

Items: Need for Privacy

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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

Need for privacy

Horizontal privacy

Psychological

Frener, Wagner, and Trepte (2021)

1. I don't like to talk about personal issues with others unless they do it first.
2. There are a lot of things about me that I don't like to talk about with others.
3. I prefer not to share my feelings and inner thoughts with others.
4. I do not like it when others talk to me about their private issues. (new)

Physical

Frener, Wagner, and Trepte (2021)

1. I don't like it when strangers come too close to me.
2. I don't like to stand in a dense crowd of people.
3. I don't like to sit next to a stranger on a tram, bus, or plane.
4. I hate it when people enter my personal space uninvited. (new)

Social

Dienlin and Metzger (2019)

1. I don't feel comfortable interacting with other people. (Harrison 1993)
2. I often want to be alone. (new)
3. I'm a fairly anti-social person. (new)
4. I prefer to work independently in most situations. (new)

Vertical privacy

Privacy from Government

Dienlin and Metzger (2019)

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

Privacy from Companies

New, self-designed.

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

General privacy

Informational

Frener, Wagner, and Trepte (2021)

1. I would prefer that little is known about me.
2. I don't want my personal data to be publicly accessible.
3. It is important to me that records pertaining to me remain confidential. (Harrison 1993)
4. I prefer that others cannot easily find information about me on the Internet. (new)

Privacy need anonymity

Dienlin and Metzger (2019)

1. I would prefer to use a fake account on social network sites to preserve my privacy.
2. I feel I need to avoid places with video surveillance.
3. I prefer not to carry my driver's license or ID with me all the time to preserve my privacy.
4. I need to be able to surf the Internet anonymously. (new)

General Need for privacy

New, self-designed.

1. I need a lot of privacy.
2. Privacy is very important to me.
3. I think a lot about how I can protect my privacy.
4. I value privacy a lot.

Literature

- Dienlin, Tobias, and Miriam J. Metzger. 2019. "Who Needs Privacy?" *Preprint*. <https://doi.org/10.31219/osf.io/m23bn>.
- Frener, Regine, Jana Wagner, and Sabine Trepte. 2021. "Development and Validation of the Need for Privacy Scale (NFP-S)." In. 71st annual conference of the International Communication Association (ICA), Denver, CO, digital conference.
- Harrison, Claire L. 1993. "The Development of a Desire for Privacy Scale." *ProQuest Dissertations and Theses*. PhD thesis, Ann Arbor: University of Connecticut. <https://uaccess.univie.ac.at/login?url=https://www.proquest.com/dissertations-theses/development-desire-privacy-scale/docview/304030735/se-2?accountid=14682>.