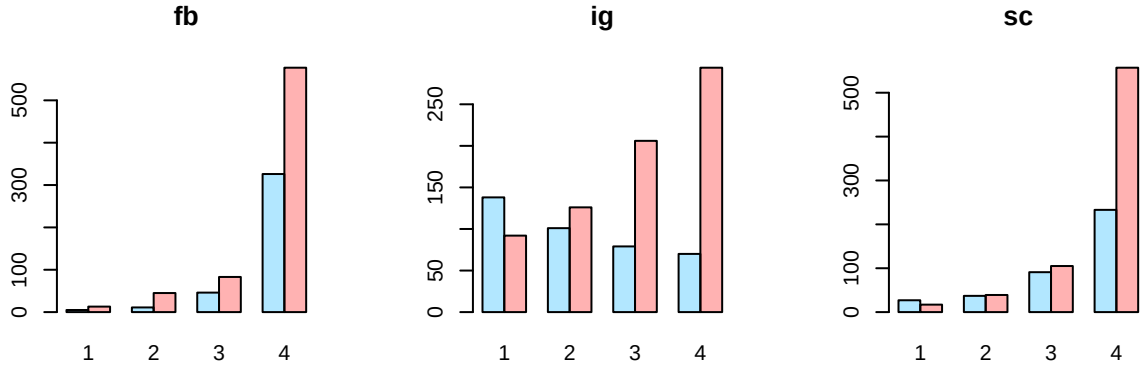
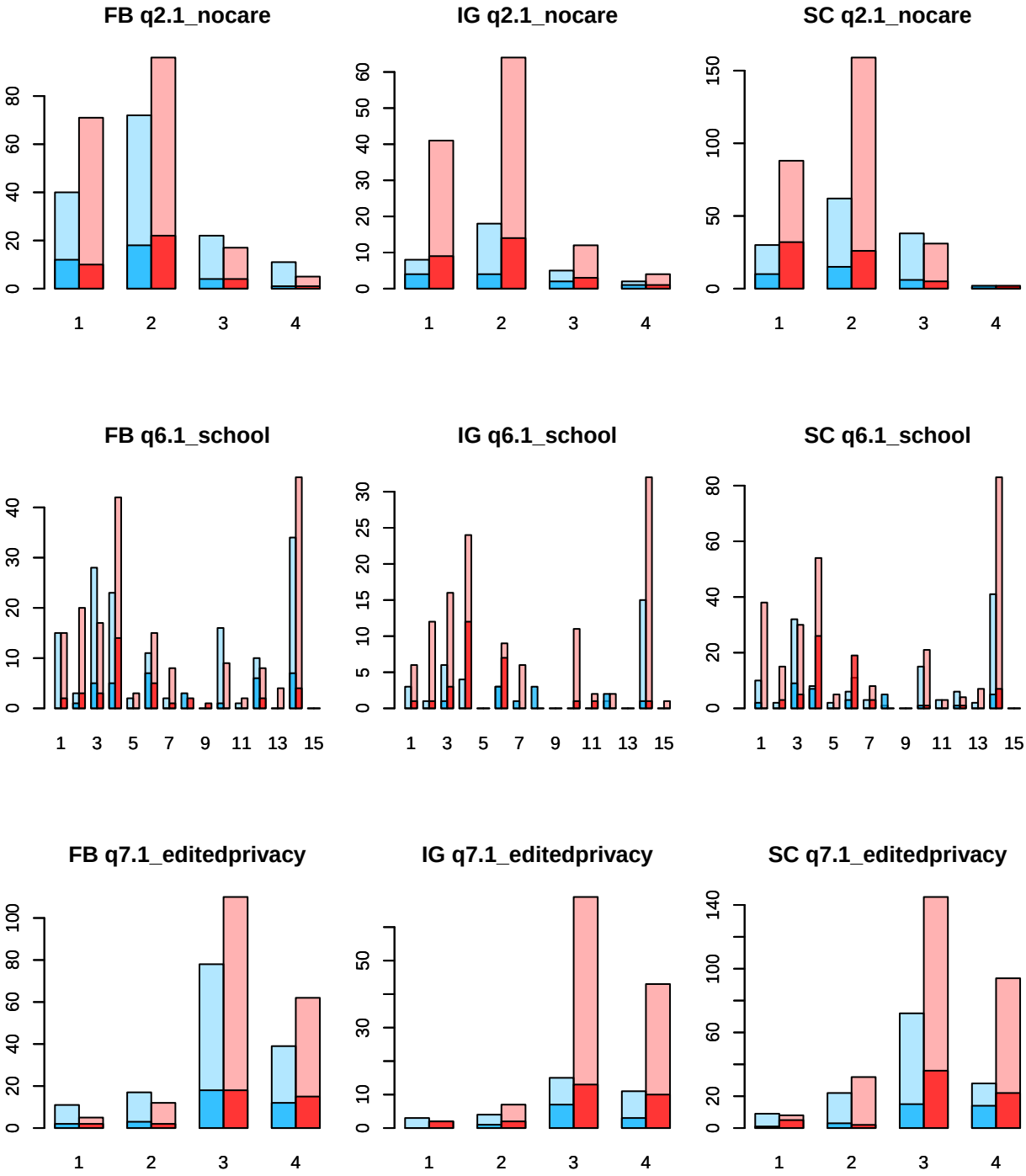
notes

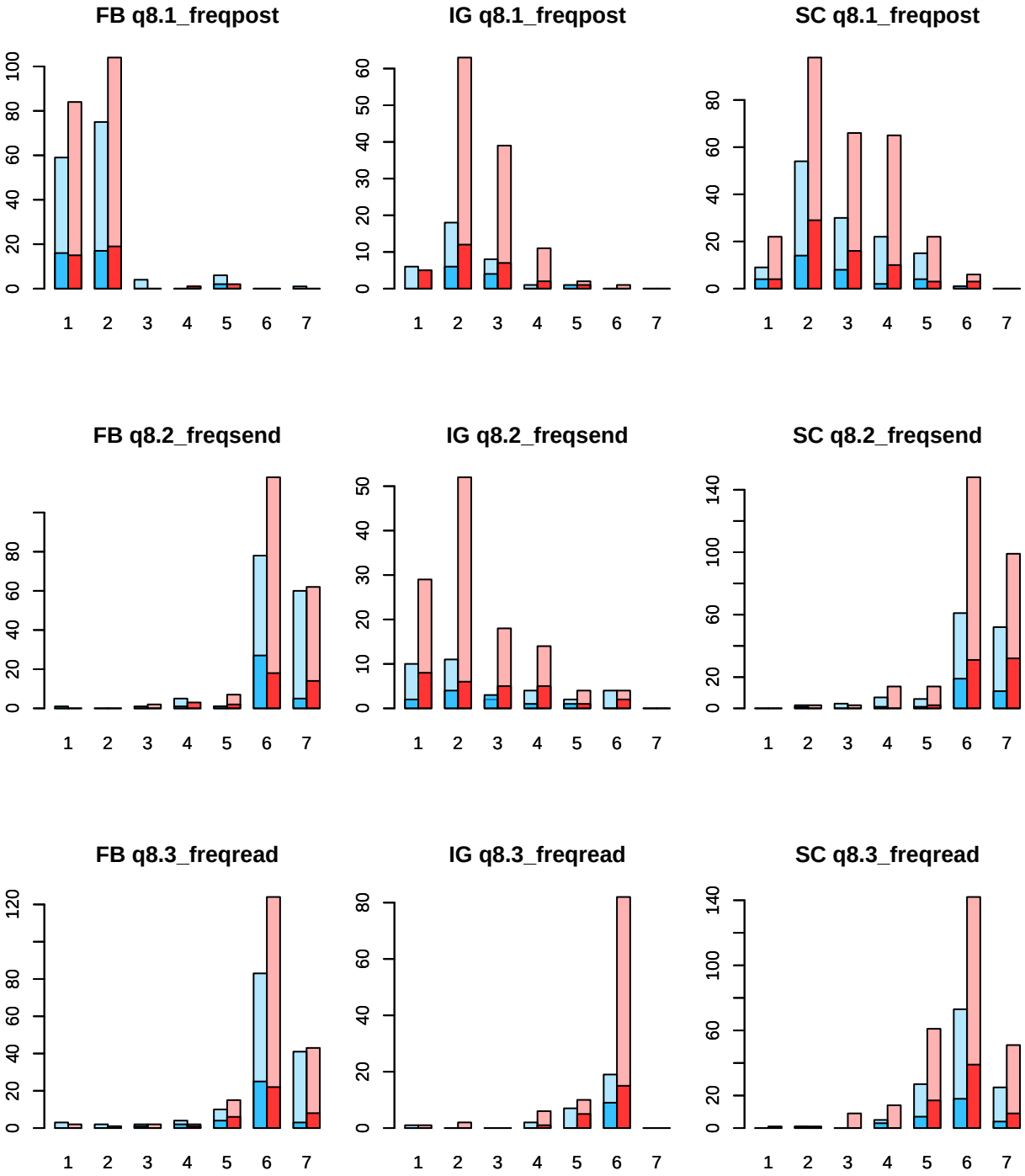
Summary

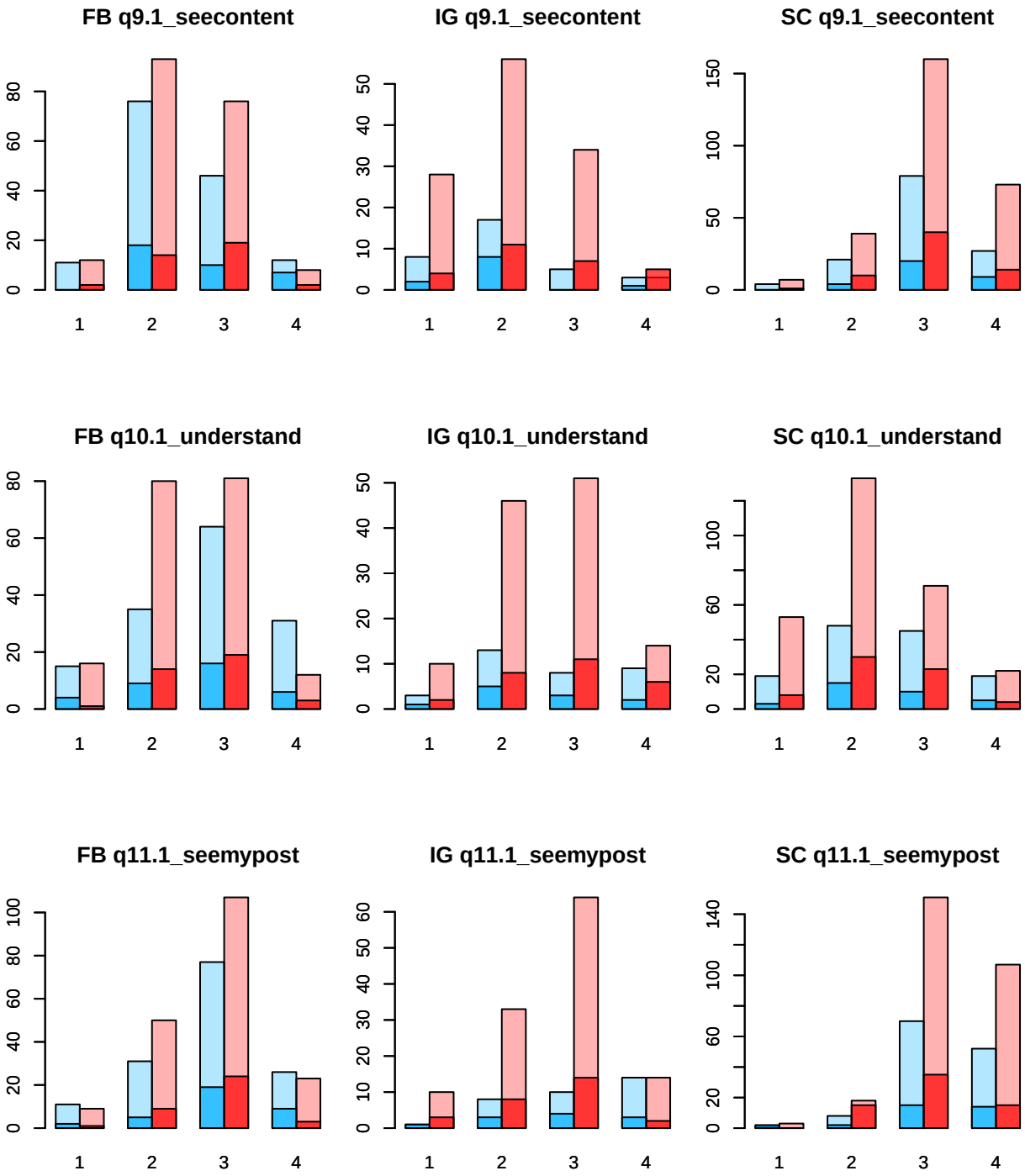
718 girls, 388 boys. Respondents fb 406, ig 192, sc 508. Had dig edu 298, had not dig edu 898.

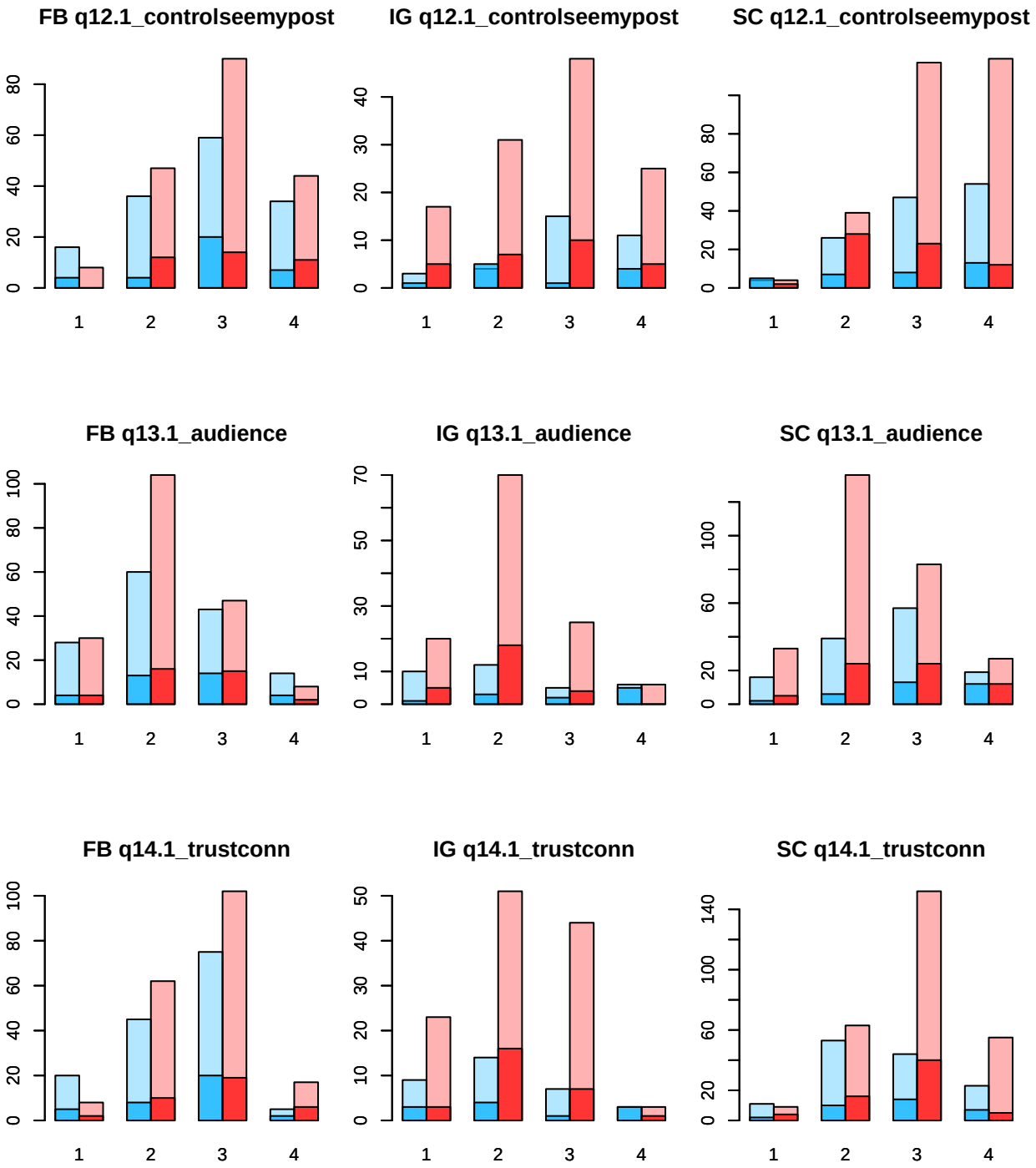
```
## 'data.frame':    1106 obs. of  27 variables:
##  $ q0.1_time             : Date, format: "2017-04-18" "2017-04-18" ...
##  $ q1.1_usefb            : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 4 1 4 4 4 3 1 4 4 4 ...
##  $ q1.2_useig            : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 1 2 3 2 1 1 1 1 3 1 ...
##  $ q1.3_usesc            : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 4 4 3 2 3 1 4 2 2 2 ...
##  $ q2.1_nocare           : Ord.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    : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 4 2 3 3 2 4 3 3 4 4 ...
##  $ q8.1_freqpost         : Ord.factor w/ 7 levels "1"<"2"<"3"<"4"<..: 2 1 1 5 2 2 1 1 5 1 ...
##  $ q8.2_freqsend         : Ord.factor w/ 7 levels "1"<"2"<"3"<"4"<..: 7 1 6 6 4 4 4 7 6 6 ...
##  $ q8.3_freqread         : Ord.factor w/ 7 levels "1"<"2"<"3"<"4"<..: 6 6 6 6 2 4 6 7 6 6 ...
##  $ q9.1_seecontent       : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 2 4 3 2 3 2 3 3 3 4 ...
##  $ q10.1_understand      : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 2 4 2 3 1 3 2 2 2 3 ...
##  $ q11.1_seemypost       : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 2 1 3 3 3 3 1 2 2 2 ...
##  $ q12.1_controlseemypost: Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 3 1 3 3 3 3 1 2 2 3 ...
##  $ q13.1_audience        : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 2 1 2 3 2 3 1 2 1 3 ...
##  $ q14.1_trustconn       : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 3 1 3 3 2 3 1 2 2 3 ...
##  $ q15.1_trustsell       : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 3 1 1 2 1 2 1 2 3 2 ...
##  $ q16.1_trustpriv       : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 3 1 3 3 1 3 3 3 3 3 ...
##  $ q17.1_targetme        : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 3 1 2 3 1 3 3 2 3 2 ...
##  $ q18.1_targetfr        : Ord.factor w/ 4 levels "1"<"2"<"3"<"4": 2 1 2 2 1 2 3 2 3 1 ...
##  $ q19.1_comfortsell     : Ord.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_                   : Ord.factor w/ 16 levels "11"<"12"<"13"<..: 6 16 10 7 9 7 10 10 10 15 ...
##  $ k2_                   : Ord.factor w/ 16 levels "11"<"12"<"13"<..: 6 13 7 11 3 11 5 6 6 10 ...
## NULL
```

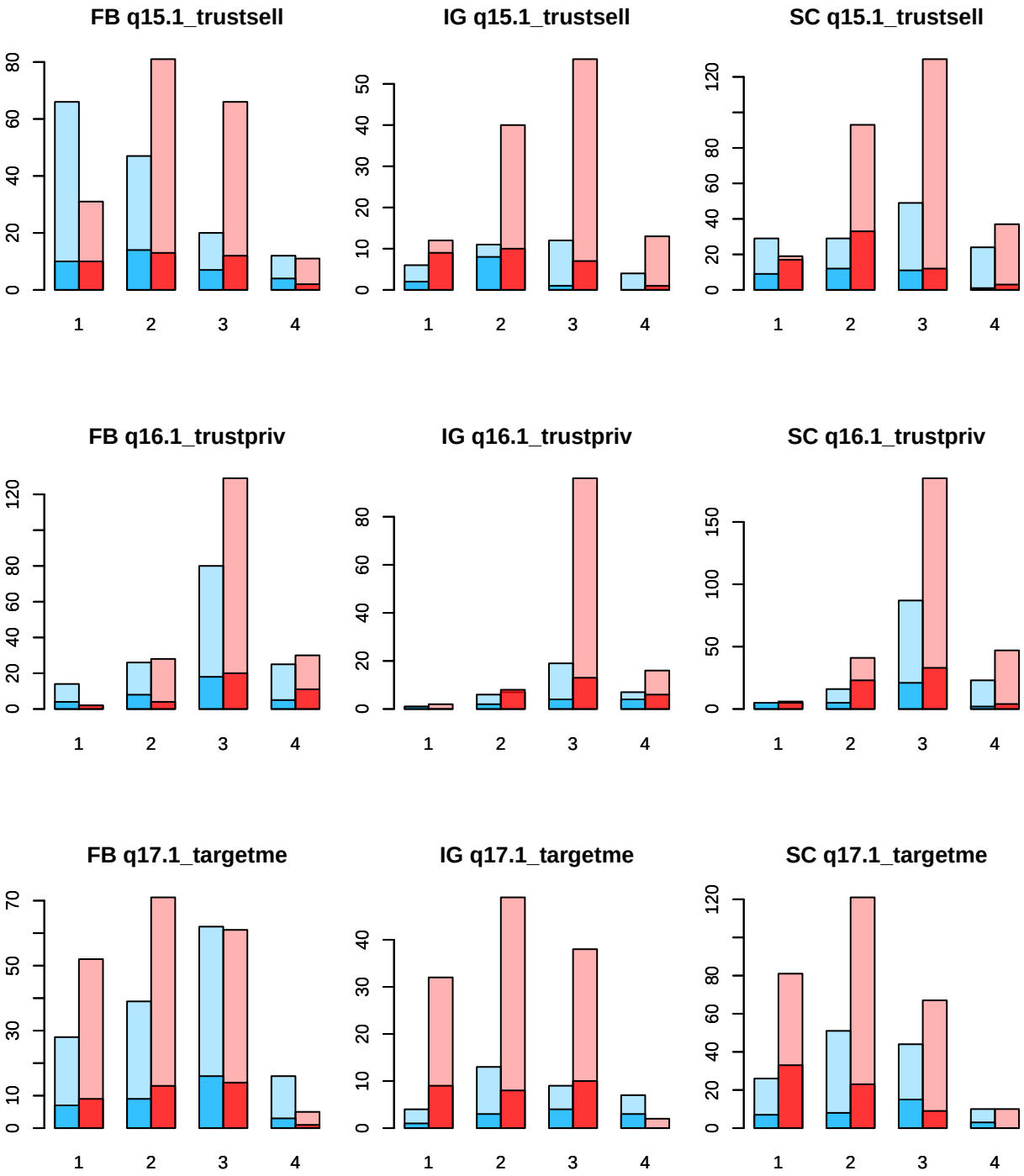


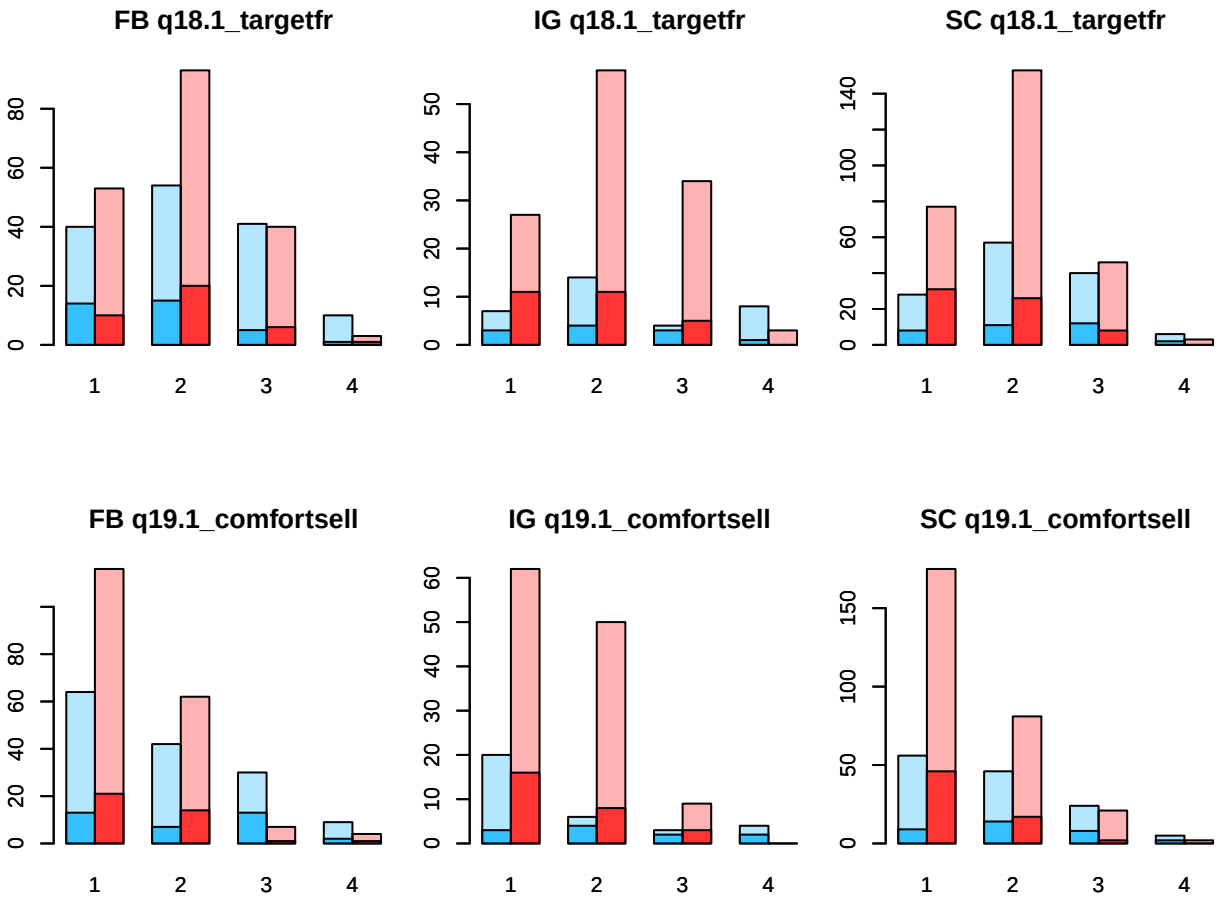

FB q2.1_nocare
IG q2.1_nocare
SC q2.1_nocare
FB q6.1_school
IG q6.1_school
SC q6.1_school
FB q7.1_editedprivacy
IG q7.1_editedprivacy
SC q7.1_editedprivacy


FB q8.1_freqpost
IG q8.1_freqpost
SC q8.1_freqpost
FB q8.2_freqsend
IG q8.2_freqsend
SC q8.2_freqsend
FB q8.3_freqread
IG q8.3_freqread
SC q8.3_freqread


FB q9.1_seecontent
IG q9.1_seecontent
SC q9.1_seecontent
FB q10.1_understand
IG q10.1_understand
SC q10.1_understand
FB q11.1_seemypost
IG q11.1_seemypost
SC q11.1_seemypost


FB q12.1_controlseemypost
IG q12.1_controlseemypost
SC q12.1_controlseemypost
FB q13.1_audience
IG q13.1_audience
SC q13.1_audience
FB q14.1_trustconn
IG q14.1_trustconn
SC q14.1_trustconn


FB q15.1_trustsell
IG q15.1_trustsell
SC q15.1_trustsell
FB q16.1_trustpriv
IG q16.1_trustpriv
SC q16.1_trustpriv
FB q17.1_targetme
IG q17.1_targetme
SC q17.1_targetme


FB q18.1_targetfr
IG q18.1_targetfr
SC q18.1_targetfr
FB q19.1_comfortsell
IG q19.1_comfortsell
SC q19.1_comfortsell

Luca's take

L1. Concern, Q2 ~ Q7

Q2/Q7 ~ Q7/Q2 + DigEdu + platform

Without interactions Q7 ~ ...

Table 1: Coefficients

q2.1_nocare2	-1.48
q2.1_nocare4	-2.18
q2.1_nocare3	-2.99

With interactions Q7 ~ ...

Table 2: Coefficients

q5.1_digedunej:q2.1_nocare4	3.88
q5.1_digedunej:q2.1_nocare3	0.04
q5.1_digedunej:q2.1_nocare2	-0.08
q5.1_digedunej	-0.26
q2.1_nocare2	-1.42
q2.1_nocare3	-3.06
q2.1_nocare4	-4.94

Without interactions Q2 ~ ...

Table 3: Coefficients

q7.1_editedprivacy2	0.22
q7.1_editedprivacy3	-1.10
q7.1_editedprivacy4	-2.70

With interactions Q2 ~ ...

Table 4: Coefficients

q7.1_editedprivacy2	0.22
q7.1_editedprivacy3	-1.10
q7.1_editedprivacy4	-2.70

Q2 ~ Q7 + DigEdu + platform + demographic data

Without interactions Q7 ~ ...

```
## named list()
```

With interactions Q7 ~ ...

Table 5: Coefficients

q2.1_nocare4	5.66
q5.1_digedunej:q2.1_nocare4	4.16
q2.1_nocare2	2.06
q4.1_age	0.34
q5.1_digedunej:q2.1_nocare3	0.27
q3.1_gendermand	0.21
q5.1_digedunej:q2.1_nocare2	0.06
q2.1_nocare3:q4.1_age	-0.09
q2.1_nocare2:q4.1_age	-0.20
q5.1_digedunej	-0.26
q5.1_digedunej:q3.1_gendermand	-0.61
q2.1_nocare4:q4.1_age	-0.61
q2.1_nocare3	-1.62

Without interactions Q2 ~ ...

Table 6: Coefficients

q3.1_gendermand	0.43
q7.1_editedprivacy2	0.27
q7.1_editedprivacy3	-1.00
q7.1_editedprivacy4	-2.59

With interactions Q2 ~ ...

Table 7: Coefficients

q7.1_editedprivacy2	1.13
q7.1_editedprivacy3	-0.09
q7.1_editedprivacy4	-1.57
q3.1_gendermand	1.97
q7.1_editedprivacy2:q3.1_gendermand	-1.38
q7.1_editedprivacy3:q3.1_gendermand	-1.49
q7.1_editedprivacy4:q3.1_gendermand	-1.89

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 (reckessness) etc

Q2, Q7 ~ K1/K2 + DigEdu + platform

Without interactions Q2, Q7 ~ K1 + digedu + platform

```
## NULL
```

Table 8: Q7 Coefficients

q5.1_digedunej	-0.24

With interactions Q2, Q7 ~ K1 + digedu + platform

```
## q2.1_nocare constant model
```

```
## q7.1_editedprivacy convergence issue...
```

Without interactions Q2, Q7 ~ K2 + digedu + platform

```
## q2.1_nocare constant model
```

Table 9: Q7 Coefficients

k2_34	0.46
k2_44	0.41
k2_12	0.35
k2_14	0.16
platformig	0.15
k2_42	0.13
k2_23	0.02
k2_24	-0.19
platformsc	-0.20
k2_33	-0.26
k2_13	-0.27
k2_21	-0.28
q5.1_digedunej	-0.30
k2_32	-0.32
k2_22	-0.57
k2_31	-0.75
k2_43	-0.79
k2_41	-3.77

With interactions Q2, Q7 ~ K2 + digedu + platform

```
## q2.1_nocare constant model
```

Table 10: Q7 Coefficients

k2_34	0.46
k2_44	0.41
k2_12	0.35
k2_14	0.16
platformig	0.15
k2_42	0.13
k2_23	0.02
k2_24	-0.19
platformsc	-0.20
k2_33	-0.26
k2_13	-0.27
k2_21	-0.28
q5.1_digedunej	-0.30
k2_32	-0.32

k2_22	-0.57
k2_31	-0.75
k2_43	-0.79
k2_41	-3.77

Q2, Q7 ~ K1/K2 + DigEdu + platform + demographic data

Without interactions Q2, Q7 ~ K1/K2 + digedu + platform + demo.dat

Nothing here at all