

Comfort with Data Sharing on Online News Websites

**A Cross Regional Perspective
December 12, 2024**

University of California, Berkeley

DATASCI 201 | Section 8 | 2-3:30pm PT

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Context

Background

- Online platforms → global data privacy concerns
- Data-sharing attitudes shaped by transparency, trust, and culture
- Research gaps in cultural/geographic influences on privacy

Anticipated Impact

- Examines how data control affects user comfort
- Informs policymakers on media data privacy regulations
- Helps news organizations build trust through transparency
- Guides international bodies on balancing privacy with media tech needs



Our Research

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



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** (location, culture) 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?

Defining Our Terms

- **News Websites:** Online system gathering, producing, and distributing information about current events, issues, and trends
- **Control:** Degree to which individuals believe they have the ability to manage, restrict, or influence the collection, use, and dissemination of their personal information
- **Comfort:** Willingness to accept cookies on websites and provide public, personally identifiable information (PII) & financial details
- **Culture:** The shared beliefs, values, customs, & behaviors that characterize a group of people in a specific geography
- **Location:** Referring to country of residence, disregarding place of upbringing or previous residences



Preliminary Survey & Sampling

Gain understanding of country's tech literacy, cultural norms, and news consumption method

Country selection based on:

- Subregion
- Population Size
- Global Innovation Index (GII)



Our Design

Independent variables:

Tech literacy

Cultural data norms

Frequency of online news usage

Demographics

Experiment

Control

No options for customization.

Accept all or reject all pop up options (e.g., cookies).

Basic information about data collection.

Treatment 1

Accepting all pop-up options or toggle the settings.

Few granular options, making it somewhat difficult to control every aspect.

Treatment 2

Accept all pop-up options or toggle the settings.

Very detailed and customizable privacy settings (e.g., granular consent options for cookies, clear data-sharing options, detailed privacy policy)

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Analysis & Deliverables

Descriptive Statistics

- Measure of Central Tendency
- Measures of Variability

Ordinal Regression

- Used to examine the effect of control level on comfort

Multiple Linear Regression

- Used to explore how multiple covariate variables influence data-sharing comfort

JAN-MAR

Preparatory Phase

MAR—MAY

Preliminary Phase

JUN—SEPT

Experimental Phase

OCT—DEC

Statistical Analysis

JAN

Publication

Thank you!

