Consent

We sincerely invite you to participate in this survey on your personal data. This research will ask for your opinions on the use of personal data in specific situations through an online questionnaire. We estimate that completing this survey will take 10-15 minutes of your time. There are no foreseeable risks associated with this study, and your participation will help us understand people's views on the value of personal data.

If you have read the above introduction and agree to participate in this survey, please understand that your participation is voluntary, and you have the right to withdraw your consent or terminate your participation at any time. You also have the right to refuse to answer specific questions. The results of this survey may be published in scientific or academic research conferences or journals.

This survey will only be used for academic research, and all personal information will be kept confidential. Participants will receive compensation for their time based on the survey company's set rewards. Identifiers will be removed from identifiable private information, and after removal, this information can be used for future research without your additional consent.

If you have any questions, concerns, or complaints about this study, its procedures, risks, or benefits, please contact Professor Yong Suk Lee, the principal investigator, by email at yong.s.lee@nd.edu.

If you are dissatisfied with the way this study is being conducted, or if you have any questions, complaints, or general issues as a participant in this study, please contact the Stanford University Institutional Review Board (IRB) and the independent individuals of the research group by phone at +1-650-723-2480 or toll-free at +1-866-680-2906, or by email at irbnonmed@stanford.edu. You may also write to the Stanford University Institutional Review Board (IRB) at 1705 El Camino Real, Five Palo Alto Square, 4th Floor, Palo Alto, CA 94306.

Consent question

Please read the questions carefully. If you answer the questions too quickly, answer too many questions with the exact same answer, or cannot be verified, your answers will be considered invalid.

Informed consent: I have read and agree to the above introduction.

- o Agree (1)
- o Disagree (0)

Screening

S1 citizenship Are you a citizen of China? o Yes (1) o No (0)

S2 female What is your gender? o Male (0) o Female (1)

S3 birth year What year were you born? (Please enter the year in four digits, for example, 1985)

S4 province Which province do you currently live in?

Yunnan (25) o Beijing (1) o Fujian (13) o Tianjin (2) o Jiangxi (14) Tibet (26) o Shandong (15) o Hebei (3) Shaanxi (27) o Shanxi (4) o Henan (16) Gansu (28) o Inner Mongolia (5) Qinghai (29) o Hubei (17) o Liaoning (6) o Hunan (18) Ningxia Hui (30)

o Heilongjiang (8) o Guangxi Zhang (20) o Hong Kong (33)

liang (18) o Guangxi Zhang (20) o Hong Kong (33)

Shanghai (9)
 Hainan (21)
 Hong Kong (33)
 Jiangsu (10)
 Chongqing (22)
 Macao (34)
 Sichuan (23)

o Guizhou (24)

S5 rural What type of area do you currently live in? o Urban (0) o Rural (1)

S6_minority What is your ethnicity? o Han (0) o Minority (1)

S7_edu What is your highest completed educational level? Please select from the following options:

- o Primary school or below (1)
- o Junior high school (2)
- Vocational high school or equivalent technical school (3)
- o High school (4)

o Anhui (12)

- o Associate degree (5)
- o Bachelor's degree (6)
- o Master's degree (7)
- o Doctorate degree (8)

Ideology

ide0 Thank you for your participation. In the following section, we will ask for your opinions on some policy proposals.

ide1 What is your opinion on the following policy proposals?

More agree with the statement on the right side -->

	1 (4)	2 (3)	3 (2)	4 (1)	
The core of China's diplomatic strategy is to break through the containment and encirclement imposed by the Western countries led by the United States.	0	O	0	0	The core of China's diplomatic strategy should be to manage relations with the Western countries, led by the United States.
Even if the military conditions are ripe, the use of force to unify Taiwan should be avoided as much as possible.	0	0	0	0	In the event that military conditions are ripe, the use of force to unify Taiwan can be considered.
A public holiday should be established to commemorate Chairman Mao's birthday.	O	o	o	o	There is currently no need to establish Chairman Mao's birthday as a public holiday.
For artists who have expressed support for Taiwan independence or Hong Kong independence, as long as they no longer insist on such views, they should be allowed to engage in performing arts activities in mainland China.	0	o	o	o	Artists who have expressed support for Taiwan or Hong Kong independence should be prohibited from engaging in performing arts activities in mainland China.
China should resolutely strike back at some international organizations' criticisms of China on human rights, democracy, and press freedom.	0	0	0	0	For some international organizations that criticize China on issues such as human rights, democracy, and press freedom, China should patiently explain and seek opportunities for improvement.

ide2 What is your opinion on the following policy proposals?

More agree with the statement on the right side -->

			- /->		
	1 (4)	2 (3)	3 (2)	4(1)	
In the long run, a multi-party political system is not suitable for China's national conditions.	O	O	O	0	Long-term, a multi-party competitive political system can be adapted to China's national conditions.
The media must adhere to the policy of positive publicity rather than simply exposing the dark side of society.	O	O	O	0	The media's responsibility is to expose the ugly side of society, not to adhere to positive propaganda as the main approach.
People should be allowed to express positive or negative opinions on national policies on the Internet.	0	0	0	0	People should be prohibited from expressing negative comments on national policies on the Internet.
During the local People's Congress's review of government work, closed-door sessions should be held to avoid public misunderstandings.	0	0	0	o	When local People's Congresses review government work, it should be broadcasted live on television to avoid misunderstandings among the public.
The government should not interfere in personal decisions about whether or not to have children, or how many children to have.	O	0	0	0	The government can intervene and guide whether individuals want to have children and how many children they want.

ide3 What is your opinion on the following policy proposals?

More agree with the statement on the right -->

	1 (4)	2 (3)	3 (2)	4(1)	
Private companies should receive the same treatment as state-owned enterprises in government procurement projects.	O	0	0	0	For government procurement projects, priority should be given to state-owned enterprises.
In the short term, rapid price increases of agricultural and sideline products cannot be relied solely on market forces, and the government should intervene.	0	0	0	0	When agricultural and sideline product price rise rapidly in the short term, market forces should be allowed to automatically adjust without government intervention.
People should be allowed to express positive or negative opinions on national policies on the Internet.	o	o	o	o	Important areas related to national security and people's livelihoods must be controlled entirely by state-owned enterprises.
People should be allowed to freely exchange foreign currencies.	0	o	o	o	People's freedom to exchange foreign currencies should be restricted.
Private ownership and trading of land should be permitted.	0	0	0	0	Private ownership and trading of land should be prohibited.

nat What is your opinion on the following policy proposals?

More agree with the statement on the right -->

	1 (4)	2 (3)	3 (2)	4 (1)	
If given a choice, I would prefer to be a citizen of China.	0	o	o	o	If I had the choice, I would rather be a citizen of a developed Western country.
I do not feel lucky to be Chinese.	0	0	0	0	I feel lucky to be a Chinese person.
When others criticize China, I feel like they are also criticizing me.	o	O	o	o	When others criticize China, I don't feel like they are criticizing me personally.
The humiliations suffered by China in modern times were mainly caused by the corrupt rulers of China.	O	0	0	o	China's humiliation in modern times was mainly caused by foreign imperial powers.
Foreigners often have ulterior motives when criticizing China.	0	0	0	O	Foreigners who criticize China usually have valid reasons.
Since the reform and opening-up, the contribution of Western countries' companies to China's development has been limited.	O	0	0	o	Since the reform and opening up, Western companies have made significant contributions to China's development.

Tech savviness

tech Does the following apply to you?

	Yes (1)	No (0)	Not sure (999)
I have a degree related to engineering/information technology.	0	o	0
I have worked or currently work in the technology industry.	0	o	0
I have some knowledge of big data, artificial intelligence, or machine learning.	0	o	0
I have sent emails using email.	O	0	O
I have downloaded software from the internet.	o	0	o
I have used a VPN.	o	0	o
To verify data accuracy, please select "Not Sure".	o	o	o

Oversea exposure

oversea Does the following apply to you?

	Yes (1)	No (0)
I have been to one of the following countries/regions: Europe, the United States, Canada, Australia, or New Zealand.	O	o
I have been to one of the following countries/regions: Japan, South Korea, Singapore, or the Hong Kong Special Administrative Region.	O	o
In addition to the above countries/regions, I have also been to other overseas countries/regions.	O	o
I have worked or currently work in a foreign company.	0	o
I have studied abroad (including exchange programs).	O	o
I have friends from or currently living in foreign countries.	O	0

Perception on tech companies

tcom What is your opinion on the following statements?

	Strongly agree (4)	Somewhat agree (3)	Somewhat disagree (2)	Strongly disagree (1)
Large technology companies (big companies) are the engine of China's economic growth.	0	o	0	0
The monopoly of large technology companies (leading enterprises) has stifled fair competition and innovation in the market.	0	O	0	0
Governments should more aggressively regulate big tech companies.	0	o	o	o

Views on personal data

data_view What is your opinion on the following statements?

	Strongly agree (4)	Somewhat agree (3)	Somewhat disagree (2)	Strongly disagree (1)
My personal data (such as location, payment transactions, biometric information, etc.) has economic value.	o	o	O	O
I am willing to share my personal data with the government.	0	o	0	0
I am willing to share my personal data with companies or businesses.	0	o	0	0
Generally speaking, Internet companies pay attention to protecting my data privacy.	O	o	0	0
In general, the government cares about protecting my data privacy.	O	o	0	0

Demographic

D1 rural region Where did you grow up?

- O Urban area (0)
- o Rural area (1)
- o Overseas (999)

D2_rural_hukou What is your household registration type?

- o Urban household registration (previously non-agricultural household registration) (0)
- o Rural household registration (previously agricultural household registration) (1)
- o No Chinese household registration (999)

D3_birth_year What year were you born in? (Please enter the year in four digits, such as 1985)

D4_income_level What is your approximate monthly disposable income (including salary, allowances, student living expenses, etc.)?

- o Below 1000 yuan (1)
- o 1000-2000 yuan (2)
- o 2001-3000 yuan (3)
- o 3001-5000 yuan (4)
- o 5001-8000 yuan (5)
- o 8001-12000 yuan (6)
- o 12001-20000 yuan (7)
- o 20000-50000 yuan (8)
- o More than 50000 yuan (9)
- o Refuse to answer (10)

D5_income_cat From an economic standpoint, which category do you think you belong to in your residential area?

- o Lower class (belonging to the lowest 25%) (1)
- o Lower-middle class (below median but above lowest 25%) (2)
- o Upper-middle class (above median but below highest 25%) (3)
- O Upper class (belonging to the highest 25%) (4)

D6 party What is your political affiliation?

- o Communist Party Member (1)
- o Member of democratic parties (2)
- o Communist Youth League Member (3)
- o Independent (4)
- o Unaffiliated (5)

D7_gov_relate Do you have any relatives working in government agencies (including street offices, police stations, courts, etc.)?

- o Yes (1)
- o No (0)

D8_work_fulltime Do you currently (or before retirement) have a full-time job? If you are a student, choose "no."

- o Yes (1)
- o No (0)

D9 work type What is the nature of your work?

- o Party or government agency (1)
- O State-owned enterprise or public institution (2)
- o Private enterprise, foreign-funded or joint venture enterprise (3)
- o Student (4)
- o Retired (5)
- o Unemployed or jobless (6)
- o Other (7)

Main paragraph

main 0 Please read the following text and continue to the next section after completion.

main_text The China Cybersecurity Center has stated that since November 2019, 100 applications, including those in e-commerce and banking, have been penalized for improper collection of personal data, inadequate privacy agreements, or ambiguous rules related to data collection. Many of these non-compliant applications were developed and operated by familiar technology companies. Many tech companies, including well-known enterprise tech giants, have been found to use personal data improperly and deceive consumers into relinquishing their privacy rights.

Examples of these companies abusing personal data include: collecting location data and accessing the camera on smartphones without users' knowledge, selling personal data for profit without consent, and repeatedly prompting users to share data or interrupting their use of the app until they agree to provide personal information.

main q Which of the following is not an example of corporate abuse of personal data?

- Selling personal information without the user's consent (1)
- o Accessing the camera on a smartphone without the user's knowledge (2)
- o Prompting users with annoying messages through the app (3)
- O Collecting facial data with the user's consent (4)

Natural paragraph

control 0 Please read the following text and continue to the next section after completion.

control text

Information Technology (IT) is a general term for various technologies used to manage and process information. It mainly applies computer science and communication technology to design, develop, install, and implement information systems and application software. Compared to personal or entertainment use, IT is more commonly used in business and operational scenarios. There are also many products and services related to information technology on the market, including computer hardware, software, electronic products, semiconductors, the internet, telecommunications equipment, and e-commerce.

control_q Which of the following is not included in the products and services related to information technology?

- o E-commerce (1)
- o Internet (2)
- o Postal and courier services (3)
- o Telecommunications services (4)

T1: US-China Competition

treat 1 0 Please read the following passage and continue to the next section after completing it.

treat1 text

The competition between the United States and China in the field of artificial intelligence has been intensifying. Recent data shows that China is rapidly developing in this field. In 2020, Chinese scholars surpassed the United States in the number of citations in AI journals for the first time. However, China still lags behind the United States in total investment in AI. Before China can truly become the world leader in artificial intelligence, investment in AI, especially non-government-led, personal, or market-based investment, needs to continue to increase.

The rapid development of artificial intelligence in China has been driven by many factors. For example, under strong policy support, education in related fields has been rapidly improved, the digital ecosystem has been rapidly developed, and the ability of enterprises to collect consumer data has been enhanced. All of these factors help China move towards its goal of becoming the world leader in artificial intelligence by 2030.

treat1_q Which of the following is not a policy that promotes the development of artificial intelligence?

- o Improving the education level of related fields (1)
- Reducing personal income tax for all people in the country (2)
- o Improving the ability of enterprises to collect and share consumer data (3)
- o Developing the digital ecosystem vigorously (4)

T2: US sanction

treat2 0 Please read the following text and continue to the next section after completing it.

treat2 text

The trade war between China and the US has turned into a technology war. Since 2018, the US has banned more than 300 Chinese companies from using US technology, preventing Chinese companies from accessing critical components for production and severely limiting their technological development. For example, Huawei lost the right to use Google's Android operating system, leading to a sharp drop in smartphone sales. Former US President Trump also tried to force ByteDance to sell its highly successful TikTok business (the international version of Douyin) to a US company. In early 2021, China Mobile, China Telecom, and China Unicom were all forced to delist from the New York Stock Exchange. Experts say that the fundamental reason for the US ban on Chinese companies is to protect the US technology industry and other domestic industries from the impact of Chinese exports.

treat2 q Which of the following is not an impact of the US sanctions on Chinese companies?

- o Companies cannot access electricity supply (1)
- o Companies cannot access critical components for production (2)
- o Companies lose the ability to collect data on US consumers (3)
- o Companies lose access to smartphone operating systems (4)

T3: Government use of data

treat3 0 Please read the following short article and then proceed to the next section.

treat3 text

In recent years, governments have installed a series of technologies to monitor and collect personal data, everyone is included, and no one can opt out. These technologies use cameras to monitor public spaces and collect personal biometric data (eg, facial data, life trajectories, etc.) without the knowledge or consent of individuals. When purchasing a sim card, individuals must provide their personal information as well as facial data. Public schools are also monitoring students through the use of technology such as surveillance cameras, smart wristbands and smart uniforms that can track their movements. China's social credit system also collects and uses technologies such as artificial intelligence, facial recognition, and big data to analyze various personal and business data without the citizens' knowledge.

treat3_q Which of the following does not belong to the technology that the government supervises individuals?

- o Artificial Intelligence (1)
- o Big Data (2)
- o Facial recognition (3)
- o Letters (4)

Private use

out0 In the next section we will ask some questions about your views on data sharing with businesses, central government and local government.

out1 Are you willing to share the following types of personal data with companies?

	Very willing (4)	Somewhat willing (3)	Somewhat unwilling (2)	Very unwilling (1)
Bio and physiognomy images	o	o	o	o
Online Shopping History	o	o	o	o
Web Browsing History	o	o	o	o
Personal location, address or travel information	0	o	o	o
Personal Driving Record	o	o	o	o
Medical Diagnostic Records	o	o	o	o
Personal Financial Information	o	0	o	o

out2 Are you willing to share your personal data with the company for the following purposes?

	Strongly support (4)	Somewhat support (3)	Somewhat disagree (2)	Strongly disagree (1)
More targeted delivery of advertisements to consumers.	o	O	O	o
Differentiate prices for products based on user habits, preferences, and spending power.	o	o	o	o
Sell the data to third-party businesses so they can better understand user preferences.	o	0	0	o

out3 Are you willing to share the following types of personal data with the central government?

	Very willing (4)	Somewhat willing (3)	Somewhat unwilling (2)	Very unwilling (1)
Bio and physiognomy images	o	o	o	o
Online Shopping History	o	o	o	o
Web Browsing History	O	o	o	O
Personal location, address or travel information	0	o	o	o
Personal Driving Record	o	o	o	o
Medical Diagnostic Records	o	o	o	o
Personal Financial Information	0	o	o	o

out 4 Do you support the use of personal data by the central government for the following purposes?

	Strongly support (4)	Somewhat support (3)	Somewhat disagree (2)	Strongly disagree (1)
In the case of clear signs, use face recognition technology to identify potential criminals and prevent illegal acts from happening.	0	0	0	0
Identify people online and on social media who disagree with central government policy to prevent incidents that could destabilize society.	0	0	O	0
Submit user location data to mobile applications (such as health codes) to control the spread of the epidemic.	O	O	O	o

out5 Are you willing to share the following types of personal data with the local government?

	Very willing (4)	Somewhat willing (3)	Somewhat unwilling (2)	Very unwilling (1)
Bio and physiognomy images	o	o	o	o
Online Shopping History	o	o	o	o
Web Browsing History	o	o	o	o
Personal location, address or travel information	o	o	o	o
Personal Driving Record	o	o	o	o
Medical Diagnostic Records	o	o	o	o
Personal Financial Information	O	o	o	o

out6 Do you support the use of personal data by the local government for the following purposes?

	Strongly support (4)	Somewhat support (3)	Somewhat disagree (2)	Strongly disagree (1)
In the case of clear signs, use face recognition technology to identify potential criminals and prevent illegal acts from happening.	0	0	0	0
Identify people online and on social media who disagree with central government policy to prevent incidents that could destabilize society.	0	0	O	o
Submit user location data to mobile applications (such as health codes) to control the spread of the epidemic.	0	o	0	o

out7 Do you agree with the following statements?

When using my personal data, I believe that the company will treat it seriously and responsibly. (10 means completely agree, 0 means completely disagree)

- 0 (0)
- 0 1(1)
- 0 2 (2)
- 0 3 (3)
- 0 4 (4)
- 0 5 (5)
- 0 6 (6)
- o 7 (7)
- 0 8 (8)
- 0 9 (9)
- 0 10 (10)

out8 Do you agree with the following statements?

When using my personal data, I believe that the central government will treat it seriously and responsibly.

(0 means completely agree, 0 means completely disagree)

- 0 (0)
- 0 1(1)
- 0 2 (2)
- 0 3 (3)
- 0 4 (4)
- 0 5 (5)
- 0 6 (6)
- o 7 (7)
- 0 8 (8)
- 0 9 (9)
- o 10 (10)

out9 Do you agree with the following statements?

When using my personal data, I believe that the local government will treat it seriously and responsibly.

(0 means completely agree, 0 means completely disagree)

- \circ 0 (0)
- 0 1(1)
- 0 2 (2)
- 0 3 (3)
- 0 4 (4)
- 0 5 (5)
- 0 6 (6)
- o 7 (7)
- 0 8 (8)
- 0 9 (9)
- 0 10 (10)

out10 Do you agree with the following statements?

Personal user data is critical to Chinese companies gaining a head start in the global competition to develop artificial intelligence technology.

(0 means completely agree, 0 means completely disagree)

- \circ 0 (0)
- 0 1(1)
- 0 2 (2)
- 0 3 (3)
- 0 4 (4)
- 0 5 (5)
- 0 6 (6)
- 0 7 (7)
- 0 8 (8) 0 9 (9)
- 0 10 (10)

out11 Do you agree with the following statements?

Personal user data is critical to the central government's goal of making China a world leader in developing artificial intelligence technology by 2030.

(0 means completely agree, 0 means completely disagree)

- $\circ 0(0)$
- 0 1(1)
- 0 2 (2)
- 0 3 (3)
- 0 4 (4)
- 0 5 (5)
- 0 6 (6)
- o 7 (7)
- 0 8 (8)
- 0 9 (9)
- 0 10 (10)

out12.1 If today a private company invited you to upload an image of your face into their database and grant the right to use it, the company would be willing to pay for it. Would you like to provide your facial data?

- o Willing (1)
- o Unwilling (0)

out12.2 How much money (unit: yuan, integer, eg: 5, 10, 100) will you ask this private company as compensation for uploading the facial image and granting the right to use it?

out13.1 If today a central government-affiliated agency invited you to upload an image of your face into their database and grant access to it, the agency would be willing to pay for it. Would you like to provide your facial data?

- o Willing (1)
- o Unwilling (0)

out13.2 How much money (unit: yuan, integer, eg: 5, 10, 100) will you ask this central government agency as compensation for uploading facial images and granting use rights?

feed Finally, we would like to ask you to give us some feedback. In the process of answering the questionnaire, can you concentrate and answer the questions carefully? Please answer as truthfully as possible. Your answers will be helpful to our analysis, but will in no way affect your compensation.

- o I was able to concentrate while completing the questionnaire; therefore, the information I provided was very valuable. (1)
- My mind sometimes wanders while filling out the questionnaire; therefore, use caution with the information I provide. (0)

Thank you for your participation!