

Data Requirements Table

		Investigation area	Variable required	Detail in which data measured	Question	Response Choices
1		GENERAL PERSONAL INFORMATION				
		Participant Age / Sex / Nationality / Profession /				
2	New	GENERAL UNDERSTANDING OF TECHNICAL CONCEPTS AND NETWORK ENGAGEMENT	DIGITAL FLUENCY	Libert scale 5 Likert Objects	Check	
		Do understand of the technical ability and competence of the user (participants)	Level of technical understanding	Ordinal Scale	As a Computer User how would you describe your technical capability?	Extremely capable / Very capable / Moderately capable / Slightly capable / Not at all Capable
		Understanding the degree of Network Activity (participants)	Level of Network engagement	Ordinal Scale	How would you describe your level of internet engagement, email, browsing, social networks etc.?	Extremely engaged / Very engaged / Moderately engaged / Slightly engaged / Not at all engaged
		Understand how many devices the participant has and engages with (participants)	Number of engaged devices	Nominal	How many different types of devices do you use to access the internet? Laptop, Smart Phone, TV, Games Console....	1/2/3/4/More
4		HOW DO PEOPLE UNDERSTAND AND BE AWARE OF IN THE CONTEXT OF PERSONAL DATA AND THE NETWORK	UNDERSTANDING OF PERSONAL DATA AND ITS VALUE	Libert scale 7 Likert Objects		
5	New	Understanding the knowledge level and what the participant considers personal data and information on the network (Knowledge)	Personal Confidence in the understanding of what personal data actually is on the network	Ordinal Scale	In the context of your internet activity, how confident are you that you really understand what personal data actually is?	Extremely confident / Very confident / Moderately confident / Slightly confident / Not at all confident
		Knowledge and awareness of the process of personal information collection on the network (Knowledge)	Personal understanding of data gathering on the network	Ordinal Scale	How aware are you that your personal data might be gathered while you use the internet?	Extremely aware / Very aware / Moderately aware / Slightly aware / Not at all aware
7	New	Knowledge and awareness that personal browsing patterns are tracked while engaging with the network (Knowledge)	Personal understanding that browsing patterns might be gathered online	Ordinal Scale	How aware are you that your browsing patterns might be tracked as you move across different parts of the internet?	Extremely aware / Very aware / Moderately aware / Slightly aware / Not at all aware
7a	New	Knowledge and awareness that personal data has value to a spectrum of different company's, individuals and organisations (Knowledge)	Personal understanding of the personal value of personal data	Ordinal Scale	Are you aware that your personal data is valuable to many different types of companies and individuals?	Extremely aware / Very aware / Moderately aware / Slightly aware / Not at all aware
8	New	Knowledge and awareness that there is a market place for personal data and information (Knowledge)	Personal understanding of the market place for personal data	Ordinal Scale	How aware are you that collected personal data is actively bought and sold by data brokers on the open-market?	Extremely aware / Very aware / Moderately aware / Slightly aware / Not at all aware
9	New	Have individuals ever considered the value of personal data other than directly financial (the value to your mental economy, identity, social benefits, health and well being) (Knowledge)	Personal Understanding of the value of personal data outside of marketing	Ordinal Scale	Are you aware that personal data has great value and potential not just for marketing purposes but also wider society, health care, education, planning etc.	Extremely aware / Very aware / Moderately aware / Slightly aware / Not at all aware
10	New	Understanding of evidence, prospect and impact of the IoT (Knowledge)	Personal Awareness and understanding of the IoT	Ordinal Scale	How aware are you of the IoT 'Internet Of Things' and the implications the technology might have on the amount of data different objects, items, persons and things will produce?	Extremely aware / Very aware / Moderately aware / Slightly aware / Not at all aware
11		EFFORT MADE TO PROTECT PRIVACY	COMFORT LEVEL WITH NETWORK ENGAGEMENT	Libert Scale 5 Likert Objects		
		The ease of the balance between data disclosed and the services received (percept)	Personal opinion of the fairness of the current relationship between service provided and user	Ordinal Scale	When you visit or use online services that are free to use Facebook, Google, Twitter it can be argued that you pay for this service with the disclosure of your personal data and information. Do you think the disclosure of your personal data and information is a fair exchange for the services you receive?	Extremely fair / Very fair / Moderately fair / Slightly fair / Not at all fair
12	New	The sense of control over personal data felt by the participant while online (percept)	How in control of their personal data a participant feels when engaging on the network	Ordinal Scale	How would you describe the amount of control you feel you have over the amount of data collected about you online?	Extremely in control / Very in control / Moderately in control / Slightly in control / Not at all in control
13	New	Confidence level that forwarded personal data will be kept secure (percept)	Confidence in the security of personal data disclosed on the web	Ordinal Scale	How confident are you that the information you disclose will be kept private and secure?	Extremely confident / Very confident / Moderately confident / Slightly confident / Not at all confident
14	New	Views on the capability of IoT devices to uncover sensitive personal information if motivated to do so (percept)	Opinion of the capabilities of third party's to uncover secret information from data disclosed	Ordinal Scale	If motivated how difficult do you think it would be for a person or organisation to learn details about your past you would rather keep private?	Extremely difficult / Very difficult / Moderately difficult / Slightly difficult / Not at all difficult
15	New	Opinion on whether company's should be allowed to collect personal data and information on the network (opinion)	Comfort level in the practice of data gathering	Ordinal Scale	Overall, how happy are you that organisations and companies collect your personal data.	Extremely comfortable / Very comfortable / Moderately comfortable / Slightly comfortable / Not at all comfortable
16		SPECIFIC CONCERNS				
16a	New	What areas are users most concerned about? This is the context of various types of data gathering and the potential for harm (opinion)	Which area of personal risk in the disclosure of personal data is the participant most concerned about	Nominal Order	What most concerns you about sharing your personal data?	Being used on by organisations / Being sold to the Government / That you do not control over how the data is shared or who it is shared with / That it does not benefit from sharing it / Other Please State
18		PERCEPTION OF IMPORTANCE	Libert Scale 10 Likert Objects			
18a	New	Understanding what priority people put on the following areas of information security (percept)	Extent to which people you exchange email with / Content files you upload / When you are logged when you are in the internet / Content of your online data (passwords / Websites you browse / File searches you perform / Apps or programs you use / Times of day you are online	Ordinal Scale	How much do you care that only you, and those you authorize, should have access to the following information?	Extremely important / Very important / Moderately important / Slightly important / Not at all important
19	New	EFFORT MADE TO PROTECT PRIVACY	Forced Binary Survey 9			
		Do you engage in any of the strategies below in order to be less visible online?	Checked/boxed and answered/Not checked/boxed / Edited/ something you posted in the past you feel known to delete or turn off/ unable to turn off/ avoid website because it asked me for my real time contact/ temporary comment / Email address you that comments without knowing who you are or you asked someone to remove something posted about you you tried to mask your identity you feel public computer to browse anonymously you used false email/ alternative user name you forgot your communications you used services that allow you to browse the web anonymously you given someone info about yourself	Binary Question	Do you engage in any of the strategies below in order to be less visible online?	YES / NO
20	New	INTEREST IN CONTROLLING PERSONAL DATA	Forced Binary Survey 4			
		Has the individual ever thought of controlling their personal data?	Binary Question	Have you ever considered controlling access to your personal data, information and identity online?	YES / NO	
21	New	If the means of control was available, would the participant be interested in using it (percept)	Would an individual like to have the ability to control their data?	Binary Question	If technology was available to allow you to better manage and control access to your own personal data would you be interested in using it?	YES / NO
22	New	Given the current understanding of the potential internet would the individual have the motivation to engage with technology (percept)	Do current concerns generate sufficient concern to engage with diversified technologies	Binary Question	Do you think your concerns about your personal data online if any would motivate you sufficiently to manage part or all of your personal data if the capability existed	YES / NO / Not at all time /
23	New	Would the individual be willing to allow a third party to manage their personal information	Would the participant feel comfortable allowing a third party to manage personal data	Ordinal Scale	Would you feel comfortable in allowing another person or organisation to manage your personal data for you, if your best interests were guaranteed	Extremely comfortable / Very comfortable / Moderately comfortable / Slightly comfortable / Not at all comfortable
24	New	Would the individual be willing to allow a 3 to manage their personal information	Would the participant feel comfortable allowing a 3 to manage personal data	Ordinal Scale	Would you feel comfortable in allowing an Artificial Intelligence to manage your personal data, if you best interests were guaranteed	Extremely comfortable / Very comfortable / Moderately comfortable / Slightly comfortable / Not at all comfortable
25	New	Would individuals have any interest in engaging a technology that protect their personal information	Would individuals consider decentralised technology	Binary Question	If a service was available that would manage your personal data, and the benefits of that were clear better internet security, protection of your identity, genuine recommendations for you, genuine advantages for society, better economy, political democracy is the technology that you would consider paying for?	YES / NO
26	REPEATED	What sectors people trust most with their personal data	What sectors do people trust most with their personal data	Modified Choice	Which sector do you trust the most with your personal data?	Health / Financial companies such as Twitter / Google/ METAL/ online mobile and over the air / TELECOM/ Internet providers, phone companies / PUBLIC SECTOR (Government, Healthcare, Education) / FINANCIAL SERVICES (banks, insurance companies) / UTILITIES (Energy Company's) / TRANSPORT (Bus, Train, Plane, Taxi companies) / OTHER Please State
27	REPEATED	What would concern an individual the most to want to share their personal data	What would concern an individual the most to want to share their personal data	Modified Choice	Which one of the following options would most convince you to share your personal data?	If it was going to be used to benefit the economy / If it was going to be used to improve society's healthcare, education / If it was going to improve your own personal experience with that organisation / If it was paid for the data
28		Comparison Information				
29	New	Opinion on whether any user should ever have complete anonymity online	Binary Question	Do you think people should have the ability to use the internet with complete anonymity?	YES/NO	
30	New	Understanding of whether a user ever reads terms and conditions	Binary Question	Do you read the Terms and Conditions when agreeing to a service online?	YES/Consistently/Never	
31	New	Understanding about whether the user actually ever cares about their personal data online	Ordinal Scale	Do all honestly, at this moment in time, how concerned are you about the personal data you disclose online?	Extremely concerned / Very concerned / Moderately concerned / Slightly concerned / Not at all concerned	
32	New	Has the individual ever suffered a data breach	Binary Question	Have you ever been the victim of what you would consider a fraud, breach or an abuse of personal data?	YES/NO	