q6.1_schooljohannesskolen	0.25
q6.1_schoolsukkertoppen	0.21
q6.1_schoolkbenhavnsmediegymnasium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digeduja	-0.30

Table 24: Coefficients

q6.1_schoolkbenhavnsmediegymnasium	22.11
q3.1_gendermand:q6.1_schoolnrur	1.44
q3.1_gendermand:q6.1_schooljohannesskolen	1.42
q3.1_gendermand:q6.1_schoolsukkertoppen	0.55
q6.1_schoolrestad	0.55
q3.1_gendermand:q4.1_age	0.25
q4.1_age	0.14
k5_34	-0.01
q5.1_digedunej	-0.01
q6.1_schoolsydkysten	-0.04
q3.1_gendermand:q6.1_schoolvirum	-0.05
q6.1_schoolgladsaxe	-0.09
k5_42	-0.19
q6.1_schoolegedal	-0.27
q3.1_gendermand:q6.1_schoolegedal	-0.32
q3.1_gendermand:q6.1_schoolfrederiksborg	-0.34
q3.1_gendermand:q6.1_schoolespergrde	-0.36
k5_12	-0.37
q6.1_schoolfrederiksborg	-0.53
k5_11	-0.53
q6.1_schoolsukkertoppen	-0.54
k5_14	-0.57
q3.1_gendermand:q6.1_schoolgladsaxe	-0.59
k5_21	-0.62
k5_24	-0.64

k5_23	-0.64
q6.1_schooljohannesskolen	-0.65
q5.1_digedunej:q3.1_gendermand	-0.66
k5_33	-0.73
q3.1_gendermand:q6.1_schoolgefion	-0.74
k5_32	-0.89
q6.1_schoolvirum	-0.90
q6.1_schoolespergrde	-0.93
k5_43	-1.07
k5_13	-1.12
q6.1_schoolnrurn	-1.14
k5_31	-1.23
k5_22	-1.25
q6.1_schoolgefion	-1.37
q3.1_gendermand:q6.1_schoolsydkysten	-1.69
q3.1_gendermand:q6.1_schoolrestad	-3.72
q3.1_gendermand	-4.27
k5_41	-4.60
q3.1_gendermand:q6.1_schoolkbenhavnsmediegymsium	-21.94
q6.1_schoolknord	-27.79

4.3.4 Without interactions: Q2_, Q7_ ~ K6 + digedu + platform + demo.dat

Table 25: Coefficients

q6.1_schoolknord	28.78
q6.1_schoolespergrde	0.93
q6.1_schoolgefion	0.82
q6.1_schoolfrederiksborg	0.70
q6.1_schoolvirum	0.68
q3.1_gendermand	0.59
q6.1_schoolnrurn	0.49
q6.1_schoolegedal	0.43
q6.1_schoolsydkysten	0.37
q6.1_schoolgladsaxe	0.31
q6.1_schooljohannesskolen	0.25
q6.1_schoolsukkertoppen	0.21
q6.1_schoolkbenhavnsmediegymsium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digeduja	-0.30

Table 26: Coefficients

q6.1_schoolkbenhavnsmediegymsium	0.32
q5.1_digeduja	0.27
q4.1_age	0.21
q6.1_schoolsukkertoppen	-0.23
q6.1_schooljohannesskolen	-0.29
q6.1_schoolrestad	-0.33
q6.1_schoolgladsaxe	-0.34
q6.1_schoolsydkysten	-0.34

q6.1_schoolegedal	-0.34
q3.1_gendermand	-0.45
q6.1_schoolnrurn	-0.45
q6.1_schoolfrederiksborg	-0.62
q6.1_schoolvirum	-0.86
q6.1_schoolespergrde	-1.04
q6.1_schoolgefion	-1.85
q6.1_schoolknord	-28.78
