



UNIVERSITEIT VAN AMSTERDAM

Facial Recognition Survey

Facial recognition is a biometric software application capable of uniquely identifying or verifying a person by comparing and analyzing patterns based on the person's facial contours. In this survey, we want to assess the general public's attitude and perceptions of facial recognition technology applied to surveillance cameras. Your participation in this survey is very important to us. All of your answers are confidential and will be used strictly for education research. There will be no sales or marketing follow-up because of your participation in this survey. This survey is being administered for a master thesis research on Vrije Universiteit Amsterdam and Universiteit Van Amsterdam. This survey will run from October 23, 2019, until November 6, 2019. It will take approximately 8 minutes to complete. If you have any questions or comments about this survey, you may enter them into the form at the bottom of the survey or e-mail them to Chao Zhang at yellywong7@gmail.com.

Basic information questions:

1. What is your age range? *
 - ☐ 18 - 30
 - ☐ 31 - 40
 - ☐ 41 - 50
 - ☐ 51 - 60
 - ☐ 61 - 70
 - ☐ Over 70

2. What is your gender? *
 - ☐ Male
 - ☐ Female
 - ☐ Prefer not to say

3. What is your education level? *
 - ☐ Primary education
 - ☐ Secondary education
 - ☐ Bachelor or equivalent
 - ☐ Master or equivalent
 - ☐ Doctor or equivalent
 - ☐ Other (please specify) _____

4. In which country have you lived most of your life? *
 - ☐ United States
 - ☐ United Kingdom
 - ☐ China
 - ☐ Netherlands
 - ☐ Other (please specify) _____

5. Which of the following categories best describes the industry you primarily work in? *
 - ☐ Computer science & IT
 - ☐ Engineering & Technology
 - ☐ Education & Training
 - ☐ Government & Public officer
 - ☐ Business & Finance & Insurance

- ☐ Journalism & Media
- ☐ Arts & Entertainment & Recreation
- ☐ Law & Legal services
- ☐ Medicine & Health care & Social assistance
- ☐ Agriculture & Forestry & Fishing & Hunting & Mining & Real Estate
- ☐ Homemaker & Freelancer
- ☐ Retired & Unemployed
- ☐ Prefer not to say
- ☐ Other (please specify)_____

Objective judgment questions:

6. How well do you understand the “facial recognition” concept? *

(Facial recognition is a category of biometric software that maps an individual's facial features mathematically and stores the data as a faceprint. The software uses deep learning algorithms to compare a live capture or digital image to the stored faceprint in order to verify an individual's identity.)

- ☐ Very well
- ☐ Somewhat
- ☐ Neutral
- ☐ Know about but don't understand
- ☐ Never heard about it

7. From what sources has your knowledge about facial recognition technology come? *

(Please select all that apply)

- ☐ Print media
- ☐ Internet
- ☐ Scientific articles/journals
- ☐ Conversations with others
- ☐ Class at school/university
- ☐ Other (please specify) _____

8. What security measure(s) would you use to unlock your mobile phone? *

(Select all that apply)

- ☐ Swipe
- ☐ Passwords
- ☐ Pattern recognition
- ☐ Finger prints
- ☐ Face ID
- ☐ I do not use any security measures
- ☐ Other (please specify) _____

9. What would be the primary reason for you to use FaceID to unlock your mobile phone? *

- ☐ More accurate
- ☐ More reliable
- ☐ More secure

- ☐ Faster
- ☐ Easier
- ☐ I am not sure
- ☐ None of the above
- ☐ Other (please specify) _____

10. What would be the primary reason for you to NOT use FaceID to unlock your mobile phone? *

- ☐ Less accurate
- ☐ Less reliable
- ☐ Less secure
- ☐ Slower
- ☐ More difficult
- ☐ I am not sure
- ☐ None of the above
- ☐ Other (please specify) _____

11. How knowledgeable are you about the usage of facial recognition technology by your country's government? *

- ☐ Very knowledgeable
- ☐ Somewhat knowledgeable
- ☐ Neutral
- ☐ Slightly knowledgeable
- ☐ Not knowledgeable at all

12. How much do you agree with the statement: "The public should be given the opportunity to consent or opt out of being subjected to facial recognition technology"? *

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

13. On a scale of 1 to 5, where 1 is not at all and 5 is very strongly, how strongly do you feel that use of facial recognition on surveillance cameras is an invasion of your privacy? *

- ☐ 1 (not at all)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (very strongly)

14. How much do you agree the following purposes of using facial recognition technology?*

1) By police in criminal investigation

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

2) By police in their day to day policing

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

3) On smartphones, to allow a phone to 'unlock' in response to the owner's face

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

4) In airports security checkpoint

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

5) In supermarkets to verify whether someone is old enough to buy alcohol

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

6) In supermarkets to track shopper behaviour around the store and target products at shoppers

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

7) In schools to register pupils and check attendance

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

8) In schools to monitor pupils' expressions and behavior

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

9) In schools to prevent non-students from entering campus

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

10) On public transport to let paying customers through ticket barriers

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

11) On public transport to identify persons of interest for the police

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

12) At work to ensure workers do not enter unauthorised or high risk areas (e.g. construction zones)

- ☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree
- 13) At work to monitor personality traits and mood of candidates when hiring for a job
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree
- 14) Events where massive amounts of people gather, e.g. sporting event, concert
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree
- 15) In apartment buildings to identify residents
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree
15. On a scale of 1 to 5, where 1 is very comfortable and 5 is not at all comfortable, how comfortable are you with the police using facial recognition technology? *
- ☐ 1 (very comfortable)
☐ 2
☐ 3
☐ 4
☐ 5 (not at all comfortable)
16. Do you agree that police should use facial recognition technology to better serve the public? *
- ☐ Strongly agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly disagree
17. Reasons for agreeing with police use of facial recognition technology: *
- (Please select all that apply)
- ☐ It is beneficial for the security of society
☐ It is beneficial for my personal security
☐ It enhances existing security systems e.g. CCTV and others
☐ I can opt out or consent
☐ I trust them to use the technology ethically
☐ It will not be misused or hacked
☐ It is indiscriminate e.g. by race and gender
☐ It is accurate
☐ It is reliable
☐ It does not affect me personally

- ☐ I do not know
- ☐ None of the above
- ☐ Other (please specify) _____

18. Reasons for disagreeing with police use of facial recognition technology: *

(Please select all that apply)

- ☐ It infringes on the privacy of people in society
- ☐ It normalises surveillance
- ☐ I can't opt out or consent
- ☐ I do not trust them to use technology ethically
- ☐ It infringes on my personal privacy
- ☐ It will be misused or hacked
- ☐ It can be used to discriminate e.g. by race and gender
- ☐ It is not accurate
- ☐ It is not reliable
- ☐ It affects me personally
- ☐ I do not know
- ☐ None of the above
- ☐ Other (please specify) _____

Subjective judgement questions:

19. Would you feel safer if facial recognition technology was added to surveillance cameras in your city? *
- ☐ Yes
 - ☐ No
 - ☐ I am not sure
20. Do you agree that the use of facial recognition technology can help identify criminals more efficiently in your city? *
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
21. Do you agree that the facial recognition technology can help prevent crimes from occurring in your city? *
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
22. Do you agree that the use of facial recognition technology will deter terrorists in your city? *
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
23. Do you agree with using facial recognition technology as evidence to bring criminals to justice? *
- ☐ Strongly agree
 - ☐ Agree

- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

24. Do you believe that the government will use facial recognition technology without notifying the public? *

- ☐ Strongly believe
- ☐ Believe
- ☐ Neutral
- ☐ Disbelieve
- ☐ Strongly disbelieve

25. How has learning more about facial recognition technology affected your opinion toward its use? *

- ☐ I am now much more supportive of using facial recognition technology
- ☐ I am now somewhat more supportive of using facial recognition technology
- ☐ It had no affect
- ☐ I am now somewhat less supportive of using facial recognition technology
- ☐ I am now much less supportive of using facial recognition technology

26. Do you believe that facial recognition technology will be more widely used in the next 10 years? *

- ☐ Strongly believe
- ☐ Believe
- ☐ Neutral
- ☐ Disbelieve
- ☐ Strongly disbelieve

27. Please list any additional comments you would like to share here:

Note: Thanks for taking the time to complete this survey. Your response is valuable for our research.