

Key results from the PRISMS survey

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Joint Final Conference PACT/PRISMS/SurPRISE
Vienna, 13 November 2014

Outline of the presentation

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

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The PRISMS team



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PRISMS

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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

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PRISMS

Survey methodology and technicalities

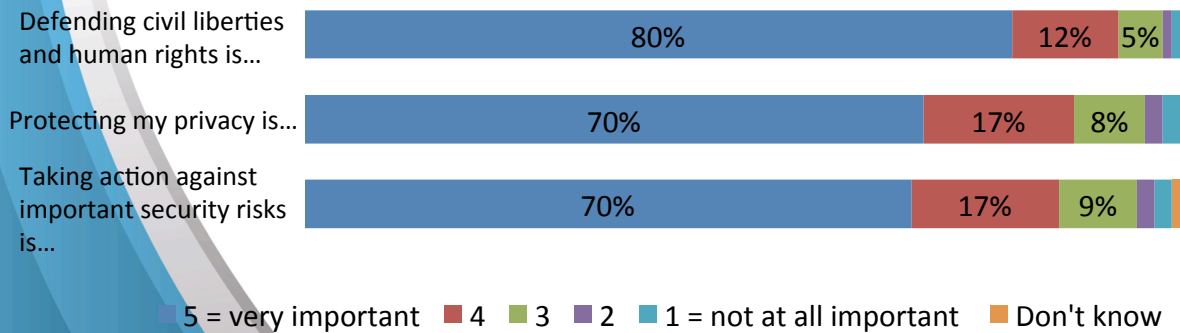
- Target population: General population, aged 18+
- Number of countries: 27 EU countries (without Croatia)
- 27,195 interviews (~ 1000 per country)
- Interviews carried out amongst a representative sample (based on age, gender and work status)
- Questionnaire duration: 25-30 minutes
- Field work: February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

Questionnaire elements

- General attitudes to privacy and security
- General privacy and security concerns
- Attitudes towards specific (security) technologies and practices,
- Mini scenarios
 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
- Other Values
- Demographics

A shared commitment to privacy and security

QF5ALT. What's your opinion regarding some general issues ... (where 1 corresponds to not at all important and 5 corresponds to very important).



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Base: All Valid Responses (27,195) Source: Ipsos MORI



Privacy: A complex construct

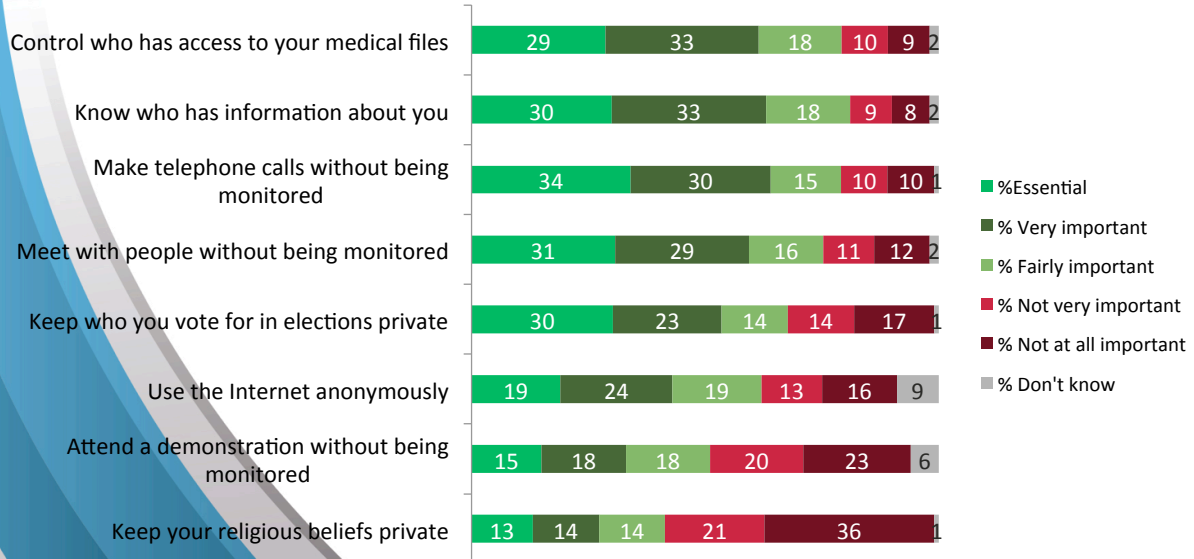
- Who has information about me?
- Can I control who has access to your medical files?
- Can I use the Internet anonymously?
- Can I make telephone calls without being monitored?
- Can I keep my vote for in elections private?
- Can I keep my religious beliefs private?
- Can I attend a demonstration without being monitored?
- Can I meet with people without being monitored?

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Personal control is a crucial aspect of privacy, as is freedom of everyday association

QD1. How important, if at all, is it for you to be able to...

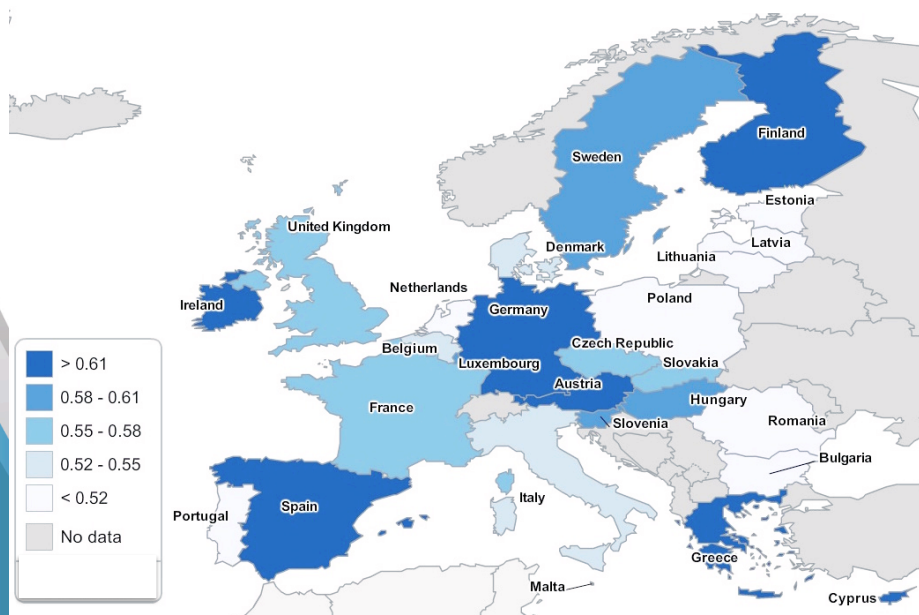


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Regional differences in privacy concerns



(not important at all = 0 ... 1 = very important)

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Security: More than crime and terrorisms

GENERAL

- (Non) Access to healthcare services
- Youth unemployment
- Corporate tax evasion
- Women not being treated equally to men
- Terrorist attacks anywhere in your country
- Young people using alcohol and drugs excessively
- Extreme weather conditions
- Viruses damaging the national internet infrastructure

PERSONAL

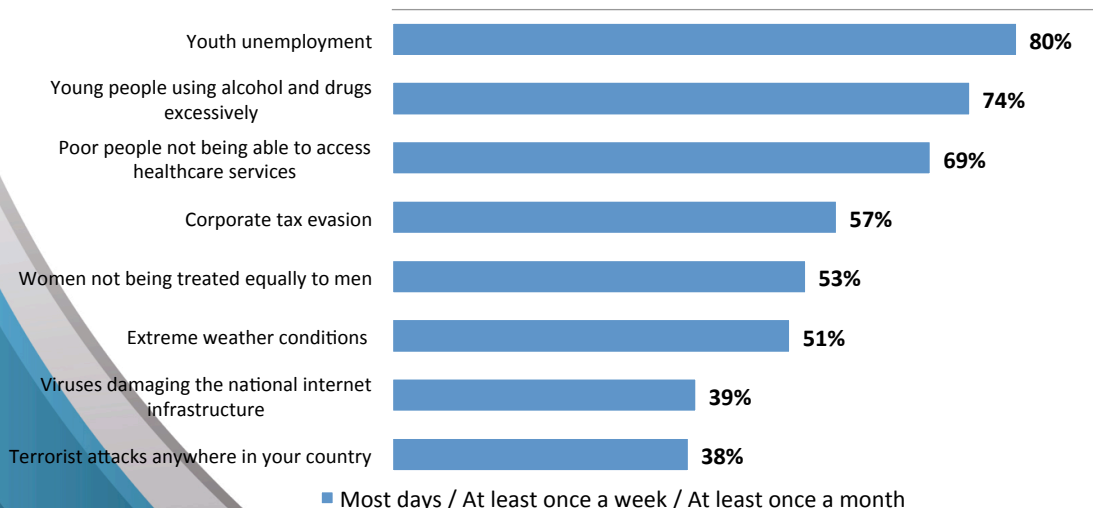
- Getting a serious sickness
- Losing ones job
- Being a victim of a theft in the neighbourhood
- Being discriminated against
- Being a victim of a bomb attack
- Immigrant families moving to ones neighbourhood
- Being a victim of a natural disaster
- Someone hacking into ones computer

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Social issues such as unemployment, healthcare and young people are top concerns

QC3ALT. How often, if at all, have you worried about each of the following in your country in the last year?



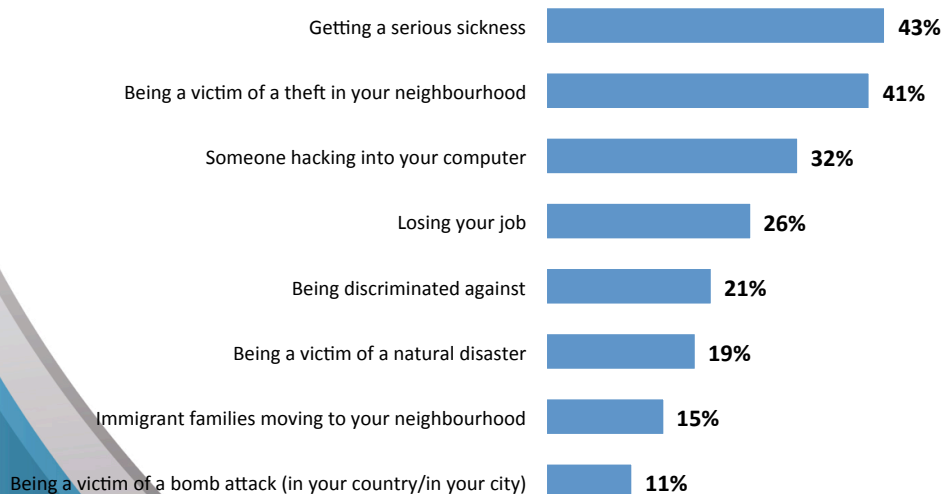
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Base: All Valid Responses (18,080) Source: Ipsos MORI



Indication that feelings of safety and health are more important to people personally

QC4ALT. And how often, if at all, have you worried about each of the following in the last year?



■ Most days / At least once a week / At least once a month

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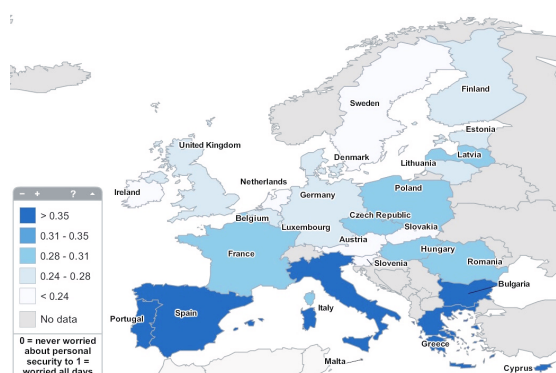
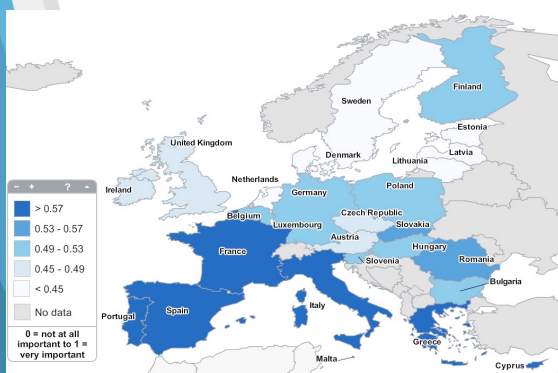
Base: All Valid Responses (18,080) Source: Ipsos MORI



But there are regional differences in security concerns

Concerns about general security

Concerns about personal security...



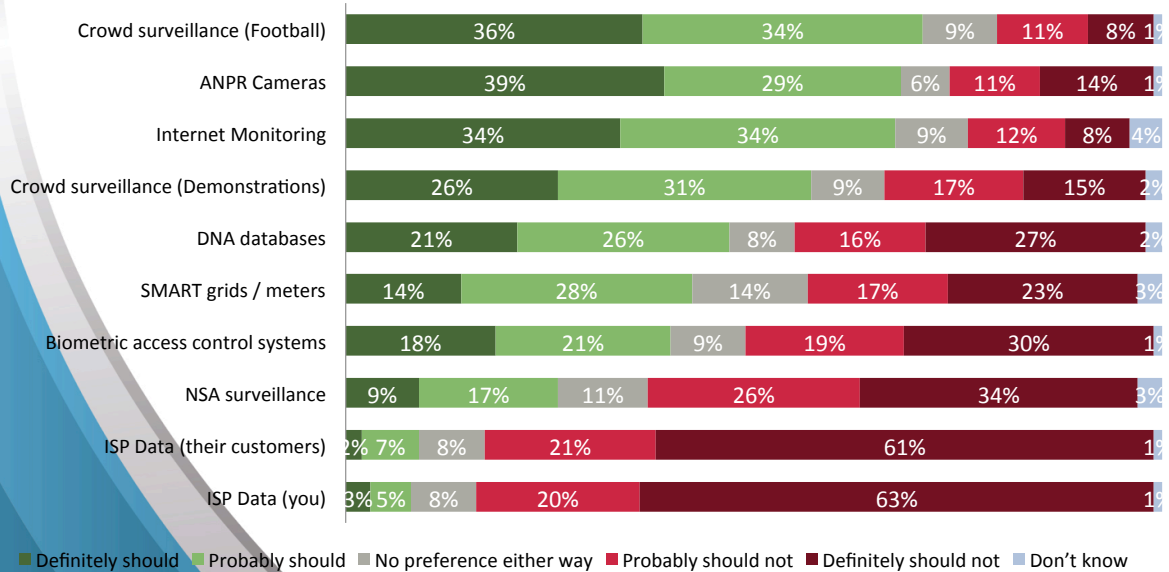
(none = 0 ... 1 = always)

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Overview: The Vignettes

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

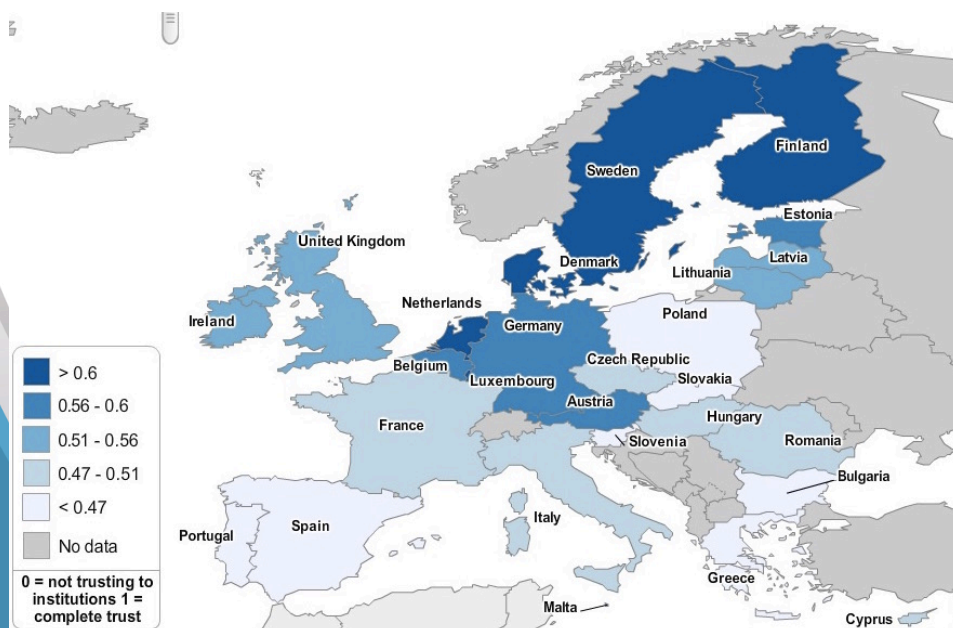


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Base: All Valid Responses



Trust in government and other institutions important for evaluation of privacy and security issues



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Conclusions

- We need to bear in mind context – not top of mind for many people, other day-to-day concerns
- Both privacy and security are important to people
- 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

What about the trade-off hypothesis?

- There is no “natural” trade-off between “privacy” and “security” for citizens.
- 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
 - Trust in institutions is an important factor