# Gratifications obtained

## General

(angelehnt an: Sun, Y., Wang, N., Shen, X. L., & Zhang, J. X. (2015). Location information disclosure in location-based social network services: Privacy calculus, benefit structure, and gender differences. *Computers in Human Behavior, 52,* 278-292.; Zhou, T. (2013). Examining continious usage of location-based services from the perceived justice. *Information Systems Frontiers, 15,* 141-150.

Using the participation platform …

|  |  |
| --- | --- |
|  | … had many benefits for me. |
|  | … has paid off for me. |
|  | … was useful for me. |
|  | … was fun. |
|  | … has brought me further regarding content. |

(1) Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

## Specific

(angelehnt an: Scherer, H., & Schlütz, D. (2002). Gratifikation à la minute: Die zeitnahe Erfassung von Gratifikationen. In P. Rössler (Hrsg.), Empirische Perspektiven der Rezeptionsforschung. München: Reinhard Fischer, 133-151.)

Using the participation platform it has been possible for me …

### Information (GRA.INF)

|  |  |
| --- | --- |
|  | ... to learn things I would not otherwise have noticed. |
|  | ... to hear the opinion of others. |
|  | ... to learn how other people tick. |

### Relevance

|  |  |
| --- | --- |
|  | … to react to a subject that is very dear to me. |
|  | … to react to a subject that is important to me. |
|  | … to react to a subject that I am affected by. |

### Political participation (GRA.ENT)

|  |  |
| --- | --- |
|  | ... to engage politically. |
|  | ... to discuss political issues. |
|  | ... to pursue my political interest. |

### Idealism

|  |  |
| --- | --- |
|  | … to try to improve society. |
|  | … to advocate to something meaningful. |
|  | … to serve a good purpose. |

### Extrinsic benefits (GRA.ENT)

|  |  |
| --- | --- |
|  | ... to do the responsible persons a favor. |
|  | ... to soothe my bad consciences. |
|  | … to fulfil my civic duty. |

(1) Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

# Privacy Concerns

(Buchanan, T., Paine, C., Joinson, A. N., & Reips, U.-D. (2007). Development of measures of online privacy concern and protection for use on the internet. *Journal of the American Society for Information Science and Technology, 58*(2), 157-165.)

Using the participation platform I had …

|  |  |
| --- | --- |
| 1. | … concerns about what happens to my data. |
| 2. | … concerns about disclosing information about myself. |
| 3. | … no concerns. |
| 4. | … concerns that others could discover my real identity (i.e. my last and first name). |
| 5. | … concerns that information about myself could fall into wrong hands. |
| 6. | … concerns that others could discover what my political views are. |
| 7. | … concerns about my privacy. |

(1) Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

# Self-Disclosure Self-Efficacy

|  |  |
| --- | --- |
| 1. | In principle, I felt able to write a comment. |
| 2. | I have felt technically competent enough to write a comment. |
| 3. | Regarding content I have felt competent enough to express my opinion. |
| 4. | I found the subject too difficult to express my opinion. |
| 5. | I found it complicated to write a comment. |
| 6. | I was overburdened to write a comment. |

(1) Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

# Trust

Söllner, M., Hoffmann, A., & Leimeister, J. M. (2016). Why different trust relationships matter for information systems users. European Journal of Information Systems, 25, 274–287. doi:10.1057/ejis.2015.17

4.1 & 4.2: 1. general trust, 2. ability, 3. benevolence, 4. integrity

4.3: 1. general trust, 2. performance, 3. process, 4. purpose

## Community (TRU.COM)

Please indicate to what extent you agree with the following statements about the participation platform:

|  |  |
| --- | --- |
| 1. | The other users seemed trustworthy. |
| 2. | The comments of other users were useful. |
| 3. | The other users had good intentions. |
| 4. | I could rely on the statements of other users. |

Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

## Provider (TRU.PRO)

Please indicate to what extent you agree with the following statements:

|  |  |
| --- | --- |
| 1. | The operators of the participation platform seemed trustworthy. |
| 2. | The operators of the participation platform have done a good job. |
| 3. | It was important to the operators that the users are satisfied with the participation platform. |
| 4. | I could rely on the statements of the operators of the participation platform. |

Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

## Information System (TRU.SYS)

Please indicate to what extent you agree with the following statements:

|  |  |
| --- | --- |
| 1. | The website seemed trustworthy. |
| 2. | The website worked well. |
| 3. | I had the impression that my data was necessary for the use of the website. |
| 4. | I found the website useful. |

Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

# Privacy Deliberation

## (PRI.CAL)

(selbst entwickelte Items)

Please indicate to what extent you agree with the following statements:

Using the participation platform …

|  |  |
| --- | --- |
|  | … I have considered whether I could be disadvantaged by writing a comment. |
|  | … I have considered whether I could be advantaged by writing a comment. |
|  | … I have weighed up the advantages and disadvantages of writing a comment. |
|  | … I have thought about consequences of a possible comment. |
|  | … I have considered whether I should write a comment or not. |

(1) Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

# Privacy Literacy

1. What is an IP address?

|  |  |
| --- | --- |
| a) | A type of protection for electrical apparatus (e.g. IP44). |
| b) | **An address of a terminal device, e.g. laptop, smartphone or tablet, in a computer network like the Internet.** |
| c) | An address through which a portal for price comparisons on the Internet is invokable. |
| d) | The address of the Internet service provider (e.g. Telekom or 1&1)  *Answer: An IP address is a specific address of a terminal device (e.g. laptop smartphone or tablet) in a computer network (e.g. the Internet).* |

2. What is Big Data?

|  |  |
| --- | --- |
| a) | Large amount of data organized in a computer according to specific criteria and which enables complex queries/analyzes. |
| b) | Storage of large amounts of data in the cloud (cloud = external, via Internet accessible disk space). |
| c) | **Amounts of data that are too large, too complex, too fast-moving or too weakly structured to evaluate them using conventional methods of data processing.** |
| d) | Big Data is the name of the record in which the National Security Agency (NSA) stores its user logs. |
|  | *Answer:* *Big-Data* *describes* a*mounts of data that are too large, too complex, too fast-moving or too weakly structured to evaluate them using manual or conventional methods of data processing.* |

3. What is Web Tracking?

|  |  |
| --- | --- |
| a) | The tracking of online purchased products via the web. |
| b) | (Music-)tracks, which can be played via the web. |
| c) | Predetermined routes available for data transmission. |
| d) | **Tracking the movement and behavior of users on the Internet across multiple websites.** |
|  | *Answer:* *Web Tracking describes the tracking of users’ movement and behavior on the Internet across multiple websites, e.g. using techniques of tracking like Cookies, Web-Bugs or Browser-Fingerprinting.* |

4. What is HTTPS?

|  |  |
| --- | --- |
| a) | A Key-Logger for reading out the communication of a computer user. |
| b) | **A protocol for encrypting the communication on the Internet.** |
| c) | A technique for linking websites. |
| d) | A language for designing websites. |
|  | *Answer: HTTPS stands for Hyper Text Transfer Protocol Secure and is a protocol ensuring confidentiality and integrity of the transmitted data by encrypting the communication.*  *.* |

# Risik

(selbst entwickelt)

## Schadenseinschätzung

Please give an estimate:

How high would be the expected harm for you, ...

|  |  |
| --- | --- |
| 1. | … if an anonymously written contribution would be assigned to your person/identity? |
| 2. | … if the logon information would be intercepted while transferring it to the participation platform? |

(1) sehr niedrig, (2) niedrig, (3) eher niedrig, (4) mittel, (5) eher hoch, (6) hoch, (7) sehr hoch

## Risikoeinschätzung

Please give an estimate:

How high is your personal risk …

|  |  |
| --- | --- |
| 1. | … that an anonymously written contribution will be assigned to a/an person/identity with the help of the IP address? |
| 2. | … that an anonymously written contribution will be assigned to a/an person/identity with the help of Big Data techniques? |
| 3. | … that an anonymously written contribution will be assigned to a/an person/identity with the help of Web Tracking techniques? |
| 4. | … that the logon information will be intercepted while transferring it to the participation platform? |

(1) sehr niedrig, (2) niedrig, (3) eher niedrig, (4) mittel, (5) eher hoch, (6) hoch, (7) sehr hoch

## Wahrscheinlichkeitseinschätzung

Please give an estimate:

How high is the fundamental likelihood for you ...

|  |  |
| --- | --- |
| 1. | … that an anonymously written contribution will be assigned to a/an person/identity with the help of the IP address? |
| 2. | … that an anonymously written contribution will be assigned to a/an person/identity with the help of Big Data techniques? |
| 3. | … that an anonymously written contribution will be assigned to a/an person/identity with the help of Web Tracking techniques? |
| 4. | … that the logon information will be intercepted while transferring it to the participation platform? |

(1) sehr niedrig, (2) niedrig, (3) eher niedrig, (4) mittel, (5) eher hoch, (6) hoch, (7) sehr hoch

## Fähigkeitseinschätzung

Please give an estimate:

How high is the likelihood for you that others have the ability to …

|  |  |
| --- | --- |
| 1. | … assign an anonymously written contribution to a/an person/identity with the help of the IP address? |
| 2. | … assign an anonymously written contribution to a/an person/identity with the help of Big Data techniques? |
| 3. | … assign an anonymously written contribution to a/an person/identity with the help of Web Tracking techniques? |
| 4. | … intercept the logon information while transferring it to the participation platform? |

(1) sehr niedrig, (2) niedrig, (3) eher niedrig, (4) mittel, (5) eher hoch, (6) hoch, (7) sehr hoch

# Willingness to Self-Disclose

(angelehnt an: Xu, H., Zhang, C., Shi, P., & Song, P. (2009). Exploring the role of overt vs. covert personalization strategy in privacy calculus. In *Academy of Management Proceedings, 9(1)*, 1-6. Academy of Management.; Miller, L. C., Berg, J. H., & Archer, R. L. (1983). Openers: Individuals who elicit intimate self-disclosure. *Journal of Personality and Social Psychology, 44(6)*, 1234-1244.)

Let us assume that the participation platform would continue to exist in the future. Please indicate to what extent you agree with the following statements:

In the future, I am willing to …

|  |  |
| --- | --- |
|  | … discuss political issues on the participation platform. |
|  | … express my personal opinion on the participation platform. |
|  | … write comments on the participation platform. |
|  | … disclose concerns and fears on the participation platform. |
|  | … share personal experience on the participation platform. |

(1) Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu

# Manipulation Check

Please indicate:

|  |  |
| --- | --- |
|  | Did exist any possibility to „like“ other contributions on the participation platform (i.e. to rate them as positive with a thumb turned upwards)? |
|  | Did exist any possibility to dislike“ other contributions on the participation platform (i.e. to rate them as negative with a thumb turned downwards)? |

(1) Ja, (2) Nein, (3) Weiß ich nicht

# Identifizierbarkeit

Have you stated…

|  |  |
| --- | --- |
| 1. | … your real first name on the participation platform? |
| 2. | … your real last name on the participation platform? |

(1) Ja, (2) Nein, (3) Weiß ich nicht

# Plausibilität

Please indicate to what extent you agree with the following statements:

I found the design of the participation platform …

|  |  |
| --- | --- |
|  | … authentic. |
|  | … professional. |
|  | … credible. |

(1) Stimme überhaupt nicht zu, (2) Stimme nicht zu, (3) Stimme eher nicht zu, (4) Neutral, (5) Stimme eher zu, (6) Stimme zu, (7) Stimme voll und ganz zu