

Privacy-Study1-Final

Start of Block: Demographics



participant_id You have been given a Participant ID. Please put your Study ID in the field below. If you do not know your Study ID, please ask the experimenter.

email Please provide a personal e-mail address in the space below. This is solely so that we can keep track of participants. This will be deleted after all experiments are completed. Also, please be assured that your e-mail address will not be released to any third parties.



gender Are you...

- ☐ Female (1)
- ☐ Male (0)
- ☐ Other (Please specify) (2) _____
- ☐ Prefer not to say (3)



age What year were you born (yyyy)?

Internet-Viewing How frequently do you use the following devices to connect to the Internet?

	Never (1)	Monthly (2)	Weekly (3)	Daily (4)
Desktop (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laptop (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile Phone (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablet (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

devices-other What other devices do you use to connect to the internet?

End of Block: Demographics

Start of Block: Ethnicity and Language

demo_lang Is English the main language spoken at your home?

☐ Yes (1)

☐ No (2)



demo_ethnic What is your ethnic group?

- ☐ White (1)
- ☐ Black - Caribbean (3)
- ☐ Black - African (4)
- ☐ Black - Other (5)
- ☐ Asian - Indian (9)
- ☐ Asian - Pakistani (10)
- ☐ Asian - Bangladeshi (11)
- ☐ Asian - Other (12)
- ☐ Chinese (14)
- ☐ Mixed - White and Black Caribbean (15)
- ☐ Mixed - White and Black African (16)
- ☐ Mixed - White and Asian (13)
- ☐ Mixed - Other (8)
- ☐ Other (17) _____

End of Block: Ethnicity and Language

Start of Block: Essex-and-Education

demo_edu_1 What is the highest educational level that you have achieved to date?

- ☐ No formal completion (1)
 - ☐ Primary / High School (e.g. GCSE/A-Levels) (2)
 - ☐ Degree (undergraduate qualification or equivalent) (3)
 - ☐ Masters / MBA / MSC (postgraduate qualification or equivalent) (4)
 - ☐ PhD (postgraduate qualification or equivalent) (5)
-

UniEssexMem Are you a member (e.g. student, researcher, faculty, staff or contractor) of the University of Essex community?

- ☐ Yes (1)
 - ☐ No (2)
-

UniEssex-A Are you a student (undergrad, graduate or post-doctoral) at the university of Essex?

- ☐ Yes (4)
 - ☐ No (5)
-

UniEssex-B What type of student are you?

- ☐ Undergrad (1)
 - ☐ Masters taught (2)
 - ☐ Masters research (3)
 - ☐ PhD (4)
 - ☐ Post-Doctoral (5)
-

UniEssex-B-under What year of undergraduate are you?

- ☐ 1st (1)
 - ☐ 2nd (2)
 - ☐ 3rd (3)
-

UniEssex-C Which faculty at the University of Essex are you most closely affiliated?

- ☐ Humanities (e.g. Acting, Art History, History, Literature, Film, Law, Philosophy) (1)
 - ☐ Health and Science (e.g. Biology, CSEE, Health and Social Care, Mathematics, Psychology, Sport and Exercise Science) (2)
 - ☐ Social Science (e.g. Business, Economics, Government, Language/Linguistics, Pscyhcosocial/Psychoanalytics and Sociology) (3)
-

UniEssex-D Are you within the Computer Science and Electronic Engineering Department (CSEE)?

- ☐ Yes (4)
- ☐ No (5)

Tech-1 Have you ever studied computer science?

☐ Yes (4)

☐ No (5)

Tech-2 Have you ever worked in a computer/technology related field?

☐ Yes (1)

☐ No (2)

End of Block: Essex-and-Education

Start of Block: 1-Decision Making Profile AOT Survey

Q22 To what extent do you agree or disagree with the following statements.



aot-1 Allowing oneself to be convinced by an opposing argument is a sign of good character.

☐ Strongly agree (1)

☐ Agree (2)

☐ Somewhat agree (3)

☐ Neither agree nor disagree (4)

☐ Somewhat disagree (5)

☐ Disagree (6)

☐ Strongly disagree (7)



aot-2 People should take into consideration evidence that goes against their beliefs.

- ☐ Strongly agree (1)
 - ☐ Agree (2)
 - ☐ Somewhat agree (3)
 - ☐ Neither agree nor disagree (4)
 - ☐ Somewhat disagree (5)
 - ☐ Disagree (6)
 - ☐ Strongly disagree (7)
-



aot-3 People should revise their beliefs in response to new information or evidence.

- ☐ Strongly agree (1)
 - ☐ Agree (2)
 - ☐ Somewhat agree (3)
 - ☐ Neither agree nor disagree (4)
 - ☐ Somewhat disagree (5)
 - ☐ Disagree (6)
 - ☐ Strongly disagree (7)
-



aot-4-r Changing your mind is a sign of weakness.

- ☐ Strongly agree (7)
 - ☐ Agree (6)
 - ☐ Somewhat agree (5)
 - ☐ Neither agree nor disagree (4)
 - ☐ Somewhat disagree (3)
 - ☐ Disagree (2)
 - ☐ Strongly disagree (1)
-



aot-5-r Intuition is the best guide in making decisions.

- ☐ Strongly agree (7)
 - ☐ Agree (6)
 - ☐ Somewhat agree (5)
 - ☐ Neither agree nor disagree (4)
 - ☐ Somewhat disagree (3)
 - ☐ Disagree (2)
 - ☐ Strongly disagree (1)
-



aot-6-r It is important to persevere in your beliefs even when evidence is brought to bear against them.

- ☐ Strongly agree (7)
 - ☐ Agree (6)
 - ☐ Somewhat agree (5)
 - ☐ Neither agree nor disagree (4)
 - ☐ Somewhat disagree (3)
 - ☐ Disagree (2)
 - ☐ Strongly disagree (1)
-



aot-7-r One should disregard evidence that conflicts with one's established beliefs.

- ☐ Strongly agree (7)
 - ☐ Agree (6)
 - ☐ Somewhat agree (5)
 - ☐ Neither agree nor disagree (4)
 - ☐ Somewhat disagree (3)
 - ☐ Disagree (2)
 - ☐ Strongly disagree (1)
-



aot-8 People should search actively for reasons why their beliefs might be wrong.

- ☐ Strongly agree (1)
- ☐ Agree (2)
- ☐ Somewhat agree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat disagree (5)
- ☐ Disagree (6)
- ☐ Strongly disagree (7)

End of Block: 1-Decision Making Profile AOT Survey

DtaAttd To what extent do you agree or disagree with the following statements about sharing personal information?

	Strongly agree (4)	Agree (5)	Somewhat agree (6)	Neither agree nor disagree (7)	Somewhat disagree (8)	Disagree (9)	Strongly disagree (10)
I do not mind sharing personal information as nowadays everyone is doing this anyway (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You cannot live in the modern world without sharing personal information (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When you provide personal information you never know who else is going to see it (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not mind sharing personal information in return for a product or service that I want (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: 2-GENERAL PRIVACY CONCERNS -ISER

Start of Block: 2a-PRIVACY ATTITUDES INTERNET-PrivacyConcerns



AQ1 – AQ3

PrvAttdConcern How likely do you think it is that personal information submitted/shared on the internet will be:

	1 (11)	2 (12)	3 (13)	4 (14)	5 (15)	6 (16)	7 (17)
Shared or sold to others (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used by others to harm you (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used by others without your permission (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: 2a-PRIVACY ATTITUDES INTERNET-PrivacyConcerns

Start of Block: 2a-PRIVACY ATTITUDES INTERNET-RiskBeliefs



AQ4 – AQ5

PrvAttdRisk
companies/websites:

I believe that in giving personal information to online

	1 (11)	2 (12)	3 (13)	4 (14)	5 (15)	6 (16)	7 (17)
The damage that could be caused by data security breaches is (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The likelihood of data security breaches is (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: 2a-PRIVACY ATTITUDES INTERNET-RiskBeliefs

Start of Block: 2-GENERAL PRIVACY CONCERNS -ISER

AQ6 – AQ7

PrivacyGeneral In general, how worried are you about your personal privacy?

- ☐ Not Worried At All1 (3)
 - ☐ 2 (5)
 - ☐ 3 (6)
 - ☐ 4 (7)
 - ☐ 5 (8)
 - ☐ 6 (9)
 - ☐ Very Worried 7 (10)
-

DtaScrtY Different private and public organizations have personal information about us. How concerned are you about whether or not they keep this information confidential?

- ☐ Not Concerned At All1 (3)
 - ☐ 2 (5)
 - ☐ 3 (6)
 - ☐ 4 (7)
 - ☐ 5 (8)
 - ☐ 6 (9)
 - ☐ Very Concerned 7 (10)
-

Start of Block: 2b-PRIVACY BEHAVIOURS



EQ1

PrvEnhcBhve Which of the following do you do?

Please select all that apply

- ☐ Use anonymous communications networks (e.g. Tor) (1)
- ☐ Use end-to-end encryption tools for messaging (e.g. Signal) (2)
- ☐ Run 3rd party extensions to block tracking cookies/scripts (e.g. Ghostery, Privacy Badger, Disconnect) (3)
- ☐ Use virtual private networks (VPNs) when viewing information on the internet (4)
- ☐ Run software to prevent browser fingerprinting (e.g. uBlock, Privacy Badger) (5)
- ☐ Delete your browsing cookies automatically (with software) (6)
- ☐ Use software to ensure HTTPS communications with websites (7)
- ☐ Disable javascript in your browser (8)
- ☐ Disable cookies in your browser (9)
- ☐ Have anti-virus software installed on your devices (e.g. Norton, Sophos) (10)
- ☐ None of these (11)



EQ2

PrvBhveBrowse How frequently do you use the following web browsers?

	Never (1)	Monthly (2)	Weekly (3)	Daily (4)
Chrome (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Explorer (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safari (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mozilla Firefox (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tor (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brave (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PrvRedude-brows-othr You answered never to all browsers we listed, what web browser(s) do you use?



EQ3

PrvBhveSearch How frequently do you use the following search engines?

	Never (1)	Monthly (2)	Weekly (3)	Daily (4)
Google (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bing (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yahoo (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baidu (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yandex (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duck Duck Go (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qwant (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PrvRedude-searc-othe You answered never to all search engines we listed, what search engine(s) do you use?



PrvReduceBhveSocial How frequently do you use the following social media platforms?

	Never (1)	Monthly (2)	Weekly (3)	Daily (4)
Facebook (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tumblr (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reddit (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SocialMedia-FreeText You answered never to all social media platforms we listed, what social media platform(s) do you use?



PrvReduceDtaBhve Which of the following have you done in the past 12 months?

Please select all that apply

- ☐ Post text on social media websites or apps (1)
- ☐ Post images of yourself, family or friends online (4)
- ☐ Post videos online (5)
- ☐ Download apps onto your smartphone or tablet (6)
- ☐ Make purchases online (for example booking train tickets, buying clothes, ordering food) (7)
- ☐ Use online banking (for example checking account balance, transferring money) (8)
- ☐ Use GPS/location-aware apps (for example Google Maps) (9)
- ☐ Create or update a personal website / blog (10)
- ☐ Post comments on news article or blog (11)
- ☐ None of these (12)

End of Block: 2b-PRIVACY BEHAVIOURS

Start of Block: 3a-i-TOPICAL CONCERNS (DEMOGRAPHICS)

HQ1-HQ3

HQ1

DemographicSensitivi How concerned are you about the sensitivity of the following personal information that you share?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Gender (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political View (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religion (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex, Relationships and/or Sexuality (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Income and Finance (e.g. your salary) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal history (e.g. speeding tickets, court convictions) (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hobbies (e.g. movie genres you enjoy) (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating habits (e.g. Favourite food type) (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport and Fitness (e.g. fitness activities, favourite footballer) (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Health (e.g.
any health
ailments you
might have)
(18)

☐☐☐☐☐☐☐

Psychological
state (e.g.
are you sad
or happy)
(19)

☐☐☐☐☐☐☐

HQ2

DemographicPrivacy
following personal information?

How concerned are you about your privacy when sharing the

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Gender (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political View (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religion (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex, Relationships and/or Sexuality (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Income and Finance (e.g. your salary) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal history (e.g. speeding tickets, court convictions) (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hobbies (e.g. movie genres you enjoy) (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating habits (e.g. Favourite food type) (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport and Fitness (e.g. fitness activities, favourite footballer) (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Health (e.g.
any health
ailments you
might have)
(18)

☐☐☐☐☐☐☐

Psychological
state (e.g.
are you sad
or happy)
(19)

☐☐☐☐☐☐☐

HQ3

DemographicRisk

How concerned are you about personal damage
when sharing the following personal information?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Gender (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political View (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religion (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex, Relationships and/or Sexuality (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Income and Finance (e.g. your salary) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal history (e.g. speeding tickets, court convictions) (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hobbies (e.g. movie genres you enjoy) (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating habits (e.g. Favourite food type) (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport and Fitness (e.g. fitness activities, favourite footballer) (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Health (e.g.
any health
ailments you
might have)
(18)

☐☐☐☐☐☐☐

Psychological
state (e.g.
are you sad
or happy)
(19)

☐☐☐☐☐☐☐

End of Block: 3a-i-TOPICAL CONCERNS (DEMOGRAPHICS)

Start of Block: 3b-TOPICAL CONCERNS (Misinformation)

Topic-Misinf-correct When searching for information about the following topics online,
how concerned are you that the information is correct?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Politics (e.g. Politicians, Referendums) (19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxes (e.g. Advice for Personal or Business Taxes) (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Finances (e.g. Banking, Investments) (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal / Law (e.g. Advice for Traffic Tickets and other Crimes) (26)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts (e.g. Film and Music) (27)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food (e.g. Recipes, Nutrition, Restaurant Reviews) (28)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather (e.g. Forecasts, Climate Change, Disasters) (29)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health (e.g. Disease, Treatments, Medicines) (30)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Travel (e.g.
Holiday
destinations,
Airline
information)
(31)



Topic-Misinf-Mislead When searching for information about the following topics online, how concerned are you that true information is hidden from you?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Politics (e.g. Politicians, Referendums) (19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxes (e.g. Advice for Personal or Business Taxes) (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Finances (e.g. Banking, Investments) (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal / Law (e.g. Advice for Traffic Tickets or other Crimes) (26)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts (e.g. Film and Music) (27)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food (e.g. Recipes, Nutrition, Restaurant Reviews) (28)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather (e.g. Forecasts, Climate Change, Disasters) (29)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health (e.g. Disease, Treatments, Medicines) (30)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Travel (e.g.
Holiday
destinations,
Airline
information)
(31)



Topic-Misinfor-Risk When searching for information about the following topics online, how concerned are you about personal risks if the information you find is incorrect?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Politics (e.g. Politicians, Referendums) (19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxes (e.g. Advice for Personal or Business Taxes) (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Finances (e.g. Banking, Investments) (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal / Law (e.g. Advice for Traffic Tickets or other Crimes) (26)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts (e.g. Film and Music) (27)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food (e.g. Recipes, Nutrition, Restaurant Reviews) (28)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weather (e.g. Forecasts, Climate Change, Disasters) (29)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health (e.g. Disease, Treatments, Medicines) (30)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Travel (e.g.
Holiday
destinations,
Airline
information)
(31)



End of Block: 3b-TOPICAL CONCERNS (Misinformation)

Start of Block: 4a-QUESTIONS ABOUT Privacy Button

instructions During the main experiment, you viewed results in a search engine interface. We will now ask you some questions about your experience with the search engine interface.

SettingsNoticed-A Did you notice the settings icon in the upper left corner of the search results page (see image below)?

☐ Yes (1)

☐ No (2)

image-1



SettingsNoticed-B Did you notice the privacy switch when mousing over the settings icon in the upper left corner of the search results page (see image below)?

☐ Yes (4)

☐ No (5)

image-2



SettingsClicked-A Did you click on the privacy switch during the experiment?

☐ Yes (4)

☐ No (5)

SettingsClicked-B How many times do you recall clicking on the privacy switch during the experiment?

- ☐ 0 times (1)
- ☐ 1 time (2)
- ☐ 2 or more times (3)

End of Block: 4a-QUESTIONS ABOUT Privacy Button

Start of Block: 4b-QUESTIONS ABOUT 3 INTERFACES

Q51 During the experiment we asked you medical questions and provided a search engine results page for you to find additional information to answer each question. There were 3 different methods used to provide results in a manner that potentially reduced your exposure to websites containing large number of 3rd party trackers (trackers collect personal data about you as use the internet).

Q53

The 3 methods of privacy protection tested were:

Reordering of results with first result having least number of trackers and thus a lower threat to privacy

Filtering of results where any webpage with more than the average number of trackers was removed from results page

Warning light for results (as seen in image below) where green was anything less than average, yellow above average and red anything in the top quartile of concern



interface-pref Regarding the 3 methods, if your favourite search engine were to offer these 3 options, which one are you the most likely to use:

- ☐ Reordering of results (1)
 - ☐ Filtering of results (2)
 - ☐ Warning light for results (3)
-

interface-ease Regarding the 3 methods, if your favourite search engine were to offer these 3 options, which one are you the least likely to use:

- ☐ Reordering of results (1)
- ☐ Filtering of results (2)
- ☐ Warning light for results (3)

End of Block: 4b-QUESTIONS ABOUT 3 INTERFACES

Start of Block: 5-scen-CONSENT-COOKIES SCENARIO

Description IMAGINE YOU HAVE A FRIEND SURFING THE INTERNET FOR THE FOLLOWING SCENARIOS. YOU HAVE GIVEN CONSENT TO EACH SITE FOR THE USE OF COOKIES. YOUR FRIEND HAS NOT READ THE DETAILS OF CONSENT.

ALL WEBSITES YOU VISIT FOR EACH OF THESE SCENARIOS USE A COOKIE FROM THE SAME COMPANY (3rd PARTY COMPANY NAME = ACME SOCIAL MEDIA). PLEASE ANSWER THE QUESTIONS FOR THE FOLLOWING SCENARIOS:

End of Block: 5-scen-CONSENT-COOKIES SCENARIO

Start of Block: 5-scen-Consent-Scenario-A

Scenario-A SCENARIO: Your friend is searching for information about STI/STD testing on a popular medical website. The medical website will place their own cookie, plus a cookie that shares data with ACME SOCIAL MEDIA on your friend's device. The data shared with this cookie is your friend's IP address and the URL for the page containing STI/STD testing information.

Question-Scen-A-1 How concerned are you that the medical website has this data about your friend?

- ☐ Not Concerned at all (1)
 - ☐ (2)
 - ☐ (3)
 - ☐ Neither / Nor (4)
 - ☐ (6)
 - ☐ (8)
 - ☐ Very Concerned (7)
-

Question-Scen-A-2 How long should the medical website be able to hold onto the data collected about your friend?

- ☐ No time at all (1)
 - ☐ 6 months (3)
 - ☐ 12 months (4)
 - ☐ 18 months (7)
 - ☐ 24 months (5)
 - ☐ More than 24 months (8)
-

Question-Scen-A-3
data about your friend?

How concerned are you that ACME SOCIAL MEDIA has this

- ☐ Not Concerned at all (1)
 - ☐ (2)
 - ☐ (3)
 - ☐ Neither / Nor (4)
 - ☐ (6)
 - ☐ (8)
 - ☐ Very Concerned (7)
-

Question-Scen-A-4
the data collected about your friend?

How long should ACME SOCIAL MEDIA be able to hold onto

- ☐ No time at all (1)
- ☐ 6 months (3)
- ☐ 12 months (4)
- ☐ 18 months (7)
- ☐ 24 months (5)
- ☐ More than 24 months (8)

End of Block: 5-scen-Consent-Scenario-A

Start of Block: 5-scen-Consent-Scenario-B

Question-Scen-B SCENARIO: Your friend is searching for the latest gossip about their favorite singer on a popular news website. The news website will place their own cookie, plus a cookie that shares data with ACME SOCIAL MEDIA on your friend's device. The data shared with this

cookie is your friend's IP address and the URL for the page containing information about their favorite singer.

Question-Scen-B-1 How concerned are you that the news website has this data about your friend?

- ☐ Not Concerned at all (1)
 - ☐ (2)
 - ☐ (3)
 - ☐ Neither / Nor (4)
 - ☐ (6)
 - ☐ (8)
 - ☐ Very Concerned (7)
-

Question-Scen-B-2 How long should the medical website be able to hold onto the data collected about your friend?

- ☐ No time at all (1)
 - ☐ 6 months (3)
 - ☐ 12 months (4)
 - ☐ 18 months (7)
 - ☐ 24 months (5)
 - ☐ More than 24 months (8)
-

Question-Scen-B-3
data about your friend?

How concerned are you that ACME SOCIAL MEDIA has this

- ☐ Not Concerned at all (9)
 - ☐ (10)
 - ☐ (11)
 - ☐ Neither / Nor (12)
 - ☐ (13)
 - ☐ (14)
 - ☐ Very Concerned (15)
-

Question-Scen-B-4
the data collected about your friend?

How long should ACME SOCIAL MEDIA be able to hold onto

- ☐ No time at all (1)
- ☐ 6 months (3)
- ☐ 12 months (4)
- ☐ 18 months (7)
- ☐ 24 months (5)
- ☐ More than 24 months (8)

End of Block: 5-scen-Consent-Scenario-B

Start of Block: 5-Consent-Control

CONSENT-CONTROL YOU WANT TO READ AN ARTICLE AT A POPULAR NEWS WEBSITE. WHEN YOU GO TO THE WEBSITE, YOU ARE PRESENTED WITH A COOKIE POPUP LIKE THIS:

consent-image

What do we use cookies for?

We use cookies and similar technologies to **recognize your repeat visits and pro effectiveness of campaigns and analyze traffic**. To learn more about cookies, in [Cookie Policy](#). By clicking "I Accept" or "X" on this banner, or using our site, you you have disabled them.



Consent-Control-Risk To what extent do you agree or disagree with the following statements about the cookie policy?

	Strongl y agree (8)	Agre e (9)	Somewha t agree (10)	Neither agree nor disagre e (11)	Somewha t disagree (12)	Disagre e (13)	Strongly disagre e (14)
I feel that there are no risks when I click accept on the above cookie statement. (Consent-Control-Risk_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no chance of personal harm when I click accept on the above cookie statement. (Consent-Control-Risk_15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I fully understand what can happen when I click accept on the above cookie statement. (Consent-Control-Risk_16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have freedom of choice regarding the above cookie policy. (Consent-Control-Freedom_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To view the article, I must accept the cookie policy.
(Consent-Control-Freedom_2)

☐☐☐☐☐☐☐

I would like more control about what I agree to.
(Consent-Control-Freedom_3)

☐☐☐☐☐☐☐

I would like a “I do not accept” option.
(Consent-Control-Freedom_4)

☐☐☐☐☐☐☐

I would like a listing of everything I am agreeing to within the cookie policy.
(Consent-Control-Clarity_1)

☐☐☐☐☐☐☐

I would like to have a recommendation from a “group of experts” on whether it’s OK to consent.
(Consent-Control-Clarity_2)

☐☐☐☐☐☐☐

I would like
more
information
about what I am
accepting
without having
to read
extensively.
(Consent-
Control-
Clarity_3)

☐☐☐☐☐☐☐

End of Block: 5-Consent-Control

Start of Block: 5-Consent-General

Q89 PLEASE RESPOND TO THE FOLLOWING STATEMENTS WITH REGARDS TO
CONSENT WHEN YOU ARE ONLINE



Consent-Control-Glob To what extent do you agree or disagree with the following statements about cookie consent in general?

	Strongly agree (8)	Agree (9)	Somewhat agree (10)	Neither agree nor disagree (11)	Somewhat disagree (12)	Disagree (13)	Strongly disagree (14)
I would like to have one consent form that applies to all websites I visit. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to click accept at each website that I visit. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like a single list of items that I agree to online, this list would then apply to every site I visit. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't mind consent popups when I visit websites. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to receive recommendations by a group of experts which I trust. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Consent-General-GDPR To what extent do you agree or disagree with the following statements regarding acceptance of consent?

	Strongly agree (8)	Agree (9)	Somewhat agree (10)	Neither agree nor disagree (11)	Somewhat disagree (12)	Disagree (13)	Strongly disagree (14)
I want to only click one box. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think a two-step process of consent, in which step 1 reminds me of the risks of consent followed by, step 2 where I accept consent, would be better. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to tick boxes individually for different data uses on any website. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: 5-Consent-General

Start of Block: 6-Exit - Review of Questions

Cochrane-review In the experiment you made decisions about the effectiveness of treatments for medical conditions.

These questions have been investigated by many researchers and reviewed by the Cochrane Review Board. We have chosen them, because the Cochrane Reviews are considered by many to be the most accurate and up to date source for best practices and information in medicine including the effectiveness of treatments for a particular condition.

What are Cochrane Reviews (from their website)?

Cochrane Reviews are **systematic reviews** of primary research in human health care and health policy and are internationally recognized as the highest standard in evidence-based health care. ... The **reviews** are updated as needed, ensuring that treatment decisions can be based on the most up-to-date and reliable evidence.

At the time of the experiment, the information used is the most up to date available. Based on this information, here are the questions you saw during the experiment and the correct answers regarding their effectiveness.

For all 6 of the following questions, based on the findings of the Cochrane Review, the correct answer is **"Helpful"**. If you picked "Inconclusive" or "Unhelpful" for any of these questions you may consider going to the Cochrane Review site to find out more specifics.

Does Echinacea help treat and prevent the common cold?

Do benzodiazepines help alcohol withdrawal?

Do sealants prevent dental decay in the permanent teeth?

Does caffeine help asthma?

Does melatonin help treat and prevent jet lag?

Does surgery help obesity?

For all 6 of the following questions, based on the findings of the Cochrane Review, the correct

answer is **"Unhelpful"**. If you picked "Inconclusive" or "Helpful" for any of these questions you may consider going to the Cochrane Review site to find out more specifics.

Do antioxidants help female subfertility?

Do insoles help back pain?

Do probiotics help treat eczema?

Does cinnamon help diabetes?

Does traction help low back pain?

Do cranberries prevent urinary tract infections?

comments If you have any comments about the experiment, please add them here:

End of Block: 6-Exit - Review of Questions

Start of Block: Comments

Q1 You have reached the end of the experiment and survey. THANK YOU so much for your time and effort!

Q11 Please indicate your preference regarding future research by selecting one of the following options.

☐ I am interested in taking part in future research and can be contacted using the e-mail address indicated before. (1)

☐ I am not interested in taking part in future research and do not wish to be contacted after my participation in this study. (2)

End of Block: Comments
