

D5.3: Alternative Internet Survey Implementation

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Executive Summary

Deliverable D5.3 describes the pilot and implementation phase of the online survey to examine the concerns about Internet usage expressed by standard Internet users. In addition, the survey records attitudes of Internet users as to the possibility of using alternative Internet platforms and also community networks. Such information is considered significant for community networks themselves as well as for policy-makers and regulators.

Deliverable D5.2 explained the original design of the survey, its aims, questions and structure.

The present deliverable discusses the building of the survey on the open source code survey platform limesurvey, and the pilot phase we conducted both to test the user-friendliness of the platform as well as the survey itself. Indeed, the pilot phase was pivotal to the successful formal launch of the survey. It resulted in minor, yet very useful, improvements in expression, structure and overall feel of the survey. All these are presented in this deliverable.

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1 Introduction

Deliverable D5.3 comprises the pilot phase of the online survey on attitudes on Internet use. The goals and original structure of the survey were examined in Deliverable 5.2 [1] on the basis of the analyses of CNs and alternative communications done in Deliverables 1.1, 1.2, 4.1 and 5.1 [2-5]. The main objective is to identify potential concerns about Internet use and at the same time explore the potential of alternative Internet provision. Such concerns will provide useful input to policy makers 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.

The present deliverable covers the implementation of the survey on the open source code survey platform limesurvey¹, and the pilot phase we conducted with a small group of people both to test the user-friendliness of the platform as well as the survey itself. Indeed, the pilot phase was pivotal to the successful formal launch of the survey. It resulted in minor, yet very useful, improvements in expression, structure and overall feel of the survey.

Chapter 2 summarises the comments and suggestions received during the pilot phase and the ways in which we addressed them.

We end with a brief conclusion. Appendix A reports an indicative set of the email lists we used to disseminate the survey and seek responses, while Appendix B is the final survey format, including improvements in direct response to the pilot phase, as it appears downloading and printing it from limesurvey.

¹ limesurvey is the leading open platform to carry out surveys, granting privacy and correct data management. For further information see <http://limesurvey.net/>.

2 Implementing the Online Survey on Internet Attitudes

2.1 Setting up the survey on limesurvey.net

The first phase of the implementation of the survey was to take the necessary steps to implement it on the online platform limesurvey.net. As explained in D5.2 [1], this platform was chosen because it is the most popular open source platform for conducting Web surveys. It has the functionality we need, such as diverse types of questions, support for branching questions, data export to different formats, collection of statistics, and user-friendliness. Importantly, this platform also addresses the ethical concern of anonymisation as it offers the option not to store the IP address of the respondents in the survey results.

The relevant license was purchased by the University of Westminster for that purpose. The license enabled as many as 10,000 respondents to the survey, which was more than enough for the sample of 1000 respondents that we envisaged.

Setting up the survey on the limesurvey.net platform was, as on any other platform, a long and time consuming task. The task involved writing each question separately together with the answer options for the closed questions and deciding on a number of issues, such as whether the question would be mandatory or not. Some questions were conditional on the answer to the previous question, and this was taken into account by introducing conditions in the design and making sure that the next question would appear only if the condition in the previous one was satisfied.

2.2 The pilot phase

A pilot phase with 12 respondents (most of them academic colleagues with some familiarity with online surveys, and project partners) was undertaken to identify any technical glitches as well as adjust and improve survey questions, if needed. The pilot proved very valuable and identified various issues to be improved.

In summary, these issues concerned:

- Expression/clarification of questions;
- Adequacy and appropriateness of answer options (for instance, including “Do not know” or “Not applicable” answers);
- Order of questions and structure of the questionnaire;
- Friendliness of presentation/easiness to complete the survey online.

A general question that was raised had to do with the relative length and balance of the different sections (i.e., how many questions they included). In particular, we received comments that Section D (“Alternative Internet”) was considerably shorter than the other sections of the questionnaire. Whilst giving due consideration to this observation, we decided that we would not add more questions to Section D. We based our decision on three points. First, our aim has been to keep the overall survey as short as possible in order that it would not demand too much time to complete which could put off potential respondents. Second, we kept Section D shorter for feasibility purposes in attracting responses in this last section of the survey. Finally, we refrained from adding more questions to Section D, as we had already included questions on the possibility of using alternative platforms in Section C. Still, in order to address the imbalance between the sections, we proceeded with shortening somewhat the longer sections of the survey, Sections B and C, as detailed below.

We shall now examine in more detail specific comments and responses.

The default privacy setting of limesurvey automatically appeared on the **first (landing) page of the survey** respondents would encounter. This paragraph was confusing and we were asked to simplify it (as, for instance, the part of it referring to “identifying tokens” was not relevant for our survey since we were not going to use any); specifically, we were asked to ensure more clarity as to the anonymisation warranties provided to the respondents, as well as the treatment of their data in the survey. Indeed, we agreed fully with the comments and responded accordingly. We accessed the relative default template in limesurvey and further customised it to our needs by deleting the relevant sentence on “identifying tokens” which was confusing and simplifying the Note on Privacy. In doing so, we also kept in mind the explanation and warranties provided in the Consent Form (Section A).

With regard to **Section B (“Internet Usage”)**, we received feedback on the following points:

- The question on frequency of engaging with Internet activities (e.g. messaging, participating in social networks, upload/download content) was considered too extensive and, in response, was condensed into a smaller set of activities.
- The question on the speed of Internet connection when on the move (train) was considered not absolutely necessary and was deleted. This deletion also contributed to shortening the overall questionnaire.
- The question on Internet skills, which included four categories of skills as described in D5.2, turned out too long for the respondents in the pilot. In addition, it seemed to include some mundane Internet skills that almost all users in our target groups would possess (e.g. “I know how to go to a different webpage”), some skills that could be seen as duplicates (e.g. we deleted “I know how to download/save a photo I found online” and adjusted another one to “I know how to download and save a downloaded file”), some that on second thought were not necessary for our purposes (e.g. “I know how to find a website I visited before”) whilst, finally, it also included certain very advanced skills which very few respondents were likely to possess (e.g. “I know which licenses apply to my online content”). As a result, we cut down this section on Internet skills substantially and merged the four categories of skills while keeping the logic explained in deliverable D5.2: namely, that the majority of the skills were operational ones, and a smaller number were searching, communicative or creative skills [1]. This improved the questionnaire in coherence and brevity. In addition, we revised the answer options and removed one option which seemed superfluous and not helpful (“Neither true nor untrue of me”).

For **Section C (Concerns)**, we generally received positive feedback. We had to slightly change the phrasing in some questions to improve clarity. In particular, an issue was raised about the phrasing of the questions: “How do you feel about the fact...” versus: “How concerned are you that...”. We finally opted for the second option but decided subsequently to change it back to its original formulation during the early launch phase of the survey. We also decided during the same stage to alter the order of the answer options as “Not concerned”, “Somewhat concerned”, “Concerned”, “Very concerned” and “Do not know/ No Opinion”. The reason for these two related changes was to avoid seemingly leading questions and answers (arguably, starting a question with “how concerned are you...” might imply that a respondent *must* be concerned, especially if the first answer option is “Very concerned”).

A second suggestion concerned the elimination of some of the (many) questions in section C. We did so to some extent (for example, we realised that there were duplicate questions related to advertising) but were careful not to do away with questions that were significant according to our attempt to construct a “privacy concern index”, a “monopoly concern index” and an “advertising concern index” during our analysis (as described in D5.2). In the questions on consideration of alternatives related to each of these indices, we added an answer option of “I already use an alternative platform”, which was missing in the original formulation of the survey.

Finally, we decided to remove the question on the most important issues that the Internet community needs to address, as these issues had been largely covered in the previous categories of questions (e.g. on privacy or monopolies).

In **Section D (Alternative Internet)**, we were asked to provide a clearer definition of what an “alternative Internet network” might mean, which we did. As mentioned above, we deliberately decided to have only two questions in this section. However, we made the second question open with an extra prompt “Please elaborate on your answer” so as to elicit information about the reasons why an Internet user might or might not consider alternative Internet provision. In order to attract a variety of answers we modified the second question, asking users to consider whether they would “use” such alternative Internet provision, as opposed to “switching” from their current provider, as we thought that the latter phrasing would generate more uniform and less interesting and rich responses.

Finally, with regard to **Section E (Demographics)**, we received consistent feedback on the need to make clearer the educational categories of the respondents. Our initial educational level range included many different options, some of which were not that clear-cut or straightforward for respondents in different countries. The revised list of educational categories is simpler and clearer. Likewise, we simplified the occupational classification that we had initially adopted and we adjusted it to our target groups, i.e. Manager, Academic/Research staff, IT professional, Administrative/clerical staff, Services and Sales worker, and also included the option “Other”. Finally, we provided a drop-down list of countries from which a respondent can choose her/his place of residence.

Overall, we took the above comments and suggestions on board and improved the survey in various ways, related to the content and number of questions, the range and content of answers, the clarity of presentation, and ease of answering the questions. At the same time, the pilot phase resulted in a shorter survey, i.e. one that could realistically be filled in within 20 minutes, if not less.

2.3 The execution of the survey

Upon the completion of the pilot phase and once we had incorporated the changes, we formally launched the survey on 1 June 2017. Concurrently, we compiled a number of mailing lists to send the survey to so as to attract appropriate and adequate number of respondents. The project partners were involved in suggesting lists that they might be aware of, particularly in their own countries. Appendix A provides an indicative set of some of the mailing lists used so far.

3 Conclusions and Work Underway

This deliverable has covered the setting up and the pilot phase of the survey on Internet Attitudes. The aims and thinking behind the survey as well as its original version can be found in Deliverable 5.2.

This deliverable comprised of two main parts. The first part discussed the setting up of the survey on the open source code survey platform limesurvey.

The second main part covered the pilot phase, the suggestions and comments we received from a small group of people who were invited to do the survey before its official launch, and our response to them. The pilot phase was pivotal to the successful formal launch of the survey, as it provided very useful improvements in the expression, structure, and overall feel of the survey.

Appendix B has the final version of the survey as this was launched formally and is still open at the time of writing. The data collection is well underway.

Appendix A presents an indicative set of some of the email lists we have used to disseminate the survey and seek responses. As of 29 June 2017, we have about 400 complete responses (and about 190 incomplete ones). We check the response rate regularly and continue to pursue the dissemination of the survey through additional channels. We aim to keep the survey live until at least the end of June or later so as to achieve the original aim is to gather 1000 responses. Having said that, we have taken this into account when designing and launching the survey and, at this stage, we do not expect any delays for the submission of Deliverable 5.4, which will cover the interpretation and analysis of the survey responses and will complete the work in WP5 on alternative Internet social analysis.

Bibliography

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Appendix A: Indicative set of email lists used for dissemination of the survey

Universities:

The academic, research staff and PhD students at the WSMAD [Westminster School of Media, Arts & Design, University of Westminster]

The CAMRI mailing list (over 1000 subscribers) [Communication And Media Research Institute, University of Westminster]

The WIAS mailing list (over 2000 subscribers) [Westminster Institute of Advanced Studies, University of Westminster]

The academic staff and student lists of the Communications studies of the Sociology department at City University, London

The IT services professionals at the London School of Economics

The academic staff and student lists of the IT services professionals and Politics Departments of the University of Exeter

The academic staff and student lists of the IT services professionals and the School of Arts & Media of the University of Salford, U.K.

The academic staff and student lists of the IT services professionals and the School of Arts & Culture of the University of Brighton, U.K.

The academic staff and student lists of the Department of Media and Communications of Goldsmiths College, University of London, U.K.

The academic staff and student lists of the Department of Journalism and Media of the University of Huddersfield, U.K.

The academic staff and student lists of the Department of Communication Sciences of the University of Ghent, Belgium

The Department of Informatics of the Athens University of Economics and Business, Greece

The academic staff and student lists of the School of Communications of the Dublin City University, Ireland

The academic staff and student lists of the IT services professionals and the Social Sciences Faculty of the University of Ljubljana, Slovenia

Other lists:

The STS Italia mailing-list (stsitalia@googlegroups.com), which gathers Italian scholars (plus some Europeans) in science and technology studies.

The reti.it@tlc.polito.it and tutti@gtti.it mailing lists of people that work on networks in Italian academia.

The mailing list "eurograd@lists.easst.net", which gathers the European S&TS community. It is free, so you can subscribe following this link: <http://lists.easst.net/listinfo.cgi/eurograd-easst.net>

The Digital society and the association of cable networks Switzerland

All registered readers of the journal tripleC (1547 users)

ICTs & Society mailing list

European Sociologist mailing list

Peer-to-Peer Foundation Mailing List

Open Humanities Mailing List

Computer Human Interaction (CHI) Announcement List

FLOSS Foundations List

Info-GNU List

Wiki-research-List

DIGITAL-HUMANITIES-List

KriKowi (Kritische Kommunikationswissenschaft, Critical Communication Studies; in German)

UK Linux User Groups (lug.org.uk)

Python UK Group python-uk@python.org

All Python Groups: mailman@python.org

Worshipful Company of Information Technologists: clerk@wcit.org.uk

British Computer Society (IT professionals)

Battle of Mesh mailing list

Meccsa [Media, Communication and Cultural Studies Association, U.K.]

Meccsa-poliy [Communication Policy Group of Meccsa, U.K.]

IAMCR announcement list (International Association for Media and Communication Research, a key international association in the field of media and communication, broadly defined, with over 2000 members from all over the world).

COST IS1402 action on Ageism, which has participants from 33 European countries
http://www.cost.eu/COST_Actions/isch/IS1402

The Open Technologies Alliance – Greece (ΕΕΛΛΑΚ) that brings together 30 Higher Education Institutes, Research Centres and NGOs. <https://gfoos.eu/> and <https://eellak.ellak.gr/i-eteria-eleftherou-logismikoulogismikou-anichtou-kodikaeellak/>

Appendix B: Final version of survey on Internet attitudes

Survey on Internet Attitudes

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 concerns about your Internet use and at the same time explore the potential of alternative Internet provision. Such concerns will provide useful input to policy-makers 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.

The questions should take approximately 20 minutes to complete. We would be grateful if you could find the time to respond. The survey will be open until 30 June 2017. 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!

A note on privacy:

This survey is anonymous. It does not collect any identifying information, such as user names or IP addresses. It records only the information you include in your answers.

Disclaimer:

References to third-party brands, products and trademarks are for the sake of clarification and are not intended to promote the use of such products.

SECTION A: Consent Form

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:

Prof. Christian Fuchs, University of Westminster, United Kingdom

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. I confirm that I am 16 years of age or over.

📌 Choose one of the following answers

☐ Yes

SECTION B: Internet Usage

✱ How often do you go online and for which of the following activities (for private purposes)?

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never
a. Check my email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Use instant messaging (e.g. WhatsApp, Facebook Messenger)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Make or receive phone and video calls over the Internet (e.g. Apple's FaceTime, Microsoft's Skype)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Read or write a blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Participate in social networks such as Facebook, Instagram, Twitter or LinkedIn (e.g. posting messages or other contributions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Watch or upload video on YouTube or another video platform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Watch movies or TV programs online through a streaming service such as Netflix, Amazon Prime, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Listen to music online (e.g. through a streaming service, a radio station or otherwise)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Play online games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Buy or sell goods or services online (e.g. Expedia, Airbnb, Amazon, eBay, Uber)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never
k. Use storage space on the Internet to save documents, pictures, music, video or other files (e.g. Google Drive, Dropbox, Windows OneDrive, iCloud, Amazon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Who provides Internet access at your home?

📌 Check all that apply

<input type="checkbox"/>	Fixed line telephone company
<input type="checkbox"/>	Cable television provider
<input type="checkbox"/>	Satellite television provider
<input type="checkbox"/>	Mobile phone company
<input type="checkbox"/>	Other (e.g. community network, municipal network, Wi-Fi)

Have you ever changed Internet service providers?

📌 Choose one of the following answers

<input type="radio"/>	No, I have no other options; I can only access the Internet through my current provider.
<input type="radio"/>	No, I never considered it; I am fully satisfied with my current ISP.
<input type="radio"/>	No, I considered it and have other options but it is too complicated, inconvenient and/or time consuming.
<input type="radio"/>	Yes, I have changed Internet service providers.
<input type="radio"/>	No answer

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

📌 Choose one of the following answers

- ☐ Totally satisfied
- ☐ Moderately satisfied
- ☐ Not so satisfied
- ☐ Totally unsatisfied
- ☐ Do not know
- ☐ No answer

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?

📌 Check 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, but I have to register and sign-up to some form of promotion or advertising.
- ☐ Wi-Fi-Internet access is available without payment and without the need for special registration.

✳ Which of the following do you feel confident you can do when using a computer?

Not applica-
ble/I do not un-

Very true Mostly true Not very true Not true at all

					derstand
I know how to download, open and save a downloaded file	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to upload files	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to install an app on my mobile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to connect to a Wi-Fi network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to backup my data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to adjust my privacy settings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to use cloud services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to browse the Internet anonymously, e.g. using an instrument like Tor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know which information I should and shouldn't share online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to design my own website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to create something new from existing images, music or video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION C: Concerns

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. This section addresses Internet users' concerns about online activity. It covers areas such as privacy, data protection, advertising, and market concentration.

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

📌 Check all that apply

- ☐ Email account (e.g. spam or hacking)
- ☐ Social media platforms
- ☐ Online shopping
- ☐ Online banking
- ☐ Search engine
- ☐ Mobile phone use
- ☐ I have not experienced any of the above

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



Please consider the following statement.

Users do not have control over how personal information is collected and used by online companies.

① Choose one of the following answers

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



Please consider the following statement.

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

① Choose one of the following answers

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



Please consider the following statement.

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

① Choose one of the following answers

- ☐ Strongly agree
- ☐ Agree

- ☐ Disagree
- ☐ Strongly disagree
- ☐ Do not know

* How do you feel about the fact that search engines and social networking sites like Google, YouTube and Facebook use your personal data for profit-making purposes?

📌 Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ No opinion

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

📌 Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ No opinion

* In the light of any of the above concerns that you might have, have you taken any steps?

📌 Check all that apply


- ☐ I have not taken any steps
- ☐ I have reduced my use of the Internet to the minimum
- ☐ I have stopped using open Wi-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
- ☐ I have taken other steps



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?

 Choose one of the following answers

- ☐ I already use an alternative platform
- ☐ I would definitely consider it, as I am very concerned about privacy and control of my data.
- ☐ I would probably consider it, 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.

 How do you feel about the amount of advertisements on the Internet?

 Choose one of the following answers

- ☐ They are too many
- ☐ They are the right amount


- ☐ They are not enough
- ☐ Do not know/ No opinion



How do you feel about the fact that providers of websites, search engines, or social media sites can use your personal information to deliver targeted advertisements to you?

 Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ Do not know/ No opinion

 What do you think 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?

 Choose one of the following answers

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Do not know/ No opinion



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

 Choose one of the following answers


- ☐ I already use an alternative platform
- ☐ 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.



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

 Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ Do not know/ No opinion

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

 Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ Do not know/ No opinion

Please justify your answer:

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

! Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ Do not know/ No opinion

Please justify your answer

* 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?

! Choose one of the following answers

- ☐ I already use an alternative platform
- ☐ 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.

* How do you feel about the fact that many of the large corporate Internet organisations have been found evading taxes in several countries?

① Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ Do not know/ No opinion

*

How do you feel about the fact that not all citizens have Internet access or the necessary skills?

① Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ Do not know/ No opinion

* How do you feel about the fact that an Internet user might have a much smaller number of followers than a celebrity or a company that can afford to employ managers for their social media accounts and build a large audience?

! Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ Do not know/ No opinion

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

! Choose one of the following answers

- ☐ Not concerned
- ☐ Somewhat concerned
- ☐ Concerned
- ☐ Very concerned
- ☐ Do not know/ No opinion

Please justify your answer:

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 be 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) whereby platform users can communicate with only the users of that specific platform. 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. Such a network would require your personal involvement, both in terms of initial investment and in terms of voluntary work (not necessarily related to informatics) to develop and maintain it.

* Do you think there is potential for such local community networks to overcome your concerns about the Internet identified in this survey?

Choose one of the following answers

- ☐ Definitely
- ☐ Likely
- ☐ Not very likely
- ☐ Definitely not
- ☐ Do not know/ No opinion

* Would you consider using such a community network instead of, or in addition to, your current Internet provision?

Choose one of the following answers

- ☐ Definitely
- ☐ Likely
- ☐ Not likely
- ☐ Definitely not
- ☐ I am already part of a community network
- ☐ Do not know/ No opinion

* Please elaborate on your answer

SECTION E: Demographics

* Age: What is your age?

! Choose one of the following answers

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

* Gender: What is your gender?

! Choose one of the following answers

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

* Educational attainment level: What is the highest level of education you successfully completed ?

① Choose one of the following answers

- ☐ Primary education [duration typically varies from 4 to 7 years]
- ☐ Secondary education [duration typically varies from 2 to 6 years]
- ☐ Post-secondary education [e.g. technician, professional, or administrative diploma]
- ☐ Bachelor's degree or Diploma
- ☐ Postgraduate degree

* Employment situation: How would you describe your occupational status?

① Check all that apply

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

* Occupational Classification: How would you describe your occupation?

① Choose one of the following answers

- ☐ Manager (e.g. Managing Director and Chief Executive; Sales, Marketing and Development Manager)
- ☐ Academic/Research Staff
- ☐ IT Professional (e.g. Technician; Software and applications developer and analyst, database and network professional)
- ☐ Administrative/ Clerical Staff
- ☐ Services and Sales Worker (e.g. Waiters, Child care workers)
- ☐ Other

* In which country do you reside?

! Choose one of the following answers

Please choose...

* How would you describe the place where you live?

! Choose one of the following answers

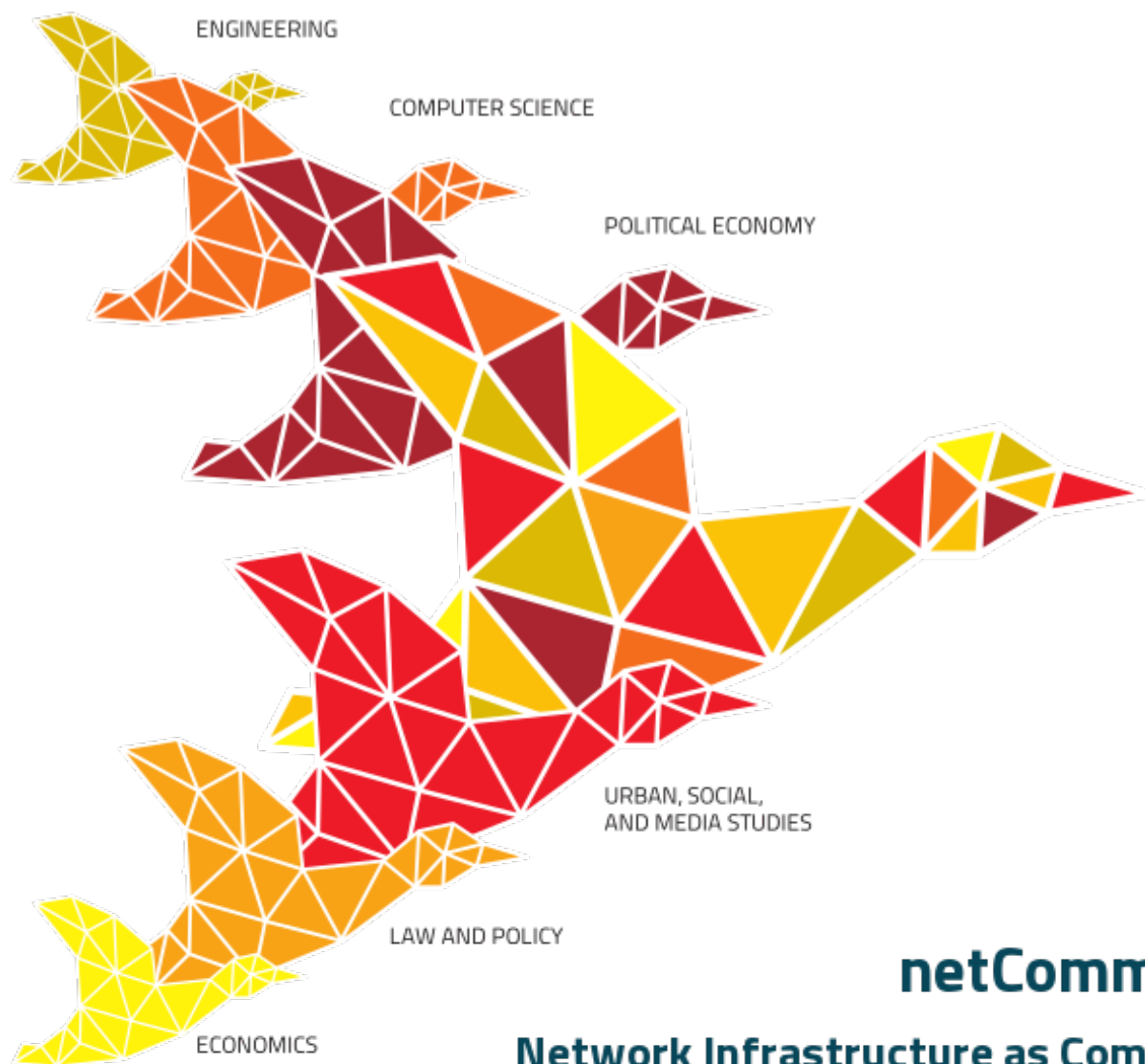
- ☐ A big city
- ☐ The suburbs or outskirts of a big city
- ☐ A small city or town
- ☐ A farm or home in the country
- ☐ Other
- ☐ Don't know

* Do you participate, or participated in the past, in the activities of one or more of the following organisations?

! Check all that apply

- ☐ A social or sport club (e.g. gym, music or arts associations)
- ☐ A residents, neighbourhood, school or other local group
- ☐ A trade union
- ☐ An environmental or animal welfare organisation
- ☐ Any other political or campaigning organisation
- ☐ A charity organization or social aid organisation
- ☐ A religious or church organisation
- ☐ None of the above

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Network Infrastructure as Commons

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