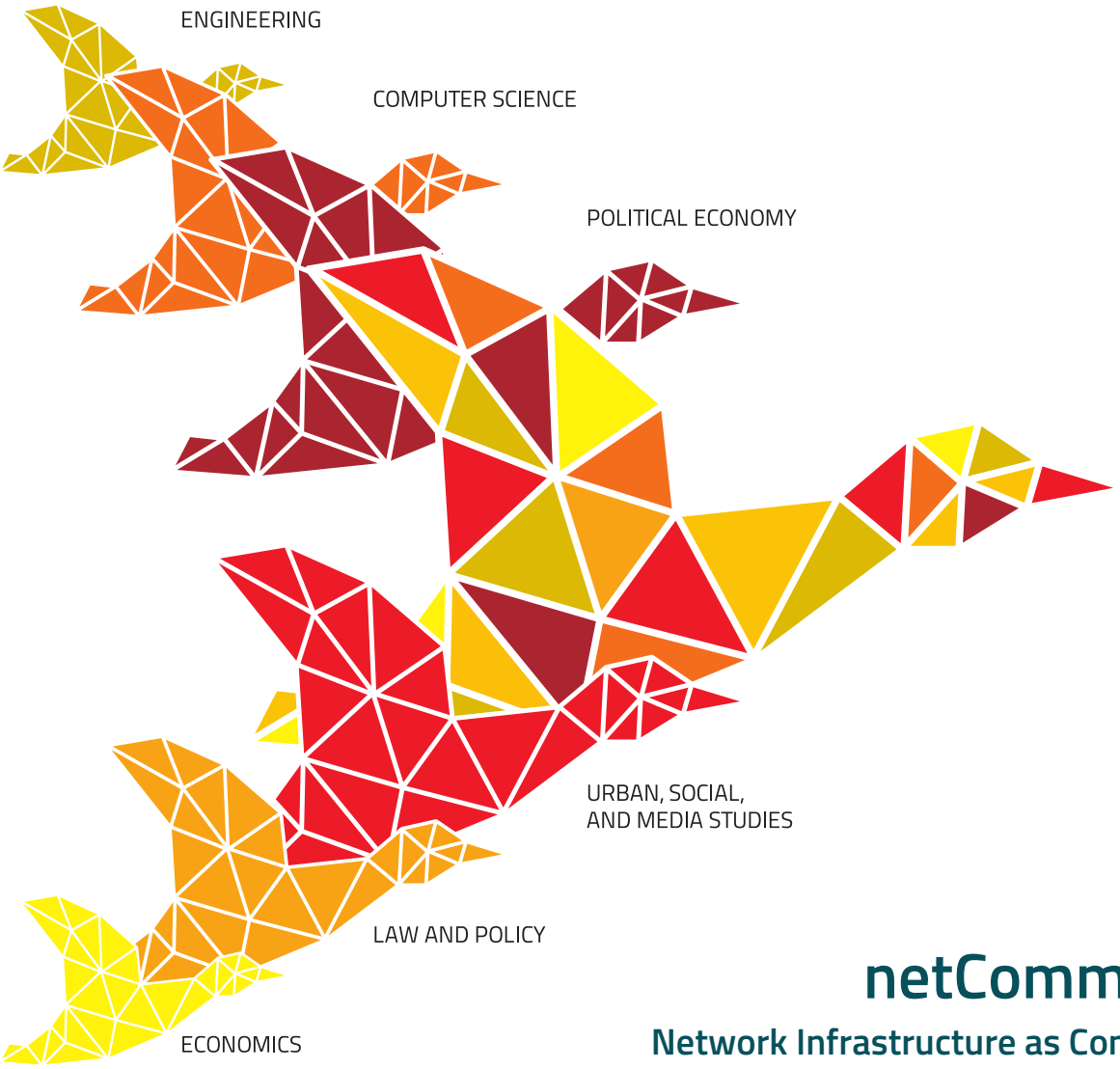


**netCommons**

**Network Infrastructure as Commons**

# D5.2: Alternative Internet Survey Design

**Deliverable Number D5.2**
**Version 1.0**
**March 28, 2017**

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## Executive summary

Deliverable D5.2 describes the design of an online survey to examine the concerns about Internet usage expressed by standard Internet users. In addition, the survey records attitudes of standard Internet users as to the possibility of using community networks. Such information is considered significant for community networks themselves as well as for policy-makers and regulators.

Online surveys present advantages and disadvantages; the deliverable outlines them using relevant literature on survey design and research methods. One of the disadvantages is the fact that not all members of the population have Internet access. As a result, online surveys are limited to those who have Internet access and relevant skills. This restriction is not a problem for our purposes, though. Indeed, we are interested only in Internet users and, as described in our sampling method, specifically those users who are expected to be regular and competent. The implication is that the survey we have designed cannot be generalised across all Internet users; generalisability, however, is not our purpose. Our target groups will include Information Technologies (IT) professionals, academics, and students/young people. The main pool of respondents will be the UK but we expect to use respondents from some of the countries of the other netCommons partners. To locate these respondents of interest we will use a number of relevant mailing lists.

In designing the online questionnaire, we have also drawn on various other studies and surveys addressing relevant issues and have used good practices that we have encountered there. The design is based on the inclusion of different categories of questions, separated in five different Sections labeled from A to E. After a short explanation of the aims of the questionnaire and the provision of the relevant consent form (in A), Section B includes a set of questions about the Internet usage and the digital skills of the respondent, drawing on other similar surveys. Subsequently, section C, which can be seen as the core section of the questionnaire, addresses a number of concerns that the respondent might have as an Internet user. Those concerns cover a number of areas, such as: a) privacy and data control, b) digital labour and advertising/consumer culture, c) monopolies of information provision, d) Internet governance and electronic democracy. To identify these concerns, we have built on the work in deliverable D2.1 (netCommons D2.1, 2016), which discussed some of these issues from a sustainability perspective. We have also included questions to measure the degree to which the respondent would consider alternative ways of Internet usage. Section D, which follows, explicitly mentions the possibility of considering community networks as an alternative and also seeks to measure the views of the users as to the potential of such networks. Section E includes demographics of the respondent, as well as certain attitudes that they might have towards life and society.

In conducting the survey we intend to use the platform limesurvey[1]; the reasons for this choice are that limesurvey is built on open source code, whilst it also presents convenient functionality, including the possibility of anonymisation of the user. We also intend to conduct a pilot study with a small number of respondents and expect to yield some preliminary results which could lead to minor modifications and improvements of the original questionnaire presented in this deliverable.

[1] http://limesurvey.org

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# 1 Introduction

Deliverable D5.2 comprises the design of an online survey to examine the concerns about Internet usage that can be identified among standard Internet users. Such concerns will provide useful input both to community networks and to audiences such as policy-makers and regulators who play significant roles in the telecommunications and Internet landscape and, consequently, need to take informed steps as to the regulation of the Internet and the ways in which community networks can be part of this landscape. In addition, the survey will include attitudes of standard Internet users as to the possibility of using community networks. Sec. 1.1 and Sec. 1.2 identify the main issues and challenges in designing an online survey, while Chapter 2 presents the design procedure of the questionnaire itself, whose template is finally presented in Chapter 3.

## 1.1 Advantages and Limitations of Online Surveys

(Bryman, 2015), pp.235-237 summarises some of the characteristics of online surveys (alternatively called web surveys) compared to traditional ways of conducting a survey, such as telephone questionnaires or face-to-face questionnaires. Advantages of online surveys include:

- They are easier to administer and require less resources;
- They have faster response;
- They present attractive formats;
- They are suitable for filter questions (provide options to jump in the questionnaire);
- They are suitable for open questions (they attract more detailed answers and they have the advantage of avoiding handwriting);
- They are suitable for sensitive questions and minimise the social desirability effect;
- They minimize the impact of the interviewer effect (in terms of class, ethnicity, gender).

Disadvantages of online surveys to be considered are:

- They presuppose Internet access on the part of the respondent;
- They tend to have low response rates;
- The researcher cannot control who the respondent is;
- The respondents have the opportunity to consult others;
- The respondents cannot be probed.

The online survey is suitable for our purposes as it gives us the opportunity to address the relevant population of respondents (Internet users), requires few resources, is expected to generate quick responses, and is suitable for a combination of closed and open questions.

## 1.2 Sampling

A common problem in online surveys is that not all people in a population have Internet access, use the Internet or have the ability to fill in an online questionnaire. In other words, there is no clear sampling frame of the population, which makes sampling very demanding. Additional issues include the fact that many people have access to different computers as well as the fact that Internet users are a group which is non-representative of

the population in terms of education, (they tend to be more educated), age (they tend to be younger), socio-economic level (they tend to be better-off), and ethnicity (they tend to belong to white ethnic backgrounds) (Bryman, 2015).

Taking into account these limitations, an online survey can hardly be representative of the entire population. However, the advantage of the work undertaken here is that we target Internet users as opposed to the general population. The twofold implication is that on the one hand our respondents of interest will be able to participate in a web survey, while on the other hand, generalisation over the entire population is not the purpose of this exercise. We therefore adopt a method of purposeful sampling and seek to locate user communities and groups of Internet users. In selecting relevant user communities, we replicate practices followed by other researchers. For instance, the Internet Society in their Internet Governance Survey explain that:

> "*The topics covered by the survey, the means of recruiting participants, and the nature of the questions mean that it attracted individuals who have a higher interest in Internet governance than the general Internet user community. Thus, while the results are not representative of a broad population, we nonetheless believe they are a useful window into the range of stakeholders' needs and expectations.*" (Internet Society, 2015)

Following this logic, we have selected user groups who we believe have sufficient knowledge, competence and interest in the topics that are relevant for our purposes. The topics include: surveillance, data protection, privacy, advertising and consumer culture, market structure and choice in Internet access, and Internet governance and electronic democracy. In addition, the chosen groups are relatively easy to access and recruit. Groups to consider include: academics, IT professionals, and the younger generation (people aged 16 to 30). Academics and IT professionals are assumed to be heavy information technology users and have relevant knowledge and interest. Academics are an apposite group due to the high information content of the educational process, which necessitates activities such as the provision of online educational materials, the regular online communication with students, as well as more general knowledge/information searching and sharing.

Moreover, there is evidence that younger Internet users are heavier users, that is they spend more time online compared to other age groups. In the UK, for instance, according to the latest Ofcom data, younger Internet users have a higher volume of Internet use than all Internet users (in 2015, 31.2 hours for 16-24 years old and 26.8 hours for 25-34, compared to the total average weekly hours spent online at 21.6 hours among all adult population) (Ofcom, 2016), p. 32. This evidence is supported by the latest Eurostat report on Internet usage which shows that younger people not only spend more time online but, importantly, they are more likely to engage in a more diverse set of communication activities when online (eurostat, 2016).

The survey will target predominantly the UK though, ideally, we would like to include similar sites and communities for some of the other countries where the project partners are based (i.e., France, Greece, Italy, Spain, and Switzerland). In conclusion, the survey results will not be representative of the entire Internet population. Indeed, as noted, this is common practice in Internet related surveys. We are aware of this and will reflect on it when we present the results of the survey.

# 2 The Design of the Online Questionnaire

In designing the online questionnaire we have taken into account relevant studies about Internet usage. These include the Oxford *Internet Survey Cultures of the Internet: The Internet in Britain* (Dutton, 2013), the Internet Society's *Global Internet User Survey* (Internet Society, 2012), the Pew Centre report *Americans' Attitudes about Privacy, Security and Surveillance* (Madden, 2015), the University of Twente's *Measuring Digital Skills: From Digital Skills to Tangible Outcomes* (van Deursen, 2014), and the Eurostat *Community Survey on ICT Usage in Households and by Individuals – 2017 Model Questionnaire* version 0.11 (eurostat, 2017). We have also drawn on the research design of the Austrian Science Fund project *Social Networking Sites in the Surveillance Society*[1] (Allmer, 2012; Kreilinger, 2014), as well as on the study by (Turow, 2008).

Section A offers a short explanation of the aims of the questionnaire based on the NetCommons project, and has the consent form that all respondents will need to accept before they proceed with answering the questions.

Section B of the questionnaire is about Internet usage and digital skills. Internet usage comprises a number of different dimensions, namely: frequency of Internet usage for particular activities, type of provision of Internet service, as well as an evaluation of the availability and quality of the signal that the user is likely to have when on the move.

To measure digital skills, we rely on the work of (van Deursen, 2014). They decided to use self-reporting, as opposed to other methods such as performance tests, a costly and time-consuming method, less appropriate for large-scale surveys (van Deursen, 2014), p.11. Like them, we use a Likert-type format that provides flexibility to the respondents. The response options use truth claims. This design allows the respondents to self-reflect and choose the answer they believe is true for them.

The six options offered are: "Not at all true of me," "Not very true of me," "Neither true nor untrue of me," "Mostly true of me," and "Very true of me," and "I do not understand what you mean by that." "[T]he wording of this scale, invites a more neutral and objective response from participants, compared to scales which used more emotive and personal discourse like "poor"" (van Deursen, 2014), p. 11. The researchers explain that the last option ("I do not understand what you mean by that") is important "because not knowing what something is (e.g., Wi-Fi network) is subtly, but importantly, different to knowing what something is but not knowing how to do it (e.g. connecting to the Wi-Fi network)" (van Deursen, 2014), p. 13. We shall use a Likert scale, where the highest value will indicate more competent users.

This operationalisation process, though selective in which actual skills are included, provides all the same a good overview of the skills of the user. The actual measurement that we will engage in will be based on a coding process assigning a number from 1-5 for each of the five possible answers, with 5 denoting the option "Very true of me" and 1 denoting the option "Not at all true of me". The number 0 will be assigned to the option "I do not understand what you mean by that." The different categories used are not of equal significance as indicators of skills; for example, the operational skills are seen as more important than the creative skills. The information navigation and social information categories are also relatively significant as indicators or basic skills. To account for these differences in the weight' that a category carries in the overall assessment, we have decided to consider the operational, information navigation and online social networking categories more important and have assigned to them a combined larger number of skills compared to the creative skills.

Section C addresses concerns of the users. A significant part of this is about privacy concerns. When examining these there are at least two important issues to consider. First, the degree of **awareness** of the privacy issues on the part of the respondent and the degree of **concern**. Concern presupposes awareness, but is rather different; however, expressing awareness of privacy issues can be seen as a proxy of concern. Indeed, this will be our

[1] http://www.sns3.uti.at

approach as, for reasons of space and brevity, we will not have the opportunity to ask different sets of questions to measure awareness and concern separately. The second issue to consider is the **steps** taken by the user to address some of the problems that are identified and for which concerns are expressed.

We will examine the above issues in the context of online activity only, but will expand on them by adding a third one, namely that of **consideration of alternatives**. This clearly informs our overall research on community networks, which can be seen as alternatives to mainstream Internet connection.

(Kreilinger, 2014) has carried out a relatively comprehensive review of studies addressing privacy concerns. A central theme is the possible correlation between one's privacy concerns and being more careful in one's online activity. Some studies have identified a positive correlation (Christofides, 2009), while others have found little or no correlation (Acquisti, 2006), (Debatin, 2009). This is indeed an open and not straightforward question which we will like to address when analyzing the results of the survey.

Following (Kreilinger, 2014), we use the standard and established "core privacy" Harris and Westin index as adapted by (Turow, 2008), which deals with consumers' attitudes towards privacy in the marketplace. It comprises three questions about consumer activity:

- Consumers have lost all control over how personal information is collected and used by online companies.
- Most businesses handle the personal information they collect about consumers in a proper and confidential way.
- Existing laws and organisational practices provide a reasonable level of protection for consumer privacy today.

(Kreilinger, 2014) sees the above statements as a measure of "economic surveillance". This is not necessarily an accurate term. The index focuses on economic and policy dimensions, so one could say it is a political-economic privacy index. If adjusted for online consumer activity, the statements become:

- Users have lost all control over how personal information is collected and used by online companies.
- Most online businesses handle the personal information they collect about users in a proper and confidential way
- Existing laws and organisational practices provide a reasonable level of protection for users' online privacy today.

The answers to these questions (questions QC2a to QC2c in our survey) range from "Strongly agree", "Agree", "Disagree", "Strongly Disagree" or "Do not know". We have, however, expanded the Harris and Westin index on the basis that online consumer activity involves more actors in a system that is far from transparent. When addressing the issue of online data protection/data sharing, Internet service providers, search engines and social media platforms have also to be taken into account as they mediate user activity. There are at least two dimensions to this data sharing: one has to do with sharing with businesses (e.g. Google or Facebook selling data to advertisers), while the second is about sharing data with political authorities, medical or insurance organizations, or the police (what can be called "political surveillance"). We have addressed these with two relevant questions (questions QC2d and QC2e).

Following this measurement of privacy concerns, we also examine the link between concerns and steps taken to address these concerns. To this end, we have devised a number of steps that can possibly be taken by the user and have asked relevant questions (question QC3). Our intention in this is not to construct a "reaction" or "resistance" index, but rather to identify in our analysis of data the extent to which there is a link between privacy concerns and changes in attitudes towards Internet use. Last, as mentioned above, we have also included a question to measure the degree to which the respondent would consider using alternative social media platforms; the answer to that question (question QC4) will be part of the "privacy concern" index that we will produce in our analysis. Understandably we could have included more questions of this sort (e.g. "using an alternative search engine") but we have not done so for reasons of space and brevity.

Section C continues with a set of questions on the theme of digital labour, advertising and consumer culture

(questions QC5 to QC9). The questions on advertising can be used to provide a measure of a possible "advertising concern" index in our analysis of responses. To this we have included a question of consideration of alternatives which we will build into the "advertising concern" index during our analysis (question QC9).

These questions are followed by a set of questions on monopolies, which seek attitudes towards the dominant presence of an Internet service provider, social networking site, or search engine, alongside questions on accuracy of information, fake news and taxation (questions QC10 to QC13). This set of disparate questions cannot function as a coherent measure of a concept; still, the answers to the questions on dominant providers of Internet service, social networking and search facilities can be coded together to give a "monopoly concern" index, as we will indeed try to show in our analysis. We also have one question on consideration of alternatives which we intend to build into the "monopoly concern" index (question QC13).

The last set of questions in section C are related to the theme of Internet governance and electronic democracy, by which we mean issues of equality of Internet access, online visibility on social networks, access to online content, or user participation in the shape of social networking platforms (questions QC16 to QC20).

Section D seeks to capture perceptions of users about community networks and the extent to which they could provide alternatives to the current user concerns. This is a demanding request on the respondents as not many of them are expected to know what community networks are. We therefore provide a short description before asking two related questions: the first (question QD1), is about the attitudes of the respondents vis-à-vis the potential of community networks to address user concerns (this can be loosely seen as a measure of attitudes towards sustainability of community networks); the second (question QD2), is about whether the respondents would themselves consider switching to a community network. We have kept the questions short so as to give the opportunity to the respondents to provide their insights.

Finally, section E concerns demographics. In addition to the standard questions found in this section in surveys in general, we have added a last one titled "Attitudes towards Life and Society" (question QE8) The aim of this question is, based on a respondent's answers regarding participation in local and social activities and organisations, to extrapolate the potential of her/him getting involved in a community network.

The platform *limesurvey* (`www.limesurvey.org`) will be used for carrying out the survey. This is the most popular open source platform for conducting Web surveys. It has the functionality we need, including diverse types of questions, opportunity for branching questions, support for different languages, data export to different formats, collection of statistics, and user-friendliness. In addition, this survey tool addresses the ethical concern of anonymisation as it provides the option not to store the IP address of the respondents in the survey results.

Before we officially launch the survey, we shall conduct a small pilot in order to identify and correct any technical glitches as well as to adjust and improve the questions, if needed. The final survey then might be slightly modified from the one presented here.

# 3 Survey on Internet Attitudes

## SECTION A: Consent and Information

The NetCommons Project (EU Horizon 2020 project netCommons: Network Infrastructure as Commons, http://netcommons.eu/, grant agreement number: 688768) is conducting a survey on Internet usage and sustainability. The objective of this survey is to examine any concerns about Internet usage among standard Internet users and at the same time explore the potential of alternative Internet provision. Such concerns will provide useful input to policy markers and regulators who hold significant responsibilities over the telecommunications and Internet landscape, and consequently need to take informed steps towards the evolution of this landscape. Your responses will also help us and the alternative Internet community to better understand the issues and concerns, and inform the role we can play to address (some of) these issues.

---

The questions should take approximately 15 to 20 minutes to complete. We would be grateful if you could find the time to respond. The survey will be open from 1 May to 15 June 2017[1]. A synthesis report of responses will be made available on the netCommons website shortly after the survey closes.

**Thank you in advance for taking part in this survey!**

---

**Informed Consent Form**

*This survey does not have any commercial purposes, the involved researchers do not have any monetary benefits by conducting it and the results will be published in the form of reports and research papers based on the survey. Furthermore, the collected data will be analysed and published as open data. Neither the open data nor any of the publications will contain any personal identifiers of the survey participants. We will not ask you to provide personally sensitive data in this survey and all the answers provided will be used only in anonymous form.*

*By signing this form, you confirm the following:*

- *I have read and understood the purpose of the survey.*
- *I agree that the answers I give will be stored in digital form in a database in such a way that I am not personally identifiable.*
- *I understand that my words may be quoted in publications, reports, web pages, and other research outputs in anonymous form only (no name or other personal identifiable data will ever be mentioned).*
- *I understand that my taking part is voluntary. I can withdraw from the study at any time during the survey and I do not have to give any reasons for why I no longer want to take part.*
- *I understand that my personal details such as my name, email, phone number and address will not be asked for during the survey and will not be available to the researchers or to other people.*

*The person responsible for the treatment of the data used in this survey is:*

[1] The approximate time required and the dates the survey are indicative and will be finalised after the pilot with the official launch of the survey.

*Prof. Christian Fuchs*
*University of Westminster*
*Email: c.fuchs@westminster.ac.uk*
*phone 44 20 7911 5000 ext 67380*

*If you have any questions, don't hesitate to contact him.*

*I agree to these terms and want to participate in the survey.*

| *Yes* | *No* |
|---|---|
| | |

## SECTION B: Internet Usage

[Frequency of Internet access]

**QB1: How often do you go online and for which of the following activities for private purposes?**

| | Several times a day [5] | Daily [4] | Weekly [3] | Monthly [2] | Less than monthly [1] | Never [0] |
|---|---|---|---|---|---|---|
| a. Check my email | | | | | | |
| b. Use instant messaging (e.g. WhatsApp, Facebook Messenger) | | | | | | |
| c. Make or receive phone and video calls over the Internet (e.g. Apple's FaceTime, Microsoft's Skype) | | | | | | |
| d. Read or write a blog | | | | | | |
| e. Participate in social networks such as Facebook or LinkedIn (creating user profile, posting messages or other contributions) | | | | | | |
| f. Post messages on Twitter | | | | | | |
| g. Watch online video on YouTube or another video platform | | | | | | |
| h. Upload videos to YouTube or another video platform | | | | | | |
| i. Watch longer-duration movies or TV programs online through a streaming service such as Netflix, Amazon Prime, etc. | | | | | | |
| j. Listen to music online through a streaming service such as Spotify etc. | | | | | | |
| k. Play online games | | | | | | |
| l. Buy or sell goods or services online (e.g. Expedia, Airbnb, Amazon, eBay, Uber) | | | | | | |

| | Yes | No |
|---|---|---|
| m. I have used storage space on the Internet to save documents, pictures, music, video or other files for private purposes in the last 3 months (e.g. Google Drive, Dropbox, Windows OneDrive, iCloud Amazon) | | |

Source: adapted from (OII, 2013) OxIS questionnaire, QC8, p.3; and (eurostat, 2017), C4 and C5, p. 4.

[Type of Internet connection (fixed/mobile), home/work/other location of use)]

**QB2: Who provides Internet access at your home? Please tick all that apply.**

| | |
|---|---|
| Fixed line telephone company | |
| Cable television provider | |
| Satellite television provider | |
| Mobile phone company | |
| Other (e.g. community network): please specify | |

**QB3: Have you ever changed Internet service providers? Please tick one.**

| | |
|---|---|
| No, I have no other options. I can only access the Internet through my current provider. | |
| No, I never considered it; I am fully satisfied with my current ISP. | |
| No. I considered it and have other options but it is too complicated, inconvenient and/or time consuming. | |
| Yes, I have changed Internet service providers | |
| • How many times?<br>• What was the main reason you wanted to change (tick as many as relevant):<br>☐ Cost<br>☐ It was too slow<br>☐ Better offer<br>☐ Too many interruptions or breakdowns of the connection<br>☐ Privacy<br>☐ Other (please specify, e.g. moved house) | |

**QB4: Do you have wireless Internet access in your household through Wi-Fi?**

| Yes | No |
|---|---|
| | |

**QB5: How satisfied are you with the quality of your Internet connection at home in terms of its speed and the continuity of the connection?**

| Totally satisfied | Moderately satisfied | Not so satisfied | Totally unsatisfied | Do not know |
|---|---|---|---|---|
| | | | | |

**QB6: Imagine you travel on the train in the country where you currently live. You are using a laptop and you want to connect to the Internet. On average, how good do you think the Internet access on such a journey is? Please select all that apply**

- ☐ In many cases, no Wi-Fi-Internet access is available. I will not be able to connect to the Internet.
- ☐ In many cases, no Wi-Fi-Internet access is available. I will try to connect to the Internet via my phone or another device.
- ☐ Wi-Fi-Internet access is available, but very expensive.
- ☐ Wi-Fi-Internet access is available for a fee that I do not consider expensive and am willing to pay.
- ☐ Wi-Fi-Internet access is available without payment and without the need for special registration.
- ☐ Wi-Fi-Internet access is available, but I have to register and sign-up to some form of promotion or advertising.

**QB7: In the above situation(s), how good do you think is on average the speed of the Internet connection?**

| Too slow | Relatively fast, but not fast enough for what I want to do | Fast enough | Do not know/Do not remember |
|---|---|---|---|
| | | | |

[Assessment of digital skills]

**QB8: Which of the following do you feel confident you can do when using a computer?**

**Please tick all that apply.**

| **Operational skills** | Very true of me [5] | Mostly true of me [4] | Neither true nor untrue of me [3] | Not very true of me [2] | Not at all true of me [1] | I do not understand what you mean by that [0] |
|---|---|---|---|---|---|---|
| I know how to download and open a downloaded file | | | | | | |
| I know how to download/save a photo I found online | | | | | | |
| I know how to use shortcut keys (e.g. CTRL-C for copy, CTRL-S for save) | | | | | | |
| I know how to open a new window in my browser | | | | | | |
| I know how to upload files | | | | | | |
| I know how to install an app on my mobile | | | | | | |
| I know how to go to a different webpage | | | | | | |
| I know how to complete online forms | | | | | | |
| I know how to adjust my privacy settings | | | | | | |
| I know how to connect to a Wi-Fi network | | | | | | |
| I know how to install an Operating System | | | | | | |
| I know how to manage updates in my Operating System | | | | | | |
| I backup my data regularly | | | | | | |
| I know how to use cloud services | | | | | | |

| **Information navigation skills** | Very true of me [5] | Mostly true of me [4] | Neither true nor untrue of me [3] | Not very true of me [2] | Not at all true of me [1] | I do not understand what you mean by that [0] |
|---|---|---|---|---|---|---|
| I know how to select the best keywords to use for online searches | | | | | | |
| I know how to find a website I visited before | | | | | | |
| I know what a Cookie is | | | | | | |
| I know how to delete the navigation history in my browser | | | | | | |
| I know how to browse the Internet anonymously | | | | | | |

| **On-Line Social Networking Skills** | Very true of me [5] | Mostly true of me [4] | Neither true nor untrue of me [3] | Not very true of me [2] | Not at all true of me [1] | I do not understand what you mean by that [0] |
|---|---|---|---|---|---|---|
| I know which information I should and shouldn't share online | | | | | | |
| I am careful to make my comments and behaviours appropriate to the situation I find myself in online | | | | | | |
| I know how to choose who I share content with online (friends, friends of friends or public) | | | | | | |
| I know how to remove friends from my contact lists | | | | | | |

| **Creative information skills** | Very true of me [5] | Mostly true of me [4] | Neither true nor untrue of me [3] | Not very true of me [2] | Not at all true of me [1] | I do not understand what you mean by that [0] |
|---|---|---|---|---|---|---|
| I know how to provide comments to a blog online | | | | | | |
| I know how to design my own website | | | | | | |
| I know how to create something new from existing images, music or video | | | | | | |
| I know what copyright means | | | | | | |
| I know which licenses to apply to my online content | | | | | | |

(Source: adapted from (van Deursen, 2014) "Table 18 Proposed items and factors to measure Internet skills,", p. 38.)

## SECTION C: Concerns

**Surveillance, Data Protection and Privacy**

This section addresses privacy concerns about online activity. Internet use generates user data. When going online, either through a fixed line, a mobile phone or a wireless network, we generate data when we buy goods, visit websites, use search engines, use social media, or listen to and watch online content.

**QC1: Have you experienced privacy violations in respect to any of the following Internet services?**

- ☐ Spam e-Mail
- ☐ Hacking of my e-Mail account
- ☐ Social media platforms
- ☐ Online shopping
- ☐ Online banking
- ☐ Search engine
- ☐ Mobile phone use

**Please provide an example/ more details of the privacy violation you experienced.**

_____ (Open answer textbox)

**QC2: Please consider the following statements [based on Westin's "Core privacy orientation index"]**

**QC2a: Users have lost all control over how personal information is collected and used by online companies.**

| Strongly agree | Agree | Disagree | Strongly disagree | Do not know |
|---|---|---|---|---|
| | | | | |

**QC2b: Most online businesses handle the personal information they collect about users in a proper and confidential way.**

| Strongly agree | Agree | Disagree | Strongly disagree | Do not know |
|---|---|---|---|---|
| | | | | |

**QC2c: Existing laws and organisational practices provide a reasonable level of protection for users' online privacy today.**

| Strongly agree | Agree | Disagree | Strongly disagree | Do not know |
|---|---|---|---|---|
| | | | | |

**QC2d: How do you feel about the fact that search engines and social networking sites like Google and Facebook use your personal data for providing targeted advertisements?**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC2e: How would you feel if data about online activity of the users (e.g. websites or online platforms visited), and the relevant personal communication are shared between Internet companies, and other organisations, such as the police, secret services or insurance companies?**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

[Steps that the user has taken to address the privacy concerns identified]

**QC3: In the light of your concerns above, have you taken any steps (please select all that apply)?**

- ☐ I have stopped using the Internet
- ☐ I have stopped using the Internet on a smart mobile phone
- ☐ I have stopped using openWi-Fi
- ☐ I have stopped using the online service(s) I have concerns about
- ☐ I have reduced the frequency of usage of the online service(s) I have concerns about
- ☐ I have paid more attention to the terms of use and privacy policies of online services and Internet service providers
- ☐ I have changed my default privacy settings (e.g. on Facebook)
- ☐ I have blocked certain applications on social media (e.g. Facebook birthday calendar)
- ☐ I have used ad-block software
- ☐ I have used a service that anonymises or encrypts my online data or identity

**If yes, which service(s) have you used?**

_____ (Open answer textbox)

[Considering alternatives]

**QC4: Would you consider using alternative platforms instead of Facebook, Twitter, YouTube or Google, if this choice would provide better control of your data and privacy?**

- ☐ I would definitely, as I am very concerned about privacy and control of my data.
- ☐ I would probably, but it would depend on my friends switching to these other platforms.
- ☐ I would probably not consider it, as I am used to Facebook, Twitter, YouTube, or Google.
- ☐ I would definitely not consider it, as I am not concerned about my privacy and data.

**Digital Labour, Advertising and Consumer Culture**

**QC5: How do you feel about the fact that data that you provide when accessing a website, using a search engine, or a social media site can be used for profit-making purposes by the providers of these sites**

**[digital labour]**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC6: How do you feel about the fact that each time you watch a film or musical clip on YouTube, search on Google or log into Facebook, you receive targeted advertisements? [advertising]**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC7: How do you feel about the amount of advertisements on the Internet? [advertising]**

| Way too much | Too much | Just about right | Not enough | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC8: How would you feel about the idea that when you register your new account at an online platform, you have the option to choose whether you want to see advertisements or not? [advertising opt-in]**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC9: Would you consider using alternative platforms instead of Facebook, Twitter, YouTube, or Google, if this choice would mean receiving no advertisements?**

- ☐ I would definitely, as I am very concerned about advertisements on the Internet.
- ☐ I would probably, but it would depend on my friends switching to these other platforms.
- ☐ I would probably not consider it, as I am used to Facebook, Twitter, YouTube, or Google.
- ☐ I would definitely not consider it, as I am not concerned about advertisements on the Internet.

**Monopolies**

**QC10: Let us assume you live in a city where there is only one Internet service provider. How would you feel about that?**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**Please justify your answer:**

_____ (Open answer textbox)

**QC11: How do you feel about the fact that Facebook is the only social network site that most people use?**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**Please justify your answer:**

_____ (Open answer textbox)

**QC12: How do you feel about the fact that Google is the only search engine that most people use?**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**Please justify your answer:**

_____ (Open answer textbox)

**QC13: Would you consider using alternative platforms instead of Facebook, Twitter, YouTube, or Google to avoid such monopoly effects as these seem to have at the moment?**

- ☐ I would definitely, as I am very concerned about monopolies on the Internet.
- ☐ I would probably, but it would depend on my friends switching to these other platforms.
- ☐ I would probably not consider it, as I am used to Facebook, Twitter, YouTube, or Google.
- ☐ I would definitely not consider it, as I am not concerned about monopolies on the Internet.

**QC14: Are you concerned about the accuracy of information on the Internet? Are you concerned that automated software tools (e.g., Twitter bots) might multiply false information or that there is fake news online?**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC15: How do you feel about the fact that many of the large corporate Internet organisations can avoid taxation in your country? [Taxation]**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**Internet Governance and Electronic Democracy**

The Internet was originally conceived as a democratic space which could nurture better informed citizens and where information would be free and available to all.

**QC16: How do you feel about the fact that not all citizens have Internet access or the necessary skills? [Digital divide]**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC17: How do you feel about the fact that an ordinary user might have a much smaller number of followers than a celebrity or companies that have enough money to employ teams that manage their social media accounts and build a large audience? [Unequal visibility]**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC18: How do you feel about the fact that more and more online newspapers charge subscription fees for the access of their articles? [Unequal access]**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC19: How do you feel about the fact that Google or YouTube can decide to put ads that you do not ask for on their platforms without having to consult with their users? [Governance]**

| Not concerned | Somewhat concerned | Concerned | Very concerned | Not applicable |
|---|---|---|---|---|
| | | | | |

**QC20: In your view, what are the most important issues the Internet community needs to address today? Please rate the importance of these issues from 1 to 6, with 1 being the highest.**

- ☐ Cyber-security
- ☐ Bridging the digital divide
- ☐ Privacy and mass surveillance
- ☐ Local content development
- ☐ Other (Please specify below)

(Source: question adapted from (Internet Society, 2015), Q4, p. 16)

## SECTION D: Alternative Internet

Now imagine the scenario of an alternative Internet network, e.g. a local Wi-Fi network that is free or low cost to join and is provided by your community on a non-profit basis. This model would consist of an alternative to the dominant commercial model of network provision. Additionally, it could rely less on the closed non-transparent company-specific platforms (e.g. Twitter, Facebook, Google) that lead to lock-in "walled gardens" situations whereby platform users can communicate with only the users of that specific platform, have little control over their data and its commercial exploitation by the platform owners. It could also provide opportunities for Internet users to participate in the building and running of networking infrastructure and in the development of (local) services and in doing so strengthen community ties.

**QD1: How large do you think is the potential of such local community networks to overcome your concerns about the Internet identified above?**

| Large potential | Medium potential | Low potential | No potential | Do not know |
|---|---|---|---|---|
| | | | | |

**QD2: Would you consider switching to such a community network from your current Internet provision?**

| Definitely | Likely | Not likely | Definitely not | Do not know |
|---|---|---|---|---|
| | | | | |

## SECTION E: Demographics

**QE1: Age: What is your age?**

| 16-30 | 31-45 | 46-60 | > 60 |
|---|---|---|---|
| | | | |

**QE2: Gender: What is your gender?**

| Male | Female | Transgender |
|---|---|---|
| | | |

**QE3: Educational attainment level: What is the highest level of education you successfully completed (according to the International Standard Classification of Education, 2011)? Tick only one.**

- ☐ Less than primary education
- ☐ Primary education [duration typically varies from 4 to 7 years]
- ☐ Lower secondary education [duration typically varies from 2 to 5 years]
- ☐ Upper secondary education [duration typically varies from 2 to 5 years]
- ☐ Post-secondary non-tertiary education [duration typically varies from 6 months to 2 or 3 years]
- ☐ Tertiary education
  - ☐ Short-cycle tertiary education [duration typically varies from 2 to 3 years]
  - ☐ Bachelor degree or equivalent
  - ☐ Master degree or equivalent
  - ☐ Doctoral degree or equivalent

Source: question taken from (eurostat, 2017), G6, p. 12. and (UNESCO, 2011).

**QE4: Employment situation: How would you describe your occupational status? Tick as many as apply.**

| Full-time employed | Part-time employed | Unemployed | Student/young person | Retired | Not able to work |
|---|---|---|---|---|---|
| | | | | | |

**QE5: Occupational Classification: How would you describe your occupation? Tick one.**

- ☐ Manager (e.g. Managing Director and Chief Executive; Sales, Marketing and Development Manager)
- ☐ Professional (e.g. Science and Engineering Professionals; Teaching Professionals, including University and Higher Education Teacher; Business and Administration Professionals; Information and Communications Technology Professionals, such as software and applications developers and analysts, database and network professionals; Legal, Social and Cultural Professionals, such as authors, journalists, linguists, creative and performing artists)
- ☐ Technician and Associate Professional

- ☐ Clerical Support Worker
- ☐ Services and Sales Worker (e.g. waiters, child care workers)
- ☐ Craft and Related [Manual] Trades Worker

Source: adapted from (ILO, 2012), Part 2: Structure of the International Standard Classification of Occupations (ISCO-2008).

**QE6: Geographical location: In which country do you reside?**

**QE7: How would you describe the place where you live?**

- ☐ A big city
- ☐ The suburbs or outskirts of a big city
- ☐ A small city or town
- ☐ A farm or home in the country
- ☐ Other (specify)
- ☐ Don't know

Source: adapted from (OII, 2013) OxIS questionnaire, QD18, p. 34.

**QE8: Attitudes towards life and society: Do you participate in the activities of one or more of the following organisations? Please select as many as applicable**

- ☐ a. Any social or sport club (e.g. gym, music or arts associations)
- ☐ b. A residents, neighbourhood, school or other local group
- ☐ c. A trade union
- ☐ d. An environmental or animal welfare organisation
- ☐ e. Any other political or campaigning organisation
- ☐ f. A charity organization or social aid organisation
- ☐ g. Religious or church organisation

Source: question taken from (OII, 2013) OxIS questionnaire, QB2, p. 8.

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# 4 Conclusions

This deliverable has addressed the design of an online survey about concerns associated with Internet usage, as expressed by standard Internet users.

It has included a methodological part, which describes the advantages and disadvantages of online surveys, the sampling method and the selection of the groups of respondents, as well as various of issues relevant to the design of the questionnaire for the survey. A number of previous studies have been drawn upon for the design, and the questionnaire devised comprises a number of sections: Section A describes the aims of the survey and includes the relevant consent form; Section B includes questions on Internet usage and digital skills; Section C is the core part and addresses the actual concerns of Internet users. These concerns are to be elicited through questions organised thematically and covering the following topics: surveillance, data protection and privacy; digital labour, advertising and consumer culture; digital monopolies; Internet governance and electronic democracy. Section D finishes the questionnaire with two questions on the possibility of alternative Internet, and is directly relevant with community networks. Section E covers demographics.

Following the methodological part, the deliverable includes the actual questionnaire which is to be uploaded on the online survey platform limesurvey for a pilot stage, followed by the standard online rollout of the survey.

The survey designed in this deliverable is useful for collecting attitudes of standard Internet users about their Internet usage, as well as regarding the possibilities of an alternative Internet. It complements deliverables D2.1 and D2.2 on sustainability, and it informs deliverable D5.3, which is about the data collection itself, and D5.4, which is about the interpretation and analysis of the survey and will complete the work in WP5 on alternative Internets social analysis.

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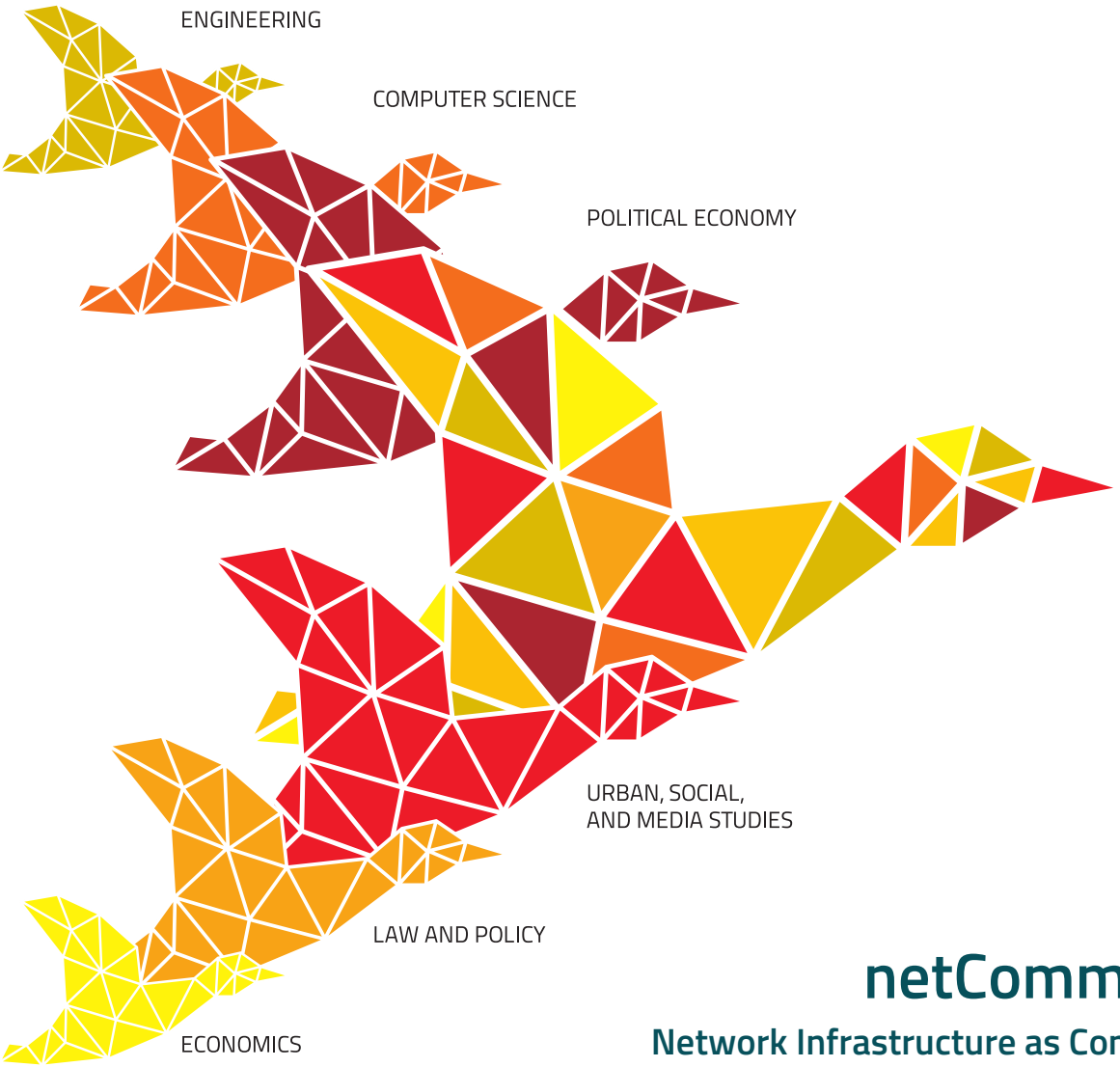


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# D5.2: Alternative Internet Survey Design

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