Comfort with Data Sharing on Online News Websites | A Cross-Regional Perspective

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Overview

The Problem: As online news websites increasingly rely on user data to personalize content, recommend articles, and drive advertising revenue, personal information is collected and shared in ways that users often don't fully understand. General standards for protecting user data have been established, yet a gap persists: How do online news users' across different geographies perceive control over their data and how does this influence their comfort in sharing information when interacting with online news websites? This study focuses on that gap, specifically investigating how the level of transparency about data-sharing practices on online news platforms impacts users' willingness to share personal information. Many users may not be aware of the extent to which their personal details are tracked, or how this information is used to shape their experience. In the online news environment, where credibility and objectivity are crucial, lack of transparency can lead to discomfort and mistrust. By focusing on perceptions of control and comfort in this specific setting, our study examines how varying levels of data visibility and choice affect users' willingness to share information on these sites.

Intended Audience: The primary audience for this research includes policymakers and global organizations like the World Economic Forum (WEF) to inform data privacy regulations and digital standards. This study will provide insights that help these stakeholders develop privacy policies that resonate with user expectations around data sharing on online news sites. It also benefits digital news companies, advertisers, and tech firms by emphasizing the value of transparent data practices and customizable privacy options. Consumer rights advocates and ethics boards can use these insights to enhance user protection in online media. By exploring the link between trust, control, and transparency, the study aims to guide stakeholders in prioritizing user agency and privacy in online news settings.

Existing Literature: Today, online platforms allow individuals around the world to share information, knowingly or unknowingly. As a result, nearly every country has a data privacy law defining expectations for information collection and communication[1,2] and information privacy[3] continues to rise as a central issue paramount to the way we engage on a global scale. A study on online data sharing reveals elements that may influence an individual's attitude towards their information being collected, including who, why, and how their data is collected and processed.[4] The extent to which individuals are willing to share their information with companies is also correlated with the level of skepticism they feel towards a company's ability to protect their information. Further, companies that are transparent about their data practices can reduce skepticism.[5]

Although information privacy research has been studied for decades, there is a gap in online privacy research that accurately takes cultural structures into account. This matters because cultural values are a major factor in influencing customer's concerns surrounding data privacy.[6, 7] Our research will take a geographic-first approach to participant segmentation, where we will keep cultural norms as a major baseline for our conclusions.

Anticipated Impact: This research examines how levels of control over personal data influence users' comfort with sharing it on online news platforms. Findings intend to guide policymakers in designing and adapting privacy regulations to meet user expectations on control over their data, as well as evaluating if existing regulations address privacy needs in online news. For news organizations, the study highlights the value of transparent practices and customizable privacy options to build user trust. International bodies like the WEF can use these insights to balance privacy with operational demands. Ultimately, the research promotes a user-centric approach to data practices, fostering trust and empowerment in digital news.

Research Question

Primary Research Question: How does the level of control over personal data influence users' comfort with sharing data with online news websites?

Secondary Research Questions

- Does giving consumers more choices to control their data influence how comfortable they are with sharing their data with news websites?
- What role do geographic and social factors (culture, location) play in shaping users' comfort in sharing data with news websites?
- What role does tech literacy play in shaping users' comfort in sharing data with news websites?
- To what extent do users understand their data rights and regulations in place in their countries?

Definitions

- **Control:** The ability to manage, restrict, or influence how personal information is collected, used, and shared online
- **Transparency:** Open and clear disclosure of information related to data collection, usage, and sharing practices by online news websites
- **Digital Literacy:** Skills to effectively use digital technologies, including finding, evaluating, and communicating information
- **Data privacy:** The ability and right of the individual to control information about one's self in the online context; it is a type of information privacy
- **Culture:** Shared beliefs, values, and customs that define a group in a specific region
- **News Websites:** Platforms for gathering and sharing information on current events and trends
- **Comfort:** Willingness to provide usage data with the site (e.g., through cookies)
- **Data Regulations:** Regional policies governing data use, (e.g., General Data Protection Regulation)
- **In their countries:** Individuals' current country of residence, regardless of upbringing or prior locations

Study Design

Background: Technological advancements have increased data sharing, often without user awareness, raising concerns about privacy and control. Research shows transparency is crucial in

influencing consumers willingness to share information, as clear communication reduces skepticism. Cultural dynamics and evolving privacy laws highlight the need to examine regional differences in privacy attitudes. This study builds on a literature review of consumer attitudes toward privacy and data sharing and includes a **preliminary survey** dedicated to extracting country-specific insights on news consumption behaviors, cultural norms regarding privacy, and familiarity with regional data privacy laws. All questions will be formulated to respond on a 1 (strongly disagree) to 5 (strongly agree) scale.

Experiment: Informed by the preliminary survey, this experiment is embedded within a survey that assesses user comfort with data sharing on news websites. Participants are divided into one control and two treatment groups, each exposed to varying levels of data sharing control.

The survey will feature a scenario-based assessment to examine how different levels of data control and transparency influence user behavior and comfort with data sharing. Participants will navigate simulated news websites and answer questions about their comfort with data sharing and privacy settings. The control group will only have basic opt-in/opt-out settings, while treatment group 1 will have moderate control over their privacy settings, and treatment group 2 will have high control over their privacy settings. Following their online navigation, participants will rate their willingness to share data and comfort with the control provided, using 1–5 scale. Sample questions may include, but are not limited to:

- After reading this pop up, I am likely to share with the site the information it is asking for
- I feel comfortable with the amount of data the site is asking for from me
- I feel that I am in control of my data on this website
- I will use this site again, now knowing their data policies

Experiment Structure Overview

The preliminary survey will investigate:

- Tech Literacy: 1-2 questions that will be used to calculate a country or demographic's overall tech literacy score
- Cultural Data Norms: 1-3 questions to calculate the effect of culture on a user's online behaviors
- Online news consumption: 3-5 questions to understand country's preferred methods for news consumption

The experimental phase will include 2 treatment groups and one control, where each user will navigate to simulated news websites and will be asked to answer questions about their behavior after reading information on various pop-ups regarding cookies and data sharing. Individuals within each group will be provided with varying levels of control options on how they can manage their data, as outlined below. Following their exploration on the site, they will be asked questions on their reactions to the site and attitudes toward data sharing, which will be aggregated into data sharing "comfort metric", measured as negative, neutral or positive to determine if changing users' control over their data influences their comfort with data sharing. These findings can be compared to the country-wide tech literacy scores, cultural norms and online news consumption behaviors for further insights.

	Control	Treatment 1	Treatment 2
Level of data control	No options for customizing privacy settings given. Participants can choose to accept all or reject all pop up options (e.g., cookies). They will be provided with basic information about data collection	Given the choice of either accepting all pop-up options or toggle the settings. The settings will have few granular options, making it somewhat difficult to control every aspect	Given the option to accept all pop-up options or toggle the settings. The settings will include very detailed and customizable privacy settings (e.g., granular consent options options for cookies, clear data-sharing options, detailed privacy policy)

Review Theory

The experiment is guided by a central null hypothesis: users' level of control over their data does not affect their comfort with sharing personal data with online news websites. In contrast, the alternate hypothesis is that users' level of control over their data influences their comfort with sharing data on online news websites. This forms the basis for exploring key behavior and attitude patterns among users.

The central hypotheses focus on three key dimensions:

Concepts	Control Group (Little to no Control)	Treatment Group 1 (Medium Control)	Treatment Group 2 (High Control)
High tech literacy	May feel negative on data sharing	May feel neutral on data sharing	May feel positive on data sharing
Cultural data norms (regulation & privacy awareness)	Users in geographic areas with more awareness on data privacy regulations or general privacy awareness may feel negative on data sharing	Users in geographic areas with more awareness on data privacy regulations or general privacy awareness may feel neutral on data sharing	Users in geographic areas with more awareness on data privacy regulations or general privacy awareness may feel neutral-positive on data sharing
Online news consumption	Users with high online news consumption may feel neutral on data sharing	Users with high online news consumption may feel positive on data sharing	Users with high online news consumption may feel positive on data sharing

Broad experimental context: This experiment targets internet users within 12 distinct countries across APAC, LATAM, EMEA, and North America (NAM). Some residents from three selected countries within each region will have access to complete the preliminary survey which will be shared via QR codes as detailed in the data section. The scenario-based experiment will be administered online to select invited participants from the 12 countries who did not fill out the preliminary survey. For further information into the questions that will be used for the survey see

Appendix A. Participants will be selected via stratified random sampling, use age and income thresholds provided by our WEF partners. Those who are invited will be notified via text and email, and will be given a $5 incentive if they participate. The experiment is planned to begin in October, avoiding major vacation periods and will remain open for one month.

Data

Preliminary Survey: This brief online survey collects insights on tech literacy and cultural norms across four global regions (APAC, LATAM, EMEA, North America). Distributed via QR codes in public spaces using our network with the WEF, it gathers data on demographics, device access, internet usage, awareness of privacy regulations, and news consumption habits in the 12 selected countries. These findings will provide additional context for the results of the scenario-based survey conducted in the same twelve countries.

Scenario-Based Survey: Participants from selected countries will interact with mock privacy settings on simulated news websites. Groups include one control (minimal privacy options) and two treatments, with privacy controls ranging from moderate (category-level) to high (granular customization). The survey measures comfort with data sharing, perceived control, and engagement likelihood, aggregated into a comfort metric. Distribution will occur via a reputable online inbox from the World Economic Forum, targeting participants from the 12 countries.

To account for confounding factors like lifestyle and demographics, **covariate data** on tech literacy and cultural norms will be collected in both survey phases. The Preliminary Survey provides baseline data for the country at large, while the Scenario-Based Survey assesses how these factors may play a role in responses to privacy controls. This integrated approach ensures nuanced analysis of control and comfort with data sharing.

The study relies on purposefully collected data, informed by a thorough literature review. It addresses gaps in existing research with culturally contextualized insights into international online data-sharing behaviors.

Sample

For our design, we will sample participants from a predefined list of countries. Since our goal is to assess comfortability on data sharing on online news sources and are most interested in online users across multiple geographies, we will target 3 countries from each region to develop a comprehensive international sample. The selected countries are based on the following criteria to maximize our learnings across the 4 regions:

1. **Subregion:** At least 2 unique subregions must be represented in each regional grouping
2. **Population Size:** Using the 2024 population at midyear predicted[8] by the U.S. census, we will select countries that are larger than the median population of their region. This is to ensure we can collect a large enough response rate during both of our phases.
3. **Global Innovation Index (GII)[9]:** The GII 2024 reflects country-specific innovation against global economic growth. For our sample, we include 1-2 countries from each of the top-performing and middle-performing quartiles, excluding the lowest innovative countries as it's unclear whether these countries have lower tech access and our target participants are online news users

The selected countries include the following (see Appendix B for more information):

- APAC: China, India, Mongolia
- LATAM: Chile, Colombia, Costa Rica
- EMEA: Switzerland, Slovenia, Kuwait
- NAM: United States, Canada, Mexico

During the **preliminary phase**, we will target the 3 countries within each of the regions, with at least 200 participants per country. We will work with the WEF partners to physically place our QR codes in locations that yield high foot traffic and are representative of the general country. Additional inclusion criteria includes basic literacy to comprehend survey questions in the local language, consent to participate, and international internet users within four major regions.

In the **experimental phase**, during the scenario-based survey portion, we will target the same countries from the preliminary phase, aiming for ~1000 participants per country or 12,000 total participants that will be split evenly across control and treatment groups. Since the WEF often partners with local governments and has access to population / individual data for the purposes of this experiment, we will collaborate with them to complete stratified random sampling based on additional personal details: age (divided into 4 groups of participants over 18) and income level (as a quartile of income compared to the overall income average in that country). The below table shows the breakdown of participants across the different groups, across all 12 countries. Note: The criteria is not mutually exclusive, so participants will be *both* in an age group and income group. As a result each sub-grouping (e.g., age category only or income category only) will feature ~83 participants per country. For additional information on how participant numbers were determined, see Appendix C.

	Control Group	Treatment 1 Group	Treatment 2 Group	Total
Age (18-30)	1000 (~83 / country)	1000	1000	3000
Age (30-45)	1000	1000	1000	3000
Age (45-60)	1000	1000	1000	3000
Age (60+)	1000	1000	1000	3000
Income (Q1 - Bottom 25%)	1000	1000	1000	3000
Income (Q2 - Next 25%)	1000	1000	1000	3000
Income (Q3 - Next 25%)	1000	1000	1000	3000

Income (Q4 - Next 25%)	1000	1000	1000	3000

Hypotheses

Primary Hypotheses

To answer our research question, "How does the level of control over personal data influence users' comfort with sharing data with online news websites?" we will test the following hypotheses through our experiment control and treatment groups:

- H_0 (Null Hypothesis): There is no relationship between users' level of control over their personal data and their comfort with sharing data with online news websites.
- H_1 (Alternative Hypothesis): Users' level of control over their personal data influences their comfort with sharing data with online news websites.

Secondary Hypotheses

To specifically target the sub-questions we have defined to answer the research question, we will test these hypotheses:

Sub-Question 1: Does giving consumers more choices to control their data influence how comfortable they are with sharing?

- H_0: Customization in privacy settings does not affect users' comfort with sharing data.
- H_1: More detailed and customizable privacy settings increase users' comfort with sharing data.
- Tested via: Responses from control, treatment 1, and treatment 2 groups in the scenario-based behavior change section.

Sub-Question 2: What role do geographic and social factors (culture, location) play in shaping users' comfort?

- H_0: Geographic and social factors, such as culture, location, and privacy norms, do not influence users' comfort with sharing data.
- H_1: Geographic and social factors, such as culture, location, and privacy norms, influence users' comfort with sharing data.
- Tested via: Cultural data norms section, analyzing comfort levels by geographic region.
- Note: This hypothesis is intentionally broad to allow for the detection of any influence these factors may have on comfort levels. For example, the study will examine whether users from regions with stricter privacy norms report different levels of comfort with limited or detailed controls compared to regions with more lenient norms.

Sub-Question 3: What role does tech literacy play in shaping users' comfort?

- H_0: Tech literacy does not affect users' comfort with sharing data.
- H_1: Tech literacy affects users' comfort with sharing data.
- Tested via: Tech literacy section, cross-referenced with comfort responses in the scenario-based behavior change section.
- Note: While this hypothesis is intentionally open-ended to capture any possible direction of the effect, the study aims to explore whether higher tech literacy increases comfort with detailed controls and decreases comfort with limited controls. However, the experimental design allows for detecting alternative patterns, such as the possibility that more control could lead to less comfort in some scenarios.

Sub-Question 4: To what extent do users understand their data rights and regulations?

- H_0: Understanding of data rights and regulations does not affect users' comfort with sharing data.
- H_1: Higher understanding of data rights increases comfort with detailed controls and decreases comfort with limited controls.
- H_2: Higher understanding of data rights decreases comfort with both detailed controls and limited controls.
- H_3: Higher understanding of data rights increases comfort with limited controls but decreases comfort with detailed controls.
- Tested via: Cultural data norms section, specifically questions on awareness of regulations and privacy rights.

Variables

Variable Type	Category	Explanation
Independent	Tech Literacy	Participants' self-assessed understanding of technology and access to resources (e.g., user's ability to engage with privacy settings)
	Cultural Data Norms	Data reflecting cultural attitudes and effects toward data privacy behaviors, including awareness of local regulations and concerns about data sharing
	Frequency of online news usage	A self-proclaimed measurement of how frequently a user accesses online news websites on a daily basis
	Demographics	Age, geographic region, and potentially other demographic variables to identify any patterns or external factors influencing results
Intervention	Level of control	Ranges from minimal control to highly granular control. Directly tests the hypothesis regarding how control impacts comfort.
Post-experiment	Baseline metrics	Pre-intervention scores for tech literacy and cultural data norms to control for prior attitudes and capabilities during analysis.
Dependent variables (outcomes)	Comfort with Data Sharing	This will be the primary dependent variable, measured as a self-reported comfort score on a Likert scale, with responses categorized into negative, neutral, or positive. This captures participants' emotional response to the level of control provided.
	Behavioral Responses	Measured through participants' responses to scenario-based questions regarding their likelihood to share data, comfort with the provided information, and likelihood of revisiting the site. These behaviors indicate the practical implications of comfort and perceived control.

Statistical Method

Descriptive Statistics: Firstly, in order to summarize the data collected and obtain a general overview of the patterns and trends, we will run descriptive statistical analyses

- Measures of Central Tendency: Mean and Median on our outcome variables to reveal general comfort levels across the various experimental groups / conditions (Control, Treatment 1, and Treatment 2)
- Measures of Variability: Range and Standard Deviation of our outcome variables to assess the variation of comfort levels reported across groups

Inferential Statistics: Next, to test our hypotheses and examine the influence of various factors on users' comfort with sharing data, we will apply inferential statistical techniques. These will allow us to determine whether observed patterns are statistically significant or if they occurred by chance.

- Our main research hypothesis combines a categorical input feature (level of control on a 1-3 scale) to make linkages with various aggregated ordinal variables (likert scale) which provide information on the comfort for data sharing metric. Since we have designed our study to include large sample sizes across our groups, we can create a model using the large model assumptions.
- Our main question may be tackled using an **Ordinal Logistic Regression** for large samples, when looking at the effect of control level on data sharing comfortability.
- To glean further insights about the other features and variables that may impact data sharing comfortability, in addition to level of control, we will conduct a **Multiple Regression Analysis** to explore how different variables (e.g., tech literacy, cultural norms, geographic location) influence comfort levels with data sharing. The model will help determine if a combination of or a singular variable significantly correlates with user comfort, and to what extent they do so. For example, we will explore whether tech literacy scores correlate with greater comfort in treatment groups that offer detailed control over data privacy.

Potential Risks

This section highlights key challenges associated with the study's design, data collection, and implementation that could affect the study's validity, feasibility, or ethics. By acknowledging these risks and outlining mitigation strategies where applicable, we want to ensure transparency and credibility throughout the study.

Scientific validity:

- Survey Design and Question Interpretation: One potential challenge is the interpretation of survey questions by participants. Given the broad geographic spread and cultural diversity of the study's participants, respondents may interpret questions differently based on their own experiences and regional norms. This could lead to inconsistencies in how data is collected, potentially impacting the reliability and validity of the responses.
- Government / Partnership Bias: When partnering with governments for their population data, it is possible that they will want the data to perceive their country in a particular way, for example, with a higher tech literacy than reality or with a higher level of comfort

around data sharing. While we work with reputable partners to individually target a stratified random sample, we run the risk of bias towards those who are in their databases / we have information on.
- Tech literacy bias: Using QR codes and online links for survey distribution may skew responses toward users with higher tech literacy, as they need a smartphone or computer and knowledge to access the link. However, since our target population is online news consumers, this aligns with the study's focus.

Stakeholder expectations:

- This project relies on strong relationships with our on-the-ground partners at the World Economic Forum for disseminating the preliminary survey and completing stratified random sampling. Any challenges in these partnerships or difficulties in meeting collaboration expectations could impact the project's progress and success
- Depending on the partner's rates for preliminary survey dissemination, the project could be very costly in physically posting QR codes around the world
- There are known difficulties and delays when working with international data collection, such as time zone differences, translation requirements, and national holidays

Law and ethics, including data security:

- Data Security and Privacy: The collection of sensitive data related to participants' tech literacy, privacy concerns, and behaviors raises potential security risks. There could be concerns about how securely the data is stored, whether it is anonymized properly, and how it will be protected from unauthorized access.
- Regional Legal Compliance: Since the study involves participants from different geographic regions, there may be challenges in ensuring compliance with diverse privacy laws across jurisdictions. Some regions have more stringent regulations regarding data collection, especially regarding sensitive personal data, or cross-border data transfers.

Deliverables

Our team anticipates that the entire experiment, from preparations to the publication of the results, will take 1 calendar year. The final deliverable will include a detailed report to be published during Data Privacy Week, an an international effort typically happening in January to empower individuals and businesses to respect privacy, safeguard data and enable trust.[10]

The key deliverables in each phase are as follows:

- Jan-Mar (Preparatory Phase): Creation of surveys, translation of surveys, recruitment and agreement with WEF partners
- Mar-May (Preliminary Phase): Preliminary surveys deployed, initial data analysis, countries selected for Experimental Phase
- Jun-Sept (Experimental Phase): Scenario-based surveys deployed
- Oct-Dec (Statistical Analysis): Scenario based survey data is cleaned and analyzed
- Jan (Publication): Final report is completed and published ahead of Data Privacy Week

Appendix A

Example survey questions

Example of preliminary survey questions

- How often do you have access to a computer or cell phone at home? (1 (not often) -5 (very often))
- How often do you use this device to access the internet? (1 (not often) -5 (very often))
- On a daily basis, how frequently do you access online news websites through your device? (1 (not often) -5 (very often))
- My preferred method of accessing news is through online news websites (1 (strongly disagree - 5 (strongly agree))
- I access online news websites to keep up with global occurrences. (1 (strongly disagree - 5 (strongly agree))
- I access online news websites to keep up with regional occurrences. (1 (strongly disagree - 5 (strongly agree))
- I access online news websites to keep up with local occurrences. (1 (strongly disagree - 5 (strongly agree))

Example of experimental survey questions

- When interacting with the pop ups, I feel that I am aware of where my data is being shared and decide to share my data (1 (strongly disagree) - 5 (strongly agree)).
- When interacting with the pop ups, I am aware of where my data is being shared and decide not to share my data (1 (strongly disagree) - 5 (strongly agree)).
- I am aware of my country's national regulations on data sharing and privacy (1 (strongly disagree) - 5 (strongly agree)).

Appendix B

Country Selection Details

Region	**Subregion**	**Country**	**Population Size**	**Global Innovation Index**
APAC	East and North-East Asia	**China**	1,407,929,929	#11 globally
	South Asia	**India**	1,409,128,296	#39 globally
	East Asia	**Mongolia**	3,504,207	#67 globally
LATAM	South America	**Chile**	18,998,355	#51 globally
	South America	**Colombia**	49,588,357	#61 globally
	Central America	**Costa Rica**	5,265,575	#70 globally

EMEA	Central Europe	**Switzerland**	8,860,574	#1 globally
	Central Europe	**Slovenia**	2,158,404	#34 globally
	Middle East	**Kuwait**	3,138,355	#71 globally
NAM	North America	**United States**	336,482,168	#3 globally
	North America	**Canada**	38,904,514	#14 globally
	North America	**Mexico**	130,739,927	#56 globally

Appendix C

Assumption for Total Participant Selection in Experiment

Since our outcome variables are on a 1-5 Likert-type scale, we have 5 categories and 4 independent variables. However, our effect size is not immediately known, so we considered some rules of thumb to guide our selection including*:

- For a given sample size, power is maximized when the sample is equally split between the treatment and control group
- For a given sample size, randomizing at the cluster level as opposed to the individual level reduces the power of the evaluation. The more similar the outcomes of individuals within clusters are, the larger the sample needs to be

Since we are completing stratified random sampling, we wanted to choose a large sample size that is evenly split amongst the three groups (control, treatment 1, treatment 2). We landed on a per country sample of 1000 due to its practical feasibility.

*The abdul latif jameel poverty action lab (j-pal). (n.d.). Six rules of thumb for determining sample size and statistical power. https://www.povertyactionlab.org/sites/default/files/research-resources/2018.03.21-Rules-of-Thumb-for-Sample-Size-and-Power.pdf

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Statements of Contribution

- Maia: For deliverable 3, I completed the 'Sample' section and contributed to the data, statistical method and potential risks sections. We all collaborated on the presentation slides to ensure a cohesive story. My literature review contributions included: Data Privacy Laws: What you need to know in 2024, Information Privacy: Measuring Individuals' Concerns about Organizational Practices, and Cross-Cultural Privacy Differences. This project was eye-opening, encouraging us to think big while also considering all of the potential risks, opportunities, and challenges on a global scale. This project has made me more confident in describing the elements of a true experiment to my colleagues and more equipped to design one of my own. A key success was that our group really helped one another grow and adapt - prioritizing learning and wellbeing, as we all worked across many different time zones. If we had to do the same project again, I would take a regional approach first (e.g., take on NAM before taking on the world) so that we could evaluate whether the WEF or another partner may be best suited.
- Helin: I updated the 'Variables' and 'Hypotheses' sections based on peer feedback we received on Deliverable 2. I also contributed to the 'Statistical Method' and 'Potential Risks' sections. We worked collaboratively on the presentation slides. The citation I found for the Literature Review is: Marikyan, D., Papagiannidis, S., Rana, O. F., & Ranjan, R. (2023). Overall, I learned a lot from this project, especially about the thought and detail required to create an effective, scientifically sound research design. It deepened my understanding of how to align questions, hypotheses, and methods to produce both reliable and valuable findings. This experience has improved my approach to structuring future studies. If I redid the same project, I may aim for a smaller scope to focus efforts more effectively. Expanding it globally required significant time to address complexities and potential risks.
- Hannah: I completed the Research Question/Definition section and contributed to the "Data" and "Sample" sections. I helped update overall reviews after receiving peer feedback. I also participated in significantly condensing certain sections. My two relevant study citations are "The Relationship between Transparency, Consumer Trust and Willingness to Share Data - A Vignette Survey." Overall, this project has opened my eyes to the intricacies of the study design process. Based on my own interests, if I did this project again, I may conduct interviews to gain deeper insights into the "why" behind users' comfort levels and behaviors.
- Jordan: I completed the Study Design section and made contributions with the team to the Sample, Variables, and Risks sections. We worked together on the slides, and I contributed to the recorded presentation by creating and presenting the study design slide. My citation was by Bellman, S., Johnson, E. J., Kobrin, S. J., & Lohse, G. L. (2004) on International Differences in Information Privacy Concerns: A Global Survey of Consumers. For this project, our team did a great job collaborating together and contributing to each part in the review phases. Specifically, I think we did a great job of challenging each other to be more specific and precise with our design and language, which helped to fill holes in the project and provide defenses for certain decisions, resulting in a more robust design. If I were to do this project again, I would like to explore real-life solutions for collaborating with the WEF and local governments to see how these types of international surveys are carried out. Having a better understanding of

the inner workings of the organization might give us a better idea of how to improve the survey collection method.