

NC STATE UNIVERSITY

How do you feel about privacy

Default Question Block

Age?

- ☐ 10-18
- ☐ 19-22
- ☐ 23-35
- ☐ Above 35

Gender?

- ☐ Male
- ☐ Female
- ☐ Non-Binary

Occupation

- ☐ Unemployed
- ☐ Student
- ☐ Working Professional
- ☐ Other (Please Specify)

Which web browser(s) do you use?

- ☐ Google Chrome
- ☐ Microsoft Edge
- ☐ Mozilla Firefox
- ☐ Apple Safari
- ☐ Other (Please Specify)
- ☐

How do you feel about online ads?

- ☐ Suspicious
- ☐ Annoying
- ☐ Informative
- ☐ Distracting

What is your primary purpose of using an ad block extension or tool?

- | | |
|---|---|
| <input type="checkbox"/> Avoid Tracking | <input type="checkbox"/> Intrusive and annoying popup ads |
| <input type="checkbox"/> Inappropriate content blocking | <input type="checkbox"/> Friends suggested me to have one |
| <input type="checkbox"/> Block Viruses | |

How many extensions do you have on your browser for ad blocking?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ More than 3

Do you use any of the following extensions?

- | | |
|---|---|
| <input type="checkbox"/> Ad Block/Ad Block Plus | <input type="checkbox"/> Privacy Badger |
| <input type="checkbox"/> Ghostery | <input type="checkbox"/> Disconnect |

Other, if any, please specify

☐

Common

Which all extensions' default settings have you visited?

- ☐ Adblock/ AdBlock Plus
- ☐ Privacy Badger
- ☐ Ghostery

Do you think blocking ads is same as blocking online tracking?

- ☐ Yes
- ☐ Maybe
- ☐ No
- ☐ Probably not

Which all extension do you think would block social media giants like Facebook from tracking you?

- ☐ Adblock/ AdBlock Plus
- ☐ Privacy Badger
- ☐ Ghostery
- ☐ None of them

How did you first hear about ad block extensions and tools ?

- ☐ Browsing the web
- ☐ Social Media
- ☐ Friends/Colleagues
- ☐ A news article

Ad block

Do you still see ads after installing Ad Block/Ad Block plus?

- ☐ All the time
- ☐ Sometime
- ☐ Never

Which Ad block plus feature(s) do you use ?

- ☐ Adding my own filters
- ☐ Adding or removing filter subscriptions
- ☐ Filter hit statistics
- ☐ Adding rules with element hiding helper
- ☐ Disable Ad block plus on a website

Ghostery

How often do you update Ghostery after installation?

- ☐ Frequently
- ☐ Rarely
- ☐ Never

What all settings have you configured in Ghostery to disable tracking?

- ☐ Block all button
- ☐ Replace blocked social media button with a Ghostery icon
- ☐ Block new trackers added to Ghostery by default

Privacy Badger

Do you see decrease in number of ads after using Privacy Badger for a while?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ I don't know

Ending

Do you think extension itself sells data?

- ☐ Yes
- ☐ Maybe
- ☐ No
- ☐ Not sure

Has your internet browsing experience improved on using these tools?

- ☐ Yes
- ☐ Somewhat
- ☐ No

In what aspect has you internet viewing experience improved?

☐ Feel like I'm being tracked less

Lesser annoying ads

☐

☐ Faster website loading

Others

☐

In what aspect has your internet viewing experience worsened?

- ☐ Not able to view certain websites
- ☐ Suggestion on websites
- ☐ Longer website loading
- ☐ Others

Do you think more such tools might make you more secure against trackers?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ I don't know

Powered by Qualtrics