

Untitled

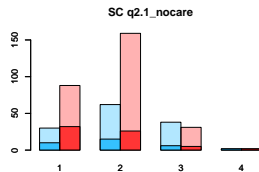
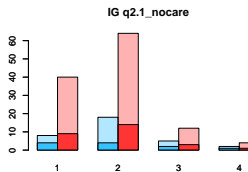
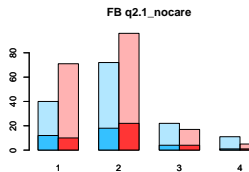
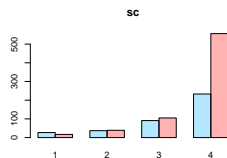
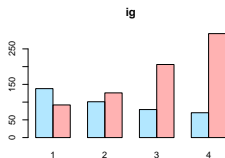
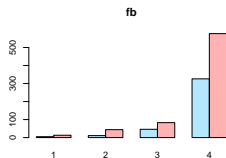
## Summary...

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  $1...n$  with 1 been disagreement and  $n$  agreement. The Shinyapp needs a small fix to ensure better distribution of users between the three different surveys.

# The data

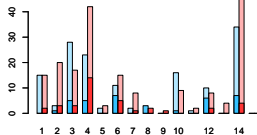
```
## 'data.frame':    1105 obs. of  31 variables:
## $ q0.1_time      : Date, format: "2017-04-18" "2017-04-18" ...
## $ q1.1_usefb     : Factor w/ 4 levels "1","2","3","4": 4 1 4 4 4 3 1 4 4 4 ...
## $ q1.2_useig     : Factor w/ 4 levels "1","2","3","4": 1 2 3 2 1 1 1 1 3 1 ...
## $ q1.3_usesc     : 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
```

# Summary continued

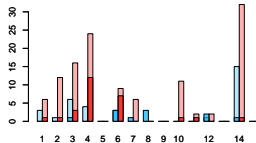


# Summary continued

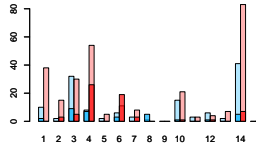
FB q6.1\_school



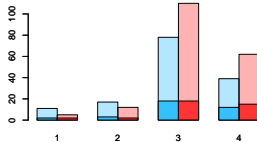
IG q6.1\_school



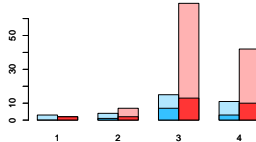
SC q6.1\_school



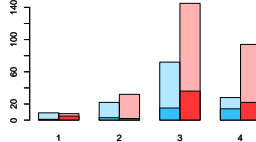
FB q7.1\_editedprivacy



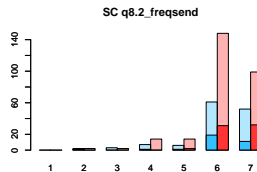
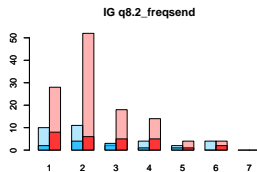
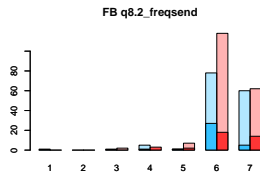
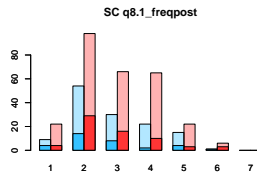
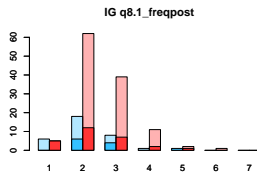
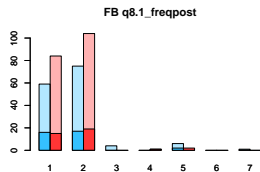
IG q7.1\_editedprivacy



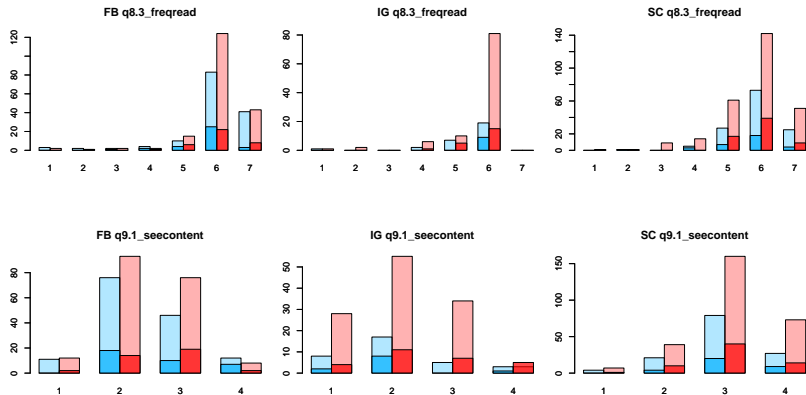
SC q7.1\_editedprivacy



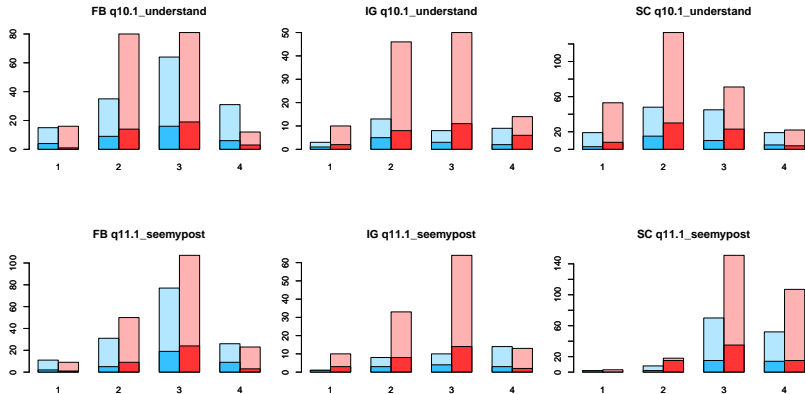
# Summary continued



# Summary continued

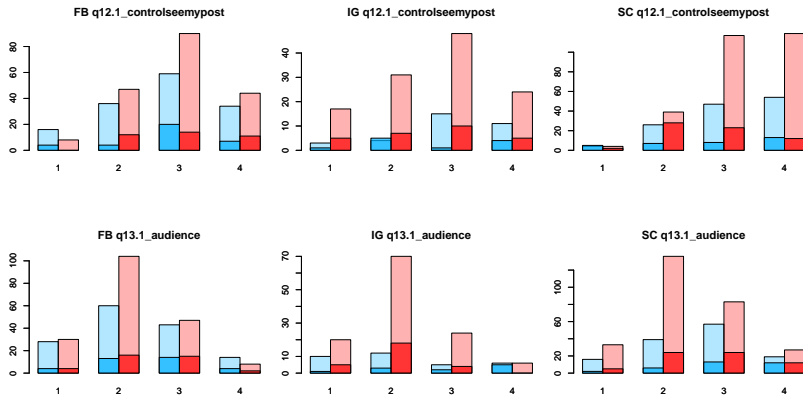


# Summary continued

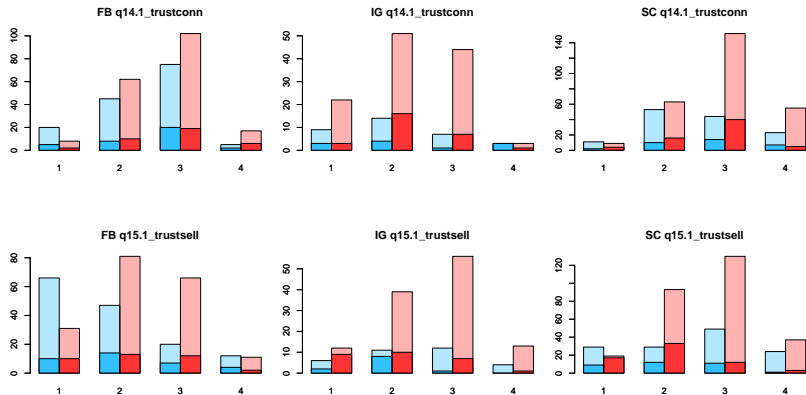




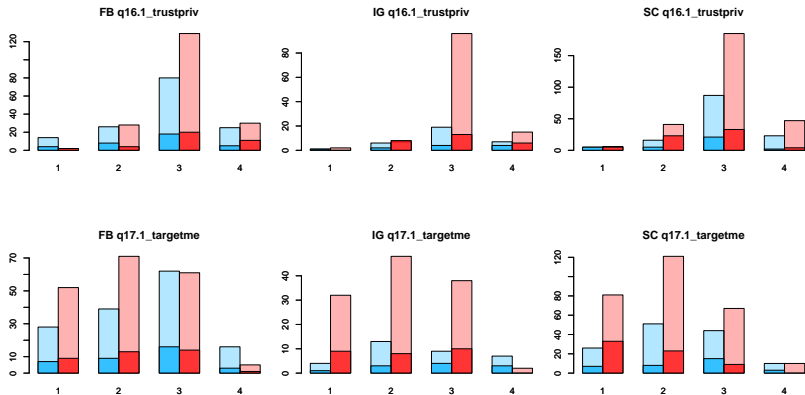
# Summary continued



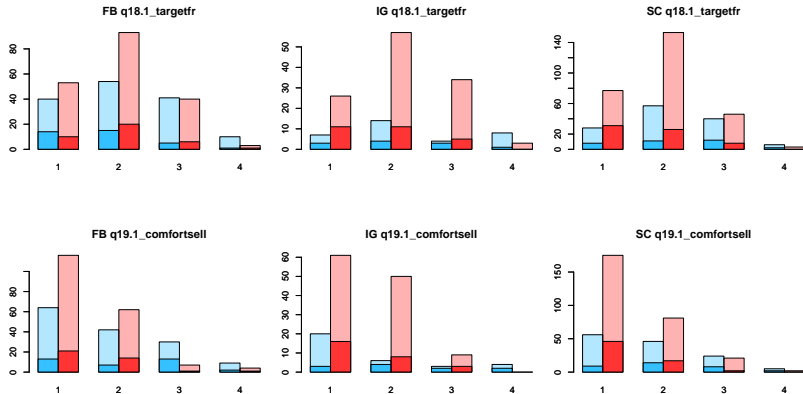
# Summary continued



# Summary continued



# Summary continued



# Models, Concern, Q2 ~ Q7, M1

Without interactions: Q7 ~ Q2 + digEdu + platform

Table 1: Coefficients

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

With interactions:  $Q1 \sim (Q7 + \text{digEdu} + \text{platform})^2$

Table 2: Coefficients

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

# M3

Without interactions:  $Q2 \sim Q7 + \text{digEdu} + \text{platform} + \text{demo.dat}$

Table 3: Coefficients

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

# M4

With interactions:  $Q7 \sim (Q2 + \text{DigEdu} + \text{paltform} + \text{demo.dat})^2$

Table 4: Coefficients

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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
q2.1_nocare3	-1.65

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## 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
- ▶  $k1 = q9 \ \& \ q10$
- ▶  $k2 = q11 \ \& \ q \ 10$
- ▶  $k3 = q9 \ \& \ q11$
- ▶  $k4 = q9 \ \& \ q12$
- ▶  $k5 = q10 \ \& \ q11$
- ▶  $k6 = q10 \ \& \ q12$

# Models for K1 and K2, M5

Without interactions:  $Q2, Q7 \sim \text{digedu} + \text{K1} + \text{platform}$

Table 5: Coefficients

q5.1_digeduja	-0.21
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Table 6: Coefficients

q5.1_digeduja	0.24
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# M6

With interactions:  $Q2, Q7 \sim \text{digu} + (\text{K2} + \text{platform})^2$

Table 7: Coefficients

q5.1_digu	-0.21
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Table 8: Coefficients

q5.1_digu	0.24
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## M7..

Without interactions:  $Q2\_ \sim \text{dgedu} + \text{demo.dat} + \text{K1} + \text{platform}$

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_schoolsydkysten	0.37
q6.1_schoolgladsaxe	0.31
q6.1_schooljohannesskolen	0.25
q6.1_schoolsukkertoppen	0.21
q6.1_schoolkbenhavnsmiediegymnasium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digeduja	-0.30

Without interactions:  $Q7\_ \sim \text{digedu} + \text{demo.dat} + \text{K1} + \text{platform}$

Table 10: Coefficients

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q6.1_schoolkbenhavnsmediegynasium	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_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

---

# Models for K3 and K4, M8

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

Table 11: Coefficients

q5.1_diguja	-0.21
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Table 12: Coefficients

q5.1_diguja	0.24
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Without interactions:  $Q2, Q7 \sim \text{digedu} + \text{K4} + \text{platform}$

Table 13: Coefficients

q5.1_digeduja	-0.21
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Table 14: Coefficients

q5.1_digeduja	0.24
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M10..

With interactions:  $Q2\_ \sim (\text{dgedu} + \text{demo.dat} + K3 + \text{platform})^2$

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_schoolkbenhavnsmediegynasium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digeduja	-0.30

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## ..M10

With interactions:  $Q7\_ \sim (K3 + digedu + platform + demo.dat)^2$

Table 16: Coefficients

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q6.1_schoolkbenhavnsmediegymnasium	22.16
q3.1_gendermand:q6.1_schoolnrnum	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

# M11..

Without interactions:  $Q2\_ \sim \text{dgedu} + \text{demo.dat} + \text{K4} + \text{platform}$

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_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_schoolkbenhavnsmiediegymnasium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digeduja	-0.30

Without interactions:  $Q7\_ \sim \text{dighedu} + \text{demo.dat} + \text{K4} + \text{platform}$

Table 18: Coefficients

---

q6.1_schoolkbenhavnsmediegynasium	0.32
q5.1_digheduja	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_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

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## Models for K5 and K6, M12..

With interactions:  $Q2 \sim (\text{dilegedu} + \text{K5} + \text{platform})^2$

Table 19: Coefficients

q5.1_dilegedu	-0.21
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With interactions:  $Q7 \sim (K5 + \text{digu} + \text{platform})^2$

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

# M13

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

Table 21: Coefficients

q5.1_digeduja	-0.21
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Table 22: Coefficients

q5.1_digeduja	0.24
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M14..

With interactions:  $Q2\_ \sim (\text{dighedu} + \text{demo.dat} + K5 + \text{platform})^2$

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_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_schoolkbenhavnsmiediegymnasium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digheduja	-0.30

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## ..M14

With interactions:  $Q7\_ \sim (K5 + digedu + demo.dat + platform)^2$

Table 24: Coefficients

---

q6.1_schoolkbenhavnsmediegymnasium	22.11
q3.1_gendermand:q6.1_schoolnrum	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



## M15..

Without interactions:  $Q2\_ \sim \text{dgedu} + \text{demo.dat} + \text{K6} + \text{platform}$

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_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_schoolkbenhavnsmiediegymnasium	0.20
q6.1_schoolrestad	-0.03
q4.1_age	-0.15
q5.1_digeduja	-0.30

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Without interactions:  $Q7\_ \sim \text{digedu} + \text{demo.dat} + \text{K6} + \text{platform}$

Table 26: Coefficients

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q6.1_schoolkbenhavnsmediegynasium	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_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

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