Faculty perceptions of online privacy

Start of Block: intro

Thank you for clicking on the link in your email and consenting to participate in the Perceptions of Online Privacy Survey!

The [unit name] is interested in learning more about opinions and practices of faculty around issues relating to online privacy and the choices we each make when we engage in online activities. Your participation in the study is voluntary, and your responses will be completely confidential. There are no known risks associated with your participation in this study. The survey contains 5 sections:

- 1) Awareness of uses of personal data
- 2) Being online
- 3) Actions to protect privacy online
- 4) Data at the University
- 5) Demographic information

The survey will take approximately 15 minutes to complete. We appreciate your interest, time, and honesty in completing this survey. Please click on the right-facing arrow below to get started!

End of Block: intro

Start of Block: awareness of uses of personal data

Section 1: Awareness of uses of personal data

Q1.2 There is increasing evidence that our personal data is collected when we are online. How worried are you about the collection and/or use of your data? (Please select one only)
O Not all worried (1)
○ A little worried (2)
O Quite worried (3)
O Very worried (4)
O Not sure (5)
Q1.3 When you use online sites your personal and online activity data may be collected. How acceptable to you would it be if: (Please select one only in each row)

Not at all acceptable (1)	A little acceptable (2)	Quite acceptable (3)	Very acceptable (4)	Not sure (5)

Personal data is collected and used in order to offer you a better service or better product (e.g., offers based on your buying or search patterns) (1)	0	0	0	0	0
Your personal and online activity data is shared in a personally identifiable way with third parties (2)	0	0	0		0
Data is shared in an anonymized format with third parties (3)	0	0	0	0	0
You are offered specific benefits in exchange for tracking you online and assured that your data will NOT be shared with third parties (4)	0	0		0	0
You are offered specific benefits in exchange for tracking you online on condition that	0	0	0		0

your data will be shared with third parties (5)
Q1.9 When you already enjoy the percendized benefits of the convices of an online
When you already enjoy the personalized benefits of the services of an online provider, what action might you take if you later discover that your online activities and data are tracked and shared with third parties?
O No action (1)
I would be more careful in what I share (2)
I would think about deleting my profile/account (3)
I would definitely delete my profile/account (4)
O Not sure (5)
End of Block: awareness of uses of personal data
Start of Block: being online
Section 2: Being online

Q2.1 How often are you typically actively engaging in online platforms/activity (excluding email)? (Please select one only)						
O Never ((1)					
Occasio	onally (2)					
O Quite of	ften - most days	(3)				
O A lot - s	everal times eac	h day (4)				
O Not sure	e (5)					
Q2.2 How ofter (Please select	n do you use: one only in each	ı row)				
	Never (1)	Rarely (2)	Quite often- most weeks (3)	A lot - most days (4)	Not sure (5)	

Twitter (1)					
i witter (1)	0	\circ	\circ	\circ	0
Facebook (2)	0	\circ	\circ	\bigcirc	\circ
Online texting services, such as Snapchat, Whatsapp or Messenger (3)	0			0	0
LinkedIn (4)		\circ	\circ	\circ	\circ
Picture- sharing services, such as Pinterest, Instagram, or Google Photos (5)	0	0	0	0	0
Online search engines, such as Google or Bing (6)	0	\circ	0	\circ	0
Email (7)	0	\circ	\circ	\circ	\circ
Skype, FaceTime or an equivalent real-time online calling service (8)	0	0	0	0	0
Online shopping sites, such as Amazon or eBay (9)	0	0	0	0	0
Online service sites, such as banking, sending or	0	0	0	0	0

money, food delivery, ride sharing, etc. (10)End of Block: being online Start of Block: actions to protect privacy online Section 3: What actions, if any, do you take to protect your privacy online? Q3.1 Think of your answers in the previous section. Have you read the Terms and Conditions for the online services you use? (Please select one only in each row) Yes, skim read Not applicable Yes, fully (1) No, not at all (3) (2) (4)

receiving

\circ	\circ	\circ	0
\circ	\circ	\circ	\circ
		0	0
\circ	\circ	\circ	\circ
	0	0	0
\circ	\circ	\circ	0
\circ	\bigcirc	\circ	\circ
		0	0
	\circ	0	0
		0	0

	Not at all (1)	Occasionally (2)	Quite often (3)	A lot (4)	Not sure (5)
Q3.3 How ofter (Please select	n do you: only one in each	row)			
O Not sure	e (5)				
O Frequer	ntly (4)				
O More th	an once (3)				
Once (2	2)				
O Never ((1)				
Q3.2 Have any	of your online a	ccounts ever bee	n hacked or com	promised?	

Change your online passwords (excluding work systems which may require this)?	0	0	0		0
Delete your online search history from your search engines? (2)	0	0	0	0	0
Use a temporary email address while using the Internet or online services? (3)	0		0		0
Encrypt your calls? (4)	0	\circ	\circ	\circ	\circ
Encrypt your text messages? (5)	0	0	0	0	\circ
Encrypt your email? (6)	0	\circ	\circ	\circ	\circ
Give inaccurate or misleading information out about yourself to a service provider in exchange for a service? (7)	0	0	0	0	0
Delete or edit a post you have made because you feel that it revealed too	0	0	0	0	0

much about yourself? (8)					
Ask someone to remove something that they have posted about you online? (9)	0	0	0	0	0
Refuse to provide information about yourself that isn't relevant to an online transaction (even if it means that you cannot complete the transaction)? (10)	0	0	0	0	0
Decide not to use a website because they asked for your real name or personally identifiable information such as a physical home address? (11)	0				

alternative search engine (such as DuckDuckGo) that prevent online providers from either tracking your online behavior or storing your personal information? (Please select one only)
O No (1)
On some devices (2)
On most devices (3)
On all devices (4)
O Not sure (5)
Q3.5 The first time you use an online service and the provider asks you to install a cookie on your device (i.e., a small piece of data generated by a website and stored in your computer) in order to continue, do you accept the cookie and continue? (Please select one only) Output Never (1)
Occasionally (2)
O Quite Often (3)
O Always (4)
O Not sure (5)

Q3.4 Have you installed software (such as DoNotTrack or Ghostery) on your devices or used an

anonymously for certain kinds of online activities without being tracked at all in a personally identifiable manner? (Please select one only)
O No (1)
On special occasions or public spaces (2)
O Whenever they wish (3)
O Always, by default (4)
O Not sure (5)
Q3.7 Privacy means different things to different people today. Thinking about all of your daily interactions - both online and offline - how important is it for you to be in control of who can get information about you? Not at all important (1) A little important (2) Quite important (3) Very important (4) Not sure (5)

Q3.9 How important is it to you that no-one watches you or listens to you (online or offline) without your permission?
O Not at all important (1)
A little important (2)
O Quite important (3)
O Very important (4)
O Not sure (5)
Q48 How important is it to you to control what information is collected about you?
O Not at all important (1)
A little important (2)
Quite important (3)
O Very important (4)
O Not sure (5)
Q3.11 Our feelings about our own online privacy may be linked to how safe we feel in a particular online environment - which in turn affects our sense of control and may impact on the information we go on to share, and vice versa. Which ONE of the following elements is the most important for you in an online environment: (Please select one only)
Ocontrol (over which data I choose to add) (1)
O Privacy (who sees and uses my data) (2)
Safety (how secure I feel on the site) (3)

End of Block: actions to protect privacy online
Start of Block: online digital data at the University
Section 4: Data at the University
Q4.1 How informed are you about the University's policies covering privacy, security, and web accessibility? [LINK REDACTED]
O Not at all informed (1)
A little informed (2)
O Quite informed (3)
O Very informed (4)
O Not sure (5)
Q4.3 How do you think you should be informed about the uses of your data to support your faculty experience? (Please select all that apply) As part of the initial offer letter (1)
As part of faculty orientation (2)
As a matter of course every time your are registered as the instructor of record (3)
Regular emails (4)
Notifications in Canvas (5)
Via existing policy documents (6)

Q4.5 Please now rank them in their order of importance:

- 1 = Most important
- 2 = Second most important
- 3 = Third most important etc.

(Please select the rank importance of each communication method)

	1 (Most important) (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (Least important) (6)
As part of the initial offer letter (1)	0	0	0	0	0	0
As part of faculty orientation (2)	0	0	0	0	0	0
As a matter of course every time your are registered as the instructor of record (3)	0	0	0	0	0	0
Regular emails (4)	0	\circ	\circ	\circ	\circ	\circ
Notifications in Canvas (5)	0	0	\circ	\circ	0	\circ
Via existing policy documents (6)	0	\circ	\circ	\circ	\circ	0

Q49 Do you have any feedback or insights regarding the topics of this section or the previous three sections of the survey (i.e., awareness of uses of personal data, being online, actions to

protect privacy online, data at the University) that you would like to share with us? Each response will be read by a member within the [unit name].
End of Block: online digital data at the University
Start of Block: demographics
Section 5: Demographics
Before we end the survey, tell us a few things about yourself!
During the past academic year (Fall 2018, Spring 2019):
Q45 Which school or college is affiliated with your primary appointment?
Please select all that apply
[26 Academic Units provided as response options]

Q47 Which best describes your academic rank/title at the University?
O Adjunct Instructor (1)
O Adjunct Lecturer (2)
O Adjunct Professor (3)
O Assistant Professor (4)
O Associate Professor (5)
O Clinical Professor (6)
O Distinguished, Endowed or University Professor (7)
O Instructor (8)
O Lecturer (9)
O Professor (10)
O Professor of Practice (14)
O Research Associate (11)
O Research Professor (12)
Other (13)
$X \rightarrow$
Q50 In the past two semesters, have you taught in any of the University's classrooms, lecture halls, or labs?
○ Yes (1)
O No (2)

 Unfamiliar - I have little to no experience with computer technologies (1) O Newcomer - I have attempted to use computer technologies, but I still require help on a regular basis (2) Beginner - I am able to perform basic functions in a limited number of computer applications (3) O Average - I demonstrate a general competency in a number of computer applications (4) Advanced - I have acquired the ability to competently use a broad spectrum of computer technologies (5) Expert - I am extremely proficient in using a wide variety of computer technologies (6) Q5.3 What is your gender identity? (optional) Male (1) Female (2) Non-binary (neither, both, or something else) (3)

Q53 When it comes to computer technology, which category describes you best?

Q5.4 With which race/ethnicity category do you identify? (optional) (Please select all that apply)
American Indian or Alaska Native (1)
Asian (2)
Black or African American (3)
Hispanic (4)
Native Hawaiian or Other Pacific Islander (5)
White (6)
Not a U.S. citizen or permanent resident (7)
Q51 What is your current age? (optional)
▼ 18 (1) 70+ (53)
End of Block: demographics
Start of Block: outro

Thank you for your time! The results of this survey will be published at: [LINK REDACTED]

Please click on the right-facing arrow below to officially record your response.

Data confidentiality and security statement:

(approved by the University's Institutional Review Board (i.e., IRB))

All data will be marked only with arbitrary numeric codes, not with names. Only authorized researchers will have access to these data. The electronic data will be kept on a password-protected server. No identifiable data (including email addresses) will be linked to the data at any time. All data collected will be retained for 10 years after the conclusion of the contract for this research to comply with the University's data retention policy. Data will be retained so that questions arising from publications or presentations can be answered by its reanalysis or reexamination. In the event that this research is published, detailed information about the research participants that could be used by others to identify the participants will be excluded from the publication.

End of Block: outro

Student perceptions of online privacy

Start of Block: intro

Thank you for clicking on the link in your email and consenting to participate in the Perceptions of Online Privacy Survey!

The [unit name] is interested in learning more about opinions and practices of students around issues relating to online privacy and the choices we each make when we engage in online activities. Your participation in the study is voluntary, and your responses will be completely confidential. There are no known risks associated with your participation in this study. The survey contains 5 sections:

- 1) Awareness of uses of personal data
- 2) Being online
- 3) Actions to protect privacy online
- 4) Data at the University
- 5) Demographic information

The survey will take approximately 15 minutes to complete. We appreciate your interest, time, and honesty in completing this survey. Please click on the right-facing arrow below to get started!

End of Block: intro

Start of Block: awareness of uses of personal data

Section 1: Awareness of uses of personal data

Q1.2 There is increasing evidence that our personal data is collected when we are online. How worried are you about the collection and/or use of your data? (Please select one only)									
O Not all worried (1)									
○ A little worried (2)									
Quite worried (3)									
O Very worried (4)									
O Not sure (5)									
Q1.3 When you use online sites your personal and online activity data may be collected. How acceptable to you would it be if: (Please select one only in each row)									

Not at all acceptable (1)	A little acceptable (2)	Quite acceptable (3)	Very acceptable (4)	Not sure (5)

Personal data is collected and used in order to offer you a better service or better product (e.g., offers based on your buying or search patterns) (1)	0		0	0	
Your personal and online activity data is shared in a personally identifiable way with third parties (2)	0	0	0	0	0
Data is shared in an anonymized format with third parties (3)	0	0	0	0	0
You are offered specific benefits in exchange for tracking you online and assured that your data will NOT be shared with third parties (4)	0	0	0	0	0
You are offered specific benefits in exchange for tracking you online on condition that	0	0	0		0

be shared with third parties (5)	
provider, what	ady enjoy the personalized benefits of the services of an online action might you take if you later discover that your online activities and d and shared with third parties?
O No action	on (1)
O I would	be more careful in what I share (2)
O I would	think about deleting my profile/account (3)
O I would	definitely delete my profile/account (4)
O Not sure	∍ (5)
End of Block:	awareness of uses of personal data
Start of Block:	being online
Section 2: Be	ing online
Q2.1 How ofter (Please select	n are you typically actively engaging in online platforms/activity (excluding email)? one only)
O Never	(1)
Occasio	onally (2)
O Quite of	iten - most days (3)
O A lot - s	everal times each day (4)
O Not sure	⇒ (5)

Q2.2 How often do you use:

(Please select	one only in each	ר row)			
	Never (1)	Rarely (2)	Quite often- most weeks (3)	A lot - most days (4)	Not sure (5)

Twitter (1)	0	\circ	0	\circ	\circ
Facebook (2)	\circ	\circ	\circ	\circ	\circ
Online texting services, such as Snapchat, Whatsapp or Messenger (3)	0	0	0		0
LinkedIn (4)	\circ	\circ	\circ	\circ	\circ
Picture- sharing services, such as Pinterest, Instagram, or Google Photos (5)	0	0	0	0	0
Online search engines, such as Google or Bing (6)	0	0	0	\circ	0
Email (7)	0	\circ	\circ	\circ	\circ
Skype, FaceTime or an equivalent real-time online calling service (8)	0	0	0	0	0
Online shopping sites, such as Amazon or eBay (9)	0	0	0	0	0
Online service sites, such as banking, sending or	0	0	0	0	0

money, food delivery, ride sharing, etc. (10)End of Block: being online Start of Block: actions to protect privacy online Section 3: What actions, if any, do you take to protect your privacy online? Q3.1 Think of your answers in the previous section. Have you read the Terms and Conditions for the online services you use? (Please select one only in each row) Yes, skim read Not applicable Yes, fully (1) No, not at all (3) (2) (4)

receiving

Twitter (1)	0	\circ	\circ	0
Facebook (2)	0	\circ	\circ	\circ
Online texting services, such as Snapchat, Whatsapp or Messenger (3)			0	0
LinkedIn (4)	0	\circ	\circ	\circ
Picture-sharing services, such as Pinterest, Instagram, or Google Photos (5)	0	0	0	0
Online search engines, such as Google or Bing (6)	0	\circ	\circ	0
Email (7)	0	\circ	\circ	\circ
Skype, FaceTime or an equivalent real- time online calling service (8)	0	0	0	0
Online shopping sites, such as Amazon or eBay (9)	0	0	\circ	0
Online service sites, such as banking, sending or receiving money, food delivery, ride sharing, etc. (10)	0		0	0

Page 8 of 19

	Not at all (1)	Occasionally (2)	Quite often (3)	A lot (4)	Not sure (5)
Q3.3 How ofter (Please select	n do you: only one in each	row)			
O Not sure	e (5)				
O Frequer	ntly (4)				
O More th	an once (3)				
Once (2)				
O Never	(1)				
Q3.2 Have any	of your online a	ccounts ever bee	n hacked or com	promised?	

Change your online passwords (excluding work systems which may require this)?	0	0	0		0
Delete your online search history from your search engines? (2)	0	0	0	0	0
Use a temporary email address while using the Internet or online services? (3)	0		0		0
Encrypt your calls? (4)	0	\circ	\circ	\circ	\circ
Encrypt your text messages? (5)	0	0	0	0	\circ
Encrypt your email? (6)	0	\circ	\circ	\circ	\circ
Give inaccurate or misleading information out about yourself to a service provider in exchange for a service? (7)	0	0	0	0	0
Delete or edit a post you have made because you feel that it revealed too	0	0	0	0	0

much about yourself? (8)					
Ask someone to remove something that they have posted about you online? (9)	0	0	0	0	0
Refuse to provide information about yourself that isn't relevant to an online transaction (even if it means that you cannot complete the transaction)? (10)	0	0	0	0	0
Decide not to use a website because they asked for your real name or personally identifiable information such as a physical home address? (11)	0			0	0

Q3.4 Have you installed software (such as DoNotTrack or Ghostery) on your devices or used an alternative search engine (such as DuckDuckGo) that prevent online providers from either tracking your online behavior or storing your personal information? (Please select one only)
O No (1)
On some devices (2)
On most devices (3)
On all devices (4)
O Not sure (5)
Q3.5 The first time you use an online service and the provider asks you to install a cookie on your device (i.e., a small piece of data generated by a website and stored in your computer) in order to continue, do you accept the cookie and continue? (Please select one only
O Never (1)
Occasionally (2)
Occasionally (2)
Occasionally (2) Ouite Often (3)

anonymously for certain kinds of online activities without being tracked at all in a personally identifiable manner? (Please select one only)
O No (1)
On special occasions or public spaces (2)
○ Whenever they wish (3)
Always, by default (4)
O Not sure (5)
Q3.7 Privacy means different things to different people today. Thinking about all of your daily interactions - both online and offline - how important is it for you to be in control of who can get information about you? Not at all important (1) A little important (2) Quite important (3) Very important (4) Not sure (5)

without your permission?
O Not at all important (1)
○ A little important (2)
Ouite important (3)
O Very important (4)
O Not sure (5)
Q44 How important is it to you to control what information is collected about you?
O Not at all important (1)
A little important (2)
Quite important (3)
O Very important (4)
O Not sure (5)
Q3.11 Our feelings about our own online privacy may be linked to how safe we feel in a particular online environment - which in turn affects our sense of control and may impact on the information we go on to share, and vice versa. Which ONE of the following elements is the most important for you in an online environment: (Please select one only)
Control (over which data I choose to add) (1)
Privacy (who sees and uses my data) (2)
Safety (how secure I feel on the site) (3)
End of Block: actions to protect privacy online

Section 4: Data at the University
Q4.1 How informed are you about the University's policies covering privacy, security, and web accessibility? [LINK REDACTED] (Please select one only)
O Not at all informed (1)
A little informed (2)
Quite informed (3)
O Very informed (4)
O Not sure (5)
Q4.3 How do you think you should be informed about the uses of your data to support your student experience? (Please select all that apply) As part of the admission decision letter (1) After admission as a part of orientation (2) As part of every course registration (3) Regular emails (4) Notifications in Canvas (5) Via existing policy documents (6)

Q4.5 Please now rank them in their order of importance:

1 = Most important

- 2 = Second most important
- 3 = Third most important etc.

(Please select the rank importance of each communication method)

	1 (Most important) (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (Least important) (6)
As part of the admission decision letter (1)	0	0	0	0	0	0
After admission as a part of orientation (2)	0	0	0	0	0	0
As part of every course registration (3)	0	0	0	0	0	0
Regular emails (4)	0	\circ	\circ	\circ	\circ	\circ
Notifications in Canvas (5)	0	0	\circ	\circ	\circ	\circ
Via existing policy documents (6)	0	\circ	\circ	\circ	\circ	0

Q45 Do you have any feedback or insights regarding the topics of this section or the previous three sections of the survey (i.e., awareness of uses of personal data, being online, actions to protect privacy online, data at the University) that you would like to share with us? Each response will be read by a member within the [unit name].

Start of Block: demographics **Section 5: Demographics** Before we end the survey, tell us a few things about yourself! During the past academic year (Fall 2018, Spring 2019): Q5.1 Your primary major was affiliated with the following college or school. 13 Academic Units provided as response options Q5.2 In terms of class standing, you were a: Freshman or first-year student (1) O Sophomore or second-year student (2) Junior or third-year student (3) Senior or fourth-year student (4) Fifth-year student or beyond (5) Q5.3 What is your gender identity? (optional) Male (1) O Female (2) Non-binary (neither, both, or something else) (3)

	ory describes you best?
O Unfamiliar - I have little to no experience with com	puter technologies (1)
 Newcomer - I have attempted to use computer tec regular basis (2) 	chnologies, but I still require help on a
O Beginner - I am able to perform basic functions in applications (3)	a limited number of computer
Average - I demonstrate a general competency in (4)	a number of computer applications
 Advanced - I have acquired the ability to compete technologies (5) 	ntly use a broad spectrum of computer
Expert - I am extremely proficient in using a wide	variety of computer technologies (6)
End of Block: demographics	
Start of Block: outro	
Start of Block: outro Thank you for your time! The results of this survey will be [LINK REDACTED]	e published at:

End of Block: outro