

Future of Privacy Forum “Icon” Survey: Online Behavioral Advertising & Privacy Final Results

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Overview

- Five questions to measure:
 - Participation in 13 online activities
 - Attitudes toward comfort with OBA (with and without FIP's – transparency & choice)
 - Experience with 8 privacy-protective behaviors
 - Attitudes toward privacy (9 items)
- Assess how attitudes vary based on subjects' online experience
- Sample size = 2,604

Internet Activities

- Sample item:
 - Have you ever used search engines to find information?
- Approximately half (or more) of sample had participated in 12 of 13 activities
- Average = participation in 9 activities
- 2% had not participated in any activities
- 56% spent at least 15 hours online/week

Comfort with OBA

- Sample item:
 - How comfortable are you with information about the websites you visit across the Internet being used to decide what ads you see?
- Comfort (no FIP)
 - 23% are comfortable or very comfortable
- Comfort (transparency & choice)
 - 40% are comfortable or very comfortable
- Computed difference between two items:
 - 37% became more comfortable
 - Of 56% who remained unchanged after FIP
 - 38% remain uncomfortable
 - 33% remain neutral
 - 29% remain comfortable

Privacy Protective Activities

- Sample Item:
 - Have you ever set your browser to reject cookies?
- Approximately 40% (or more) of sample had engaged in 7 of 8 activities
- Average participation was 4 activities
- 8% had never done any of these

Privacy Concerns

- Sample item
 - I'm concerned that websites are collecting too much personal information about me
- 5-point scale (1=strongly disagree – 5=strongly agree)
- Average for scale = 3.88 (agree)

Key Findings

- Approximately 30% of people are neutral about OBA (with or without FIPS)
- Without FIPS, 23% are comfortable with OBA
- With FIPS (transparency & control), 40% of people are comfortable with OBA
- FIPS increase comfort with OBA for people who
 - Are most active online
 - Engage in more privacy-protective behaviors (e.g. opting out)

What We Don't Know

- How well people understand OBA
 - Major implications for consumer education
- If (or when) people will opt out of OBA if given the opportunity