Who Needs Privacy? Exploring the relationship between personality and need for privacy

Analyses

Contents

Items

All items were answered on a 7-point scale with the following options:

"To what extent do you agree or disagree with the following statements?"

(-3) Strongly Disagree, (-2) Disagree, (-1) Slightly Disagree, (0) Neutral, (1) Slightly Agree (2) Agree, (3) Strongly Agree

Personality

Honesty Humility

Sincerity

- If I want something from a person I dislike, I will act very nicely toward that person in order to get it.
- I wouldn't use flattery to get a raise or promotion at work, even if I thought it would succeed.
- If I want something from someone, I will laugh at that person's worst jokes. I wouldn't pretend to like someone just to get that person to do favors for me.

Fairness

- If I knew that I could never get caught, I would be willing to steal a million dollars.
- I would be tempted to buy stolen property if I were financially tight.
- I would never accept a bribe, even if it were very large.
- I'd be tempted to use counterfeit money, if I were sure I could get away with it.

Greed Avoidance

- Having a lot of money is not especially important to me.
- I would like to live in a very expensive, high-class neighborhood.
- I would like to be seen driving around in a very expensive car.
- I would get a lot of pleasure from owning expensive luxury goods.

Modesty

- I am an ordinary person who is no better than others.
- I wouldn't want people to treat me as though I were superior to them.
- I think that I am entitled to more respect than the average person is.
- I want people to know that I am an important person of high status.

Emotionality

Fearfulness

- I would feel afraid if I had to travel in bad weather conditions.
- I don't mind doing jobs that involve dangerous work.
- When it comes to physical danger, I am very fearful.
- Even in an emergency I wouldn't feel like panicking.

Anxiety

- I sometimes can't help worrying about little things.
- I worry a lot less than most people do.
- I rarely, if ever, have trouble sleeping due to stress or anxiety.
- I get very anxious when waiting to hear about an important decision.

Dependence

- When I suffer from a painful experience, I need someone to make me feel comfortable.
- I can handle difficult situations without needing emotional support from anyone else.
- Whenever I feel worried about something, I want to share my concern with another person.
- I rarely discuss my problems with other people.

Sentimentality

- I feel like crying when I see other people crying.
- When someone I know well is unhappy, I can almost feel that person's pain myself.
- I feel strong emotions when someone close to me is going away for a long time.
- I remain unemotional even in situations where most people get very sentimental.

Extraversion

Social Self-Esteem

- I feel reasonably satisfied with myself overall.
- I think that most people like some aspects of my personality.
- I feel that I am an unpopular person.
- Even in an emergency I wouldn't feel like panicking.

Social Boldness

- I rarely express my opinions in group meetings.
- In social situations, I'm usually the one who makes the first move.
- When I'm in a group of people, I'm often the one who speaks on behalf of the group.
- I tend to feel quite self-conscious when speaking in front of a group of people.

Sociability

- I avoid making "small talk" with people.
- I enjoy having lots of people around to talk with.
- I prefer jobs that involve active social interaction to those that involve working alone.
- The first thing that I always do in a new place is to make friends.

Liveliness

- I am energetic nearly all the time.
- On most days, I feel cheerful and optimistic.
- People often tell me that I should try to cheer up.
- Most people are more upbeat and dynamic than I generally am.

Agreeableness

Forgiveness

- I rarely hold a grudge, even against people who have badly wronged me.
- My attitude toward people who have treated me badly is "forgive and forget".
- If someone has cheated me once, I will always feel suspicious of that person.
- I find it hard to fully forgive someone who has done something mean to me.

Gentleness

- People sometimes tell me that I am too critical of others.
- I generally accept people's faults without complaining about them.
- I tend to be lenient in judging other people.
- Even when people make a lot of mistakes, I rarely say anything negative.

Flexibility

- People sometimes tell me that I'm too stubborn.
- I am usually quite flexible in my opinions when people disagree with me.
- When people tell me that I'm wrong, my first reaction is to argue with them.
- I find it hard to compromise with people when I really think I'm right.

Patience

- People think of me as someone who has a quick temper.
- I rarely feel anger, even when people treat me quite badly.
- Most people tend to get angry more quickly than I do.
- I find it hard to keep my temper when people insult me.

Conscientiousness

Organization

- I clean my office or home quite frequently.
- I plan ahead and organize things, to avoid scrambling at the last minute.
- People often joke with me about the messiness of my room or desk.
- When working, I sometimes have difficulties due to being disorganized.

Diligence

- When working, I often set ambitious goals for myself.
- I often push myself very hard when trying to achieve a goal.
- Often when I set a goal, I end up quitting without having reached it.
- I do only the minimum amount of work needed to get by.

Perfectionism

- I often check my work over repeatedly to find any mistakes.
- When working on something, I don't pay much attention to small details.
- I always try to be accurate in my work, even at the expense of time.
- People often call me a perfectionist.

Prudence

- I make decisions based on the feeling of the moment rather than on careful thought.
- I make a lot of mistakes because I don't think before I act.
- I don't allow my impulses to govern my behavior.
- I prefer to do whatever comes to mind, rather than stick to a plan.

Openness

Aesthetic Appreciation

- I would be quite bored by a visit to an art gallery.
- I wouldn't spend my time reading a book of poetry.
- If I had the opportunity, I would like to attend a classical music concert.
- Sometimes I like to just watch the wind as it blows through the trees.

Inquisitiveness

- I'm interested in learning about the history and politics of other countries.
- I enjoy looking at maps of different places.
- I would be very bored by a book about the history of science and technology.
- I've never really enjoyed looking through an encyclopedia.

Creativeness

- I would like a job that requires following a routine rather than being creative.
- I would enjoy creating a work of art, such as a novel, a song, or a painting.
- People have often told me that I have a good imagination.
- I don't think of myself as the artistic or creative type.

Unconventionality

- I think that paying attention to radical ideas is a waste of time.
- I like people who have unconventional views.
- I think of myself as a somewhat eccentric person.
- I find it boring to discuss philosophy.

Altruism

- I have sympathy for people who are less fortunate than I am.
- I try to give generously to those in need.
- It wouldn't bother me to harm someone I didn't like.
- People see me as a hard-hearted person.

Estimate readability

Below, we develop several new items for need for privacy. To validate items, we follow the procedure implemented by @patalayAssessingReadabilitySelfreported2018 and calculate the following four reading scores: Flesch–Kincaid reading grade (FK), Gunning Fog Index (GFI), Coleman Liau Index (CLI), and the Powers-Sumner-Kearl Variation of the Dale and Chall Readability formula (DC).

To have a benchmark, the readability of the HEXACO items was as follows:

```
##   document Flesch.Kincaid  FOG Coleman.Liau.short Dale.Chall.PSK average
## 1  HEXACO            6.65 8.72               6.93           5.55    6.96
```

Readability was good. On average, only require 7 years of schooling to understand items.

Need for privacy

Privacy from Government

- I need government agencies to respect my privacy, even if that hinders a greater societal cause, such as catching criminals.
- I don't want the government to gather information about me, even if that makes it more difficult for them to spend tax income efficiently.
- I don't want government agencies to monitor my personal communication, even if doing so prevents future terrorist attacks.
- I feel I need to protect my privacy from government agencies.

```
##   document Flesch.Kincaid   FOG Coleman.Liau.short Dale.Chall.PSK average
## 1    text1          13.45 18.00              12.71           7.92   13.02
## 2    text2          12.45 16.27              10.65           6.14   11.38
## 3    text3          15.69 20.53              16.20           8.83   15.31
## 4    text4           8.01 15.31               8.24           6.02    9.39
## 5   HEXACO           6.65  8.72               6.93           5.55    6.96
```

Items 1, 2 and 3 show rather high scores. Try to formulate easier.

New items:

- I need government agencies to respect my privacy, even if that makes catching criminals harder.,
- I don't want the government to gather data about me, even if that makes it harder to spend tax income efficiently.,
- I don't want government agencies to monitor my communication, even if that prevents terrorist attacks.,
- I feel I need to protect my privacy from government agencies.

```
##   document Flesch.Kincaid   FOG Coleman.Liau.short Dale.Chall.PSK average
## 1    text1          11.50 16.67              13.19           7.24   12.15
## 2    text2          10.58 12.21               8.55           5.62    9.24
## 3    text3          11.50 16.67              13.98           6.47   12.15
## 4    text4           8.01 15.31               8.24           6.02    9.39
## 5   HEXACO           6.65  8.72               6.93           5.55    6.96
```

A bit better, but not much.

Privacy from other People

- My need for privacy is so strong that it prevents me from using social media actively.
- I don't feel I need to tell my friends all my secrets.
- I feel I need to protect my privacy from other people.
- I prefer it when others don't know much about me.

```
##   document Flesch.Kincaid   FOG Coleman.Liau.short Dale.Chall.PSK average
## 1    text1           9.09 13.90               8.07           7.83    9.72
## 2    text2           1.87  4.80               2.31           3.98    3.24
## 3    text3           5.86  8.04               4.49           4.97    5.84
## 4    text4           3.65  4.00               4.17           5.02    4.21
## 5   HEXACO           6.65  8.72               6.93           5.55    6.96
```

Readability looks good!

Privacy need anonymity

- I need to be able to use a fake account on social network sites to preserve my privacy.
- I feel I need to avoid places with video surveillance.
- I prefer not to carry my drivers license or ID with me all the time to preserve my privacy.
- I need to be able to surf the Internet anonymously. (new)

```
##   document Flesch.Kincaid   FOG Coleman.Liau.short Dale.Chall.PSK average
## 1    text1           7.82  9.42               5.10           7.55    7.47
## 2    text2           7.19 12.00               7.11           7.33    8.41
## 3    text3           7.97  9.71               4.92           7.44    7.51
## 4    text4           8.37 12.00               5.35           7.33    8.26
## 5   HEXACO           6.65  8.72               6.93           5.55    6.96
```

Readability looks good!

Privacy from Companies

- I'm willing to pay more for products or services so that companies don't have to sell my data.
- I'm happy to give up a little bit of privacy, so that I can use certain apps or services for free.
- I don't want companies to gather information about me, even if that reduces the quality of their services.
- I feel I need to protect my privacy from companies.

```
##   document Flesch.Kincaid   FOG Coleman.Liau.short Dale.Chall.PSK average
## 1    text1           7.82 11.64               7.38           5.62    8.12
## 2    text2           8.33 12.21               4.07           5.62    7.56
## 3    text3           8.35 11.40               8.81           5.66    8.56
## 4    text4           6.01 12.00               5.35           5.02    7.09
## 5   HEXACO           6.65  8.72               6.93           5.55    6.96
```

Items 3 seems to be a bit too difficult. Try to make easier.

```
##   document Flesch.Kincaid   FOG Coleman.Liau.short Dale.Chall.PSK average
## 1    text1           7.82 11.64               7.38           5.62    8.12
## 2    text2           8.33 12.21               4.07           5.62    7.56
## 3    text3          11.75 16.09              10.65           6.27   11.19
## 4    text4           6.01 12.00               5.35           5.02    7.09
## 5   HEXACO           6.65  8.72               6.93           5.55    6.96
```

Readability now much better.

General Need for privacy

- I need a lot of privacy.
- Privacy is very important to me.
- I think a lot about how I can protect my privacy.
- I need a lot of time for myself.

```
##      document Flesch.Kincaid   FOG Coleman.Liau.short Dale.Chall.PSK average
## 1      text1           2.483  9.07              -3.09           5.55    3.50
## 2      text2           8.383 15.73               4.75           5.55    8.60
## 3      text3           4.791  8.04               1.82           4.97    4.91
## 4      text4           0.805  3.20              -1.86           3.74    1.47
## 5     HEXACO           6.646  8.72               6.93           5.55    6.96
```