

Why Users (Don't) Use Password Managers at a Large Educational Institution

Qualitative Codebook

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- **NA (224)**

- **easy-to-remember (160)**

- **memorize (134)**

frequent (18), primary (10), sensitive (9), financial (5), reuse (4), outdated (3), guess-from-variations (2), similar-passwords (2), work (1), own (1), difficult (1), hard-to-recall-strong-pwds (1), typed-where-no-pm (1), SSO (1), multiple-devices (1), simple-pwds (1), not-browser (1), non-sensitive (1), familiar-ones (1), mnemonics (1), personal-system (1), never-changed (1)

- **secure (99)**

uni-protection (3)

- **password-manager (91)**

lastpass (27), icloud (16), google-auto-fill (14), 1password (11), password-safe (3), keepassxc (2), apple-key-ring-feature (1), keypass (1), chrome (1), firefox (1), vault-password (1), roboform (1), bitwarden (1), ewallet (1), dropbox (1), store-by-root-kdbx-database (1), vault (1)

- **memorable (85)**

uni-associated (1)

- **reuse (84)**

new-variation (34), same-as-other-accounts (8), from-previous-employment (4), work (2), non-sensitive (1), not-more-than-three-times (1), outdated (1), from-high-school (1), ensure-memorability (1), infrequent (1)

- **keep-record (78)**

hard-copy (32), save-in-excel (13), digital (11), notes-app (9), cell-phone (7), email (1)

- **numbers (75)**

- **multiple-variations (70)**

category-dependent (4), unimportant-accounts (3)

- **same-password (63)**

uni-associated (7), category (5), similar-category-accounts (4), no-more-than-three-accounts (1), unimportant-accounts (1)

- **browser (63)**

chrome (23), non-sensitive (8), primary (5), frequent (4), sync (4), outdated (3), infrequent (3), firefox (2), convenient (2), trivial (2), autofill (2), not-preferred (1), no-regular-change (1), work (1), non-reuse (1), sensitive (1), no-sync (1), streaming-and-social-media (1), ease-of-use (1), complex-pwds (1), non-financial (1)

- **digitally (62)**

file (23), notes-app (16), local (3), google-drive (3), non-sensitive (2), password-protected (2), infrequent (2), saved (1), work (1), screenshot (1), sensitive (1), forgotten-multiple-times (1), phone (1), phone-autofill (1), email-self (1), google-doc (1), not-guessing (1), ease-of-use (1), regular-change (1), files (1), in-programs (1)

- **easy-login (60)**

- **paper (60)**

sensitive (9), infrequent (8), outdated (7), regular-change (3), complex-passwords (2), if-difficult-to-remember (2), initially (2), shared-accounts (2), primary (2), incidentally (1), reminders (1), reuse (1), work (1), not-standard-set (1), difficult-pwds-that-cannot-be-pasted (1), obfuscated-notes (1), non-sensitive (1), unique (1), if-no-cookies (1), device-specific (1)

- **different-passwords (45)**

randomly-generated (11), important-accounts (7), category-dependent (4), non-sensitive (1), difficult (1)

- **important-account (45)**

more-secure (8), secure-base-password (1)

- **symbols (45)**

- **letters (43)**
- **convenient (43)**
- **special-character (31)**
- **helps-keep-track (31)**
- **strong-password (30)**
- **third-party (29)**
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- **system (25)**
keychain (23), non-sensitive (4), convenient (3), personal (2), primary (2), outdated (1), non-cross-platform (1), phone (1), not-often-typed (1), infrequent (1)
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security (17), privacy (3)
- **difficulty-remembering (24)**
- **dont-need-to-remember (24)**
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- **unique (20)**
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- **similar-passwords (19)**
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use-different-solution (4), good-memory (1)
- **date (18)**
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- **unrelated-response (13)**
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- **saved-in-browser (11)**
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- **randomized (10)**
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- **do-not-want-to-be-hacked (10)**
- **able-to-have-unique-passwords (10)**
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print-out (1)
- **family-member-attribute (3)**
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- **remember-me-feature (3)**
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- **autopopulate (2)**
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- forced-to-change-password (2)
- not-for-work (2)
- season (2)
- memorize-passwords (2)
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- required-to-use (2)
- easy-password (2)
- event (2)
- simple (2)
- store-in-phone (2)
- at-risk (2)
- dont-use (2)
- ease-of-use (2)
- password-access-across-devices (2)
- cross-pm-sync (2)
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- save-in-emails (1)
- dont-need-to-reset-passwords (1)
- same-formulaic-approach (1)
- password-formula (1)
- prefer-password-manager (1)
- considering-using-password-manager (1)
- stopped-after-few-days (1)
- saves-energy (1)
- pwd-relates-to-self (1)
- do-not-know-password-manager (1)
- depends-on-location (1)
- maybe (1)
- non-systematic (1)
- long (1)
- firefox-algorithm (1)
- anagram (1)
- want-control-over-account (1)
- returned-to-keychain (1)
- not-against (1)
- rely-on-google-security (1)
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- not-effective (1)
- mnemonic (1)
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financial (1), infrequent (1)
- unify-passwords (1)
- own-vs-others (1)
- school-password (1)
- secure-server (1)
- cannot-tell (1)
- incrementation (1)
- unique-profile-identifier (1)
- dont-use-password-manager (1)
- fantasy-world (1)
- received-email-with-personal-data-stored-in-password-manager (1)
- difficulty-managing-passwords (1)
- combination-makes-management-possible (1)
- pwd-variation (1)
number (1)
- friend-attribute (1)
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- able-to-share-passwords (1)
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- feel-confident (1)
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- like-password-manager (1)

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- obfuscated-notes (1)
- lazy (1)
- different-strategies-for-different-platforms (1)
- dont-care (1)
- place (1)
- store-in-spreadsheet (1)
- best-right-now (1)
- personal-joke (1)
- not-familiar-with-security (1)
- acronym (1)
- efficient (1)
- occasional-use (1)
- exceed-password-requirements (1)
- store-on-laptop (1)
- did-not-keep-active (1)
- no-patience (1)
- rotating-suffix (1)
- consistent-system (1)
- mental-cypher (1)
- do-not-prefer-random-passwords (1)
- expire-at-different-times (1)
- no-sync (1)
- personal-use (1)
- google-security (1)
- if-needed (1)
- impacted-ability-to-access-accounts (1)
- weak-password-strength (1)
- stopped-working-on-computer (1)
- prefer-two-factor-authentication (1)
- pseudoencryption (1)
- store-on-usb (1)
- open-to-use (1)
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- does-not-help (1)
- not-sure (1)
- use-apple-key-chain (1)
- hackers-can-outsmart (1)
- cannot-memorize-all (1)
- non-reuse (0)
more-unique (1)
- long-random (0)
sensitive (1)
- uni-account (0)
unique-password (1)
- non-memory (0)
infrequent (1)