

## BTS Welcome

Welcome!

Nowadays the world is all about **data**. This survey contains 14 questions about your attitude towards your **willingness to sell your digital behavioral data**. The digital behavioral data capture individual actions, interactions, and movements in a given website.

In order to assure your **truthfulness**, your responses will be evaluated against a **scoring formula** where **truthful answers receive higher score** comparing to non-truthful ones.

If **your answers are the most truthful ones** according to the formula you will receive the amount of **20 euro**. You can leave your email at the end of the survey.

If you have any questions please forward them to:

Grigor Dimitrov  
grdimitrov@gmail.com

## Non BTS Welcome

Welcome!

Nowadays the world is all about **data**. This survey contains 14 questions about your attitude towards your **willingness to sell your digital behavioral data**. The digital behavioral data capture individual actions, interactions, and movements in a given website.

In order to **compensate** you for your time and effort a random respondent will be selected to receive the amount of **20 euro**.

In case you want to participate in the draw you can fill in your email at the end of the survey.

If you have any questions please forward them to:

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## WelcomeBlock

**Datatron** is a new company entering on the market of **internet data collection and trading**.

**Datatron** *tracks* the **internet usage of individuals**, collects the data and sells it to its partners. **Individuals are paid for sharing their digital behavioral data**.

How does it works?

After giving a **consent** individuals **install a tracking application on their devices**. The tracking application sends all of the visited websites and applications usage to the **Datatron** servers.

What is **Datatron**?

Internet provider company



Behavioral data collection  
company



Survey company



Given that:

1. Different social media are selling your data to third party companies, but you are not reimbursed with any monetary incentives for your data.
2. Your data only costs as much as someone is ready to pay for it

Will you consider to sell your data for **any** amount?

- ☐ Yes
- ☐ Maybe
- ☐ No

Now **Datatron** wants to buy **your** data!

In the next exercises you will make a choice between **two** offerings from Datatron.

The offerings vary across:

1. Amount of **Euro** you are offered
2. **Devices**:
  - Your home computer
  - Your mobile device
  - Both Home computer + mobile device
3. **Extent of data collection**:
  - Your internet usage (Visited websites)
  - Your Internet and online application usage (Facebook, Instagram, Maps etc.)
  - Internet usage, applications + Your location

Keep in mind, **individuals'** data will:

- Never be reported outside of a group
- Always be stripped down of sensitive information which can lead to revealing the personality of the subject

## CJNT Tasks - Jul 12, 2017

If the Datatron offers you these two products, which one would you prefer.

- ☐ 10 Euro  
Mobile data  
Internet usage

- ☐ 8 Euro  
Mobile data  
Internet usage

If the Datatron offers you these two products, which one would you prefer.

- ☐ 10 Euro  
Mobile data  
Internet usage  
Apps usage  
Location
- ☐ 10 Euro  
Desktop data  
Internet usage  
Applications usage

If the Datatron offers you these two products, which one would you prefer.

- ☐ 8 Euro  
Desktop data  
Mobile data  
Internet usage
- ☐ 12 Euro  
Mobile data  
Internet usage  
Applications usage

If the Datatron offers you these two products, which one would you prefer.

- ☐ 12 Euro  
Desktop data  
Internet usage  
Apps usage  
Location
- ☐ 10 Euro  
Desktop data  
Mobile data  
Internet usage  
Apps usage  
Location

If the Datatron offers you these two products, which one would you prefer.

- ☐ 12 Euro  
Desktop data  
Internet usage  
Applications usage
- ☐ 10 Euro  
Desktop data  
Internet usage

If the Datatron offers you these two products, which one would you prefer.

- ☐ 12 Euro  
Desktop data  
Mobile data  
Internet usage
- ☐ 8 Euro  
Desktop data  
Internet usage  
Apps usage  
Location

If the Datatron offers you these two products, which one would you prefer.

- ☐ 12 Euro  
Mobile data  
Internet usage  
Apps usage  
Location
- ☐ 12 Euro  
Mobile data  
Internet usage

If the Datatron offers you these two products, which one would you prefer.

- ☐ 8 Euro  
Mobile data  
Internet usage  
Apps usage  
Location

- ☐ 10 Euro  
Mobile data  
Internet usage  
Applications usage

If the Datatron offers you these two products, which one would you prefer.

- ☐ 8 Euro  
Desktop data  
Mobile data  
Internet usage  
Applications usage
- ☐ 8 Euro  
Mobile data  
Internet usage  
Applications usage

If the Datatron offers you these two products, which one would you prefer.

- ☐ 10 Euro  
Desktop data  
Mobile data  
Internet usage
- ☐ 12 Euro  
Desktop data  
Internet usage

If the Datatron offers you these two products, which one would you prefer.

- ☐ 8 Euro  
Desktop data  
Internet usage
- ☐ 12 Euro  
Desktop data  
Mobile data  
Internet usage  
Apps usage  
Location

If the Datatron offers you these two products, which one would you prefer.

- ☐ 12 Euro  
Desktop data  
Mobile data  
Internet usage  
Applications usage
- ☐ 10 Euro  
Desktop data  
Internet usage  
Apps usage  
Location

## BTS CJNT Tasks - Jul 12, 2017

If the company offers you these two products, which one would you prefer.

- ☐ Mobile data  
Internet usage  
10 Euro
- ☐ Mobile data  
Internet usage  
8 Euro

Think about the rest of the respondents participating in the survey. What percentage of them do you feel are going to select the same option as you just did?

- |                                |                                 |
|--------------------------------|---------------------------------|
| <input type="radio"/> 1 - 10%  | <input type="radio"/> 51 - 60%  |
| <input type="radio"/> 11 - 20% | <input type="radio"/> 61 - 70%  |
| <input type="radio"/> 21 - 30% | <input type="radio"/> 71 - 80%  |
| <input type="radio"/> 31 - 40% | <input type="radio"/> 81 - 90%  |
| <input type="radio"/> 41 - 50% | <input type="radio"/> 91 - 100% |

If the company offers you these two products, which one would you prefer.

- ☐ Mobile data  
Internet usage  
Apps usage  
Location  
10 Euro

- ☐ Desktop data  
Internet usage  
Applications usage  
10 Euro

Think about the rest of the respondents participating in the survey. What percentage of them do you feel are going to select the same option as you just did?

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If the company offers you these two products, which one would you prefer.

- ☐ Desktop data  
Mobile data  
Internet usage  
8 Euro
- ☐ Mobile data  
Internet usage  
Applications usage  
12 Euro

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Internet usage  
Apps usage  
Location  
12 Euro

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Mobile data  
Internet usage  
Apps usage  
Location  
10 Euro

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If the company offers you these two products, which one would you prefer.

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Internet usage  
Applications usage  
12 Euro

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10 Euro

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**END**

Of course, Datatron is a fictional company.



You are almost done, only some demographic questions left.

Please enter your e-mail in order to participate for the draw.

☐ I'm curious and I want to receive the results

Gender

☐ Male

☐ Female

Age

☐ Under 18

☐ 18 - 24

☐ 25 - 34

☐ 35 - 44

☐ 45 - 54

☐ 55 - 64

☐ 65 - 74

☐ 75 - 84

☐ 85 or older

## Employment

☐ Student

☐ Employed

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