

Key results from the PRISMS survey

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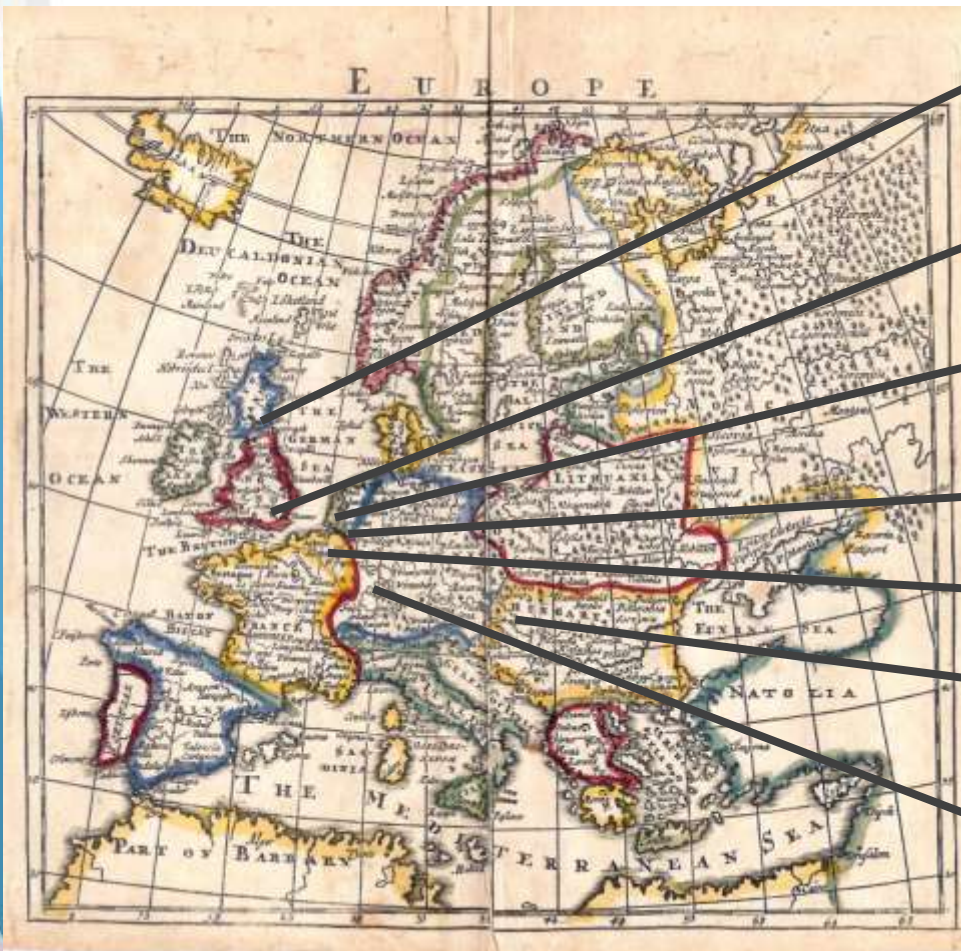
Fraunhofer Institute for Systems and Innovation Research ISI



Outline of the presentation

- PRISMS goal
- The PRISMS survey
- Selected results
- (More in-depth results will be presented in Session #1 (Friday, 9:00))
- Some conclusions

The PRISMS team



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The objective of the project

- Explore the relationship between Human privacy and security
 - Do people actually evaluate the introduction of new security technologies in terms of a trade-off between privacy and security?
 - What are the main factors that affect public assessment of the security and privacy implications of given security technology?
- → Pan-European representative survey

Survey methodology and technicalities

- Target population: General population, aged 18+
- Number of countries: 27 EU countries (without Croatia)
- 27,195 interviews (~ 1000 per country)
- Interviews carried out amongst a representative sample (based on age, gender and work status)
- Questionnaire duration: 25-30 minutes
- Field work: February – April 2014 (until June 2014 in two countries)

Questionnaire structure

- Trust
- Vignettes/scenarios (split-sampled)
 1. NSA surveillance
 2. Biometric access control systems
 3. Smart meters
 4. Internet monitoring for terrorists
 5. ANPR cameras
 6. Data collection and trading by ISPs
 7. DNA databases
 8. Crowd surveillance
- Security / Privacy concerns
- Specific attitudes to privacy and data protection practices
- Values
- Demographics



Conclusions

- We need to bear in mind context – not top of mind for many people, other day-to-day concerns
- Still, we can recognize some consistent themes: Italy, Malta, and Romania tend to be more in favour of security actions; Germany, Austria, Finland, Greece less so

Conclusions

- The gap between privacy requirements and privacy behaviour is opening wider
- Citizens' consider privacy as an important value (online as well as offline)
- Compared to earlier surveys people do less accept disclosure of personal data
- At the same time people feel that more data about them is collected
- Media

What about the trade-off hypothesis?

- There is no significant relationship between citizens' general attitudes towards “privacy” and “security”.
- However, things are more complicated in concrete cases
 - Bounded rationality and compromises
 - Covert operations in virtual space raises more concerns than the overt operations in a real environment; public sector activities raise less concern than private sector activities

What's privacy/security and how can it be measured

- Privacy/security are a fuzzy and multi-faceted concepts
- People are uninformed (about facts and scientific subtleties) but voicing opinions
- Privacy and data protection are not the same
- Many existing opinion polls do not reflect these issues: „How important do you consider your privacy/security?“

Different types of privacy

Roger Clarke – 4 types

1. Privacy of the person
1. Privacy of personal behaviour
2. Privacy of personal communication
3. Privacy of personal data and image

Finn et al. – 7 types

1. Privacy of the person
2. Privacy of thought and feeling
3. Privacy of behaviour and action
4. Privacy of location and space
5. Privacy of personal communication
6. Privacy of personal data and image
7. Privacy of association

Different types of security

- In security-privacy trade-off debate narrow definition
 - mainly related to terrorism, organised crime
 - Maybe border security
- For general public “Security” is usually much more
 - Physical security
 - Political security
 - Socio-economic security
 - Cultural Security
 - Environmental security
 - Radical uncertainty security
 - Information security

Privacy is a an element of security

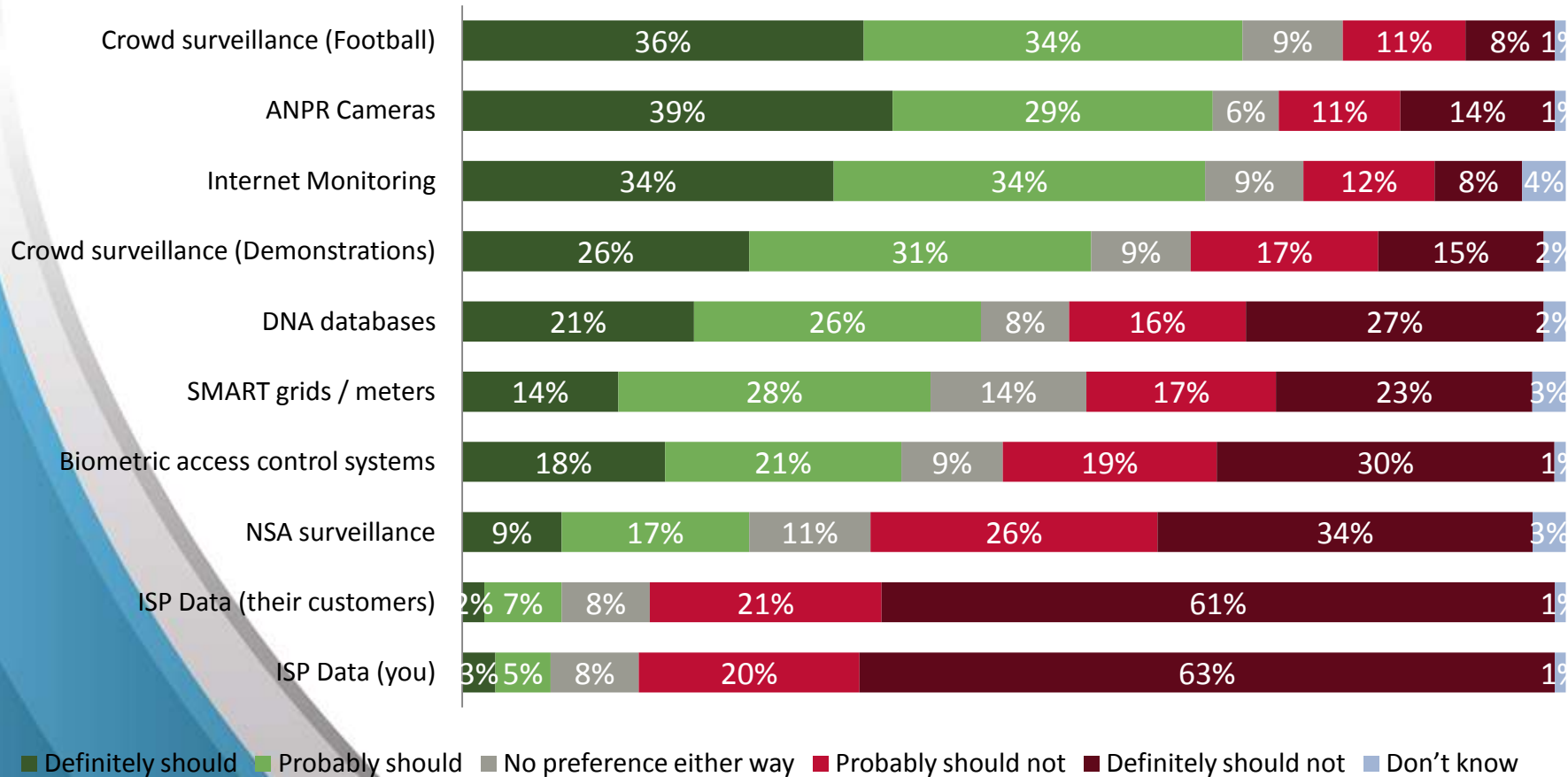
Not to mention linguistic issues “Sicherheit” = safety, security and certainty

Methodological implications

- In survey we try to avoid using the terms „security“ and „privacy“ in a direct way
- In Survey we ask for all different types of privacy and security implicitly
- QC.3 and QC.4 asks different questions focussing on personal and general security worries
- QD.1 ask for different types of privacy
- Vignettes cover different types of security and privacy

Overview: The Vignettes

QB1. To what extent, if at all, do you think that ____ should or should not...?



Base: All Valid Responses

