

### Questionnaire for pilot survey

#### Methodological noters

In some cases, the order of questions was randomized. Two important randomizations are particularly important:

1. Question sets on internet experience and willingness to disclose personal information were presented in two orders. One group received the sets in the presented order (i.e., Q3, Q4, Q5, Q6, Q7, Q8, Q9, Q10, Q11), while the other group in a reversed order (i.e., Q9, Q10, Q11, Q6, Q7, Q8, Q3, Q4, Q5). Due to technical limitations of the survey tool (1KA), the questions were doubled and positioned in a reverse order. For ease of presentation and use, the questions were merged while the duplicated questions were removed (Q12–Q20) both here and in the dataset. The dataset includes a variable, indicating the order in which question sets were presented to the respondent (variable *spltwtd*).
2. Question sets on vertical and horizontal privacy concerns, privacy control, and trust were presented in two orders. One group received the sets in the presented order (i.e., Q24, Q25, Q26, Q27, Q28, Q29), while the other group in a reversed order (i.e., Q27, Q28, Q29, Q24, Q25, Q26). Due to technical limitations of the survey tool (1KA), the questions were doubled and positioned in a reverse order. For ease of presentation and use, the questions were merged while the duplicated questions were removed (Q20–Q25) both here and in the dataset. The dataset includes a variable, indicating the order in which question sets were presented to the respondent (variable *spltpri*).

In addition, some questions had a randomized order of answers or statements, specifically questions Q21, Q24, and Q27.

The questionnaire began with informed consent (Q1).

**Table 1**

Questionnaire and sources of questions

#	Concept	Items	Response options	Source
<b>Internet experience and willingness to disclose personal information</b>				
Q2	Lead-in	<i>We are first interest about use of internet and willingness to disclose your personal data in different online environments.</i>		
Q3	Experience with e-commerce	How often, if at all, do you use the internet to search for goods or services or make a purchase?	1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Very often	ISSP Research Group (2023)
	Willingness to disclose personal information in e-commerce	In general, how willing would you be to disclose the following types of information while searching for or purchasing goods and services over the internet?	1 = “Not at all willing” to 7 “Definitely willing”	Mothersbaugh et al. (2012) and Milne et al. (2017)
Q4a		Information about your interests and habits from everyday life, for example hobbies, travels, or sport activities.		
Q4b		Your demographic data, such as gender, age, or place of residence.		
Q4c		Demographic information about those close to you, for instance the number and age of your family members.		
Q4d		Your contact information, for example your e-mail address or mobile phone number.		
Q4e		Your financial information, such as monthly net income or current financial status.		
Q4f		Information about your health, for instance information about your last visit at the doctor or past illnesses.		
Q5	Perception of authors in context	From the list below, select all for who you believe could see or access your information that you would share when searching or purchasing goods or services.	1 = Companies with which you have directly shared your information 2 = Companies with which you have not directly shared your information 3 = Government 4 = Family members 5 = Friends 6 = Strangers 7 = Coworkers (current or past) 8 = Employer (current or past)	Answers categories adopted from Yuna et al. (2019)
Q6	Experience with social network sites	How often, if at all, do publish content on social network sites (e.g., Facebook, Instagram, Twitter, TikTok)?	1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Very often	ISSP Research Group (2023)
	Willingness to disclose personal	<i>In general, how willing would you be to publicly share the following types of information on your social network sites (e.g., Facebook, Instagram, Twitter, TikTok)?</i>	1 = “Not at all willing” to 7 “Definitely willing”	

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Q7a	information on social network sites	Information about your interests and habits from everyday life, for example hobbies, travels, or sport activities.		Mothersbaugh et al. (2012) and Milne et al. (2017)
Q7b		Your demographic data, such as gender, age, or place of residence.		
Q7c		Demographic information about those close to you, for instance the number and age of your family members.		
Q7d		Your contact information, for example your e-mail address or mobile phone number.		
Q7e		Your financial information, such as monthly net income or current financial status.		
Q7f		Information about your health, for instance information about your last visit at the doctor or past illnesses.		
Q8	Perception of authors in context	From the list below, select all for who you believe could see or access your information that you would share or post on social network sites.	1 = Companies with which you have directly shared your information 2 = Companies with which you have not directly shared your information 3 = Government 4 = Family members 5 = Friends 6 = Strangers 7 = Coworkers (current or past) 8 = Employer (current or past)	Answers categories adopted from Yuna et al. (2019)
Q9	Experience with instant messaging	How often, if at all, do you use services for instant messaging (e.g., Facebook Messenger, WhatsApp, Viber, Telegram)?	1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Very often	ISSP Research Group (2023)
	Willingness to disclose personal information in instant messaging	<i>In general, how willing would you be to disclose the following types of information in discussions with your acquaintances through instant messaging services (e.g., Facebook Messenger, WhatsApp, Viber, Telegram)?</i>	1 = “Not at all willing” to 7 “Definitely willing”	Mothersbaugh et al. (2012) and Milne et al. (2017)
Q10a		Information about your interests and habits from everyday life, for example hobbies, travels, or sport activities.		
Q10b		Your demographic data, such as gender, age, or place of residence.		
Q10d		Demographic information about those close to you, for instance the number and age of your family members.		
Q10e		Your contact information, for example your e-mail address or mobile phone number.		
Q10f		Your financial information, such as monthly net income or current financial status.		
Q10g		Information about your health, for instance information about your last visit at the doctor or past illnesses.		
Q11	Perception of authors in context	From the list below, select all for who you believe could see or access your information that you would share in instant messaging with acquaintances.	1 = Companies with which you have directly shared your information 2 = Companies with which you have not directly shared your information 3 = Government 4 = Family members	Answers categories adopted from Yuna et al. (2019)

			5 = Friends 6 = Strangers 7 = Coworkers (current or past) 8 = Employer (current or past)	
<b>Attention check</b>				
Q21	Attention check	Until now, we asked about disclosing information during different online activities. Which were these activities?	1 = Searching for or purchasing goods and services 2 = Searching for health information 3 = Using services for instant messaging 4 = Using public sector online services (e.g., e-government) 5 = Use of social network sites 6 = Use of banking services	Activities taken from the internet use scale (Grošelj in Blank, 2014)
<b>Perceived benefits of self-disclosure</b>				
	<i>Lead-in</i>	<i>We are interested in your views on the benefits which you can gain by sharing your personal information on the internet. To what degree do you agree or disagree to the following statements.</i>  We are interested in your views ...		
Q22a	Perceived monetary benefits	... obtain coupons that can be redeemed when purchasing goods or services.	1 = “Completely disagree” to 7 = “Completely disagree”	Wang et al. (2017)
Q22b		... receive discounts and benefits.		
Q22c		... win cash prizes.		
Q22d	Perceived social benefits	... gaining socio-emotional support from others.		
Q22e		... maintaining relationships with my friends.		
Q22f		... engaging with groups of people with similar interests.		
<b>Disposition to value privacy</b>				
	Disposition to value privacy	<i>We are interest in your general opinion about your information privacy. With information privacy we mean unauthorized access and use of your personal information. To what degree do you agree or disagree with the following statements.</i>	1 = “Completely disagree” to 7 = “Completely disagree”	Xu et al. (2011)
Q23a		To me, it is the most important thing to keep my informational privacy intact.		
Q23b		Compared to others, I am less concerned about possible threats to my information privacy.		
Q23c		I try to minimize the number of times I provide personal information to others.		
Q23d		Compared to others, I am more sensitive about the way others handle my personal information.		
<b>Vertical privacy concerns, privacy control, and trust</b>				
	Vertical privacy concerns	<i>Below are some statements about <b>companies</b>’ collection and use of your personal information on the internet. We are interested in the extent to which you agree or do not agree with the listed statements.</i>	1 = “Completely disagree” to 7 = “Completely disagree”	Neves et al. (2023)
Q24a		I am concerned that companies can misuse my personal information that I share on the internet.		
Q24b		I am concerned about sharing my personal information on the internet, because I don’t know what companies might do with it.		
Q24c		I am concerned about sharing my personal information on the internet, because companies could use it in unforeseen ways.		

Q24d		I am concerned about sharing my personal information on the internet, because companies may share it with others whom I did not intend.		
Q24e		I am concerned about my sharing personal information on the internet as companies could misinterpret it.		
Q24f		I am concerned that companies can send me unsolicited messages based on my personal information.		Newly developed
Q24g		I am concerned that companies can find personal information about me on the internet.		Newly developed
	Vertical perceived privacy control	<i>How would you judge your control over your personal information that is accessible on the internet <b>in relation to companies</b>?</i>  I believe that most of the time I have control ...		
Q25a		... over my personal information that I share with companies on the internet.		Xu et al. (2008)
Q25b		... regarding which companies can gain access to my personal information on the internet.		
Q25c		... regarding what personal information about me companies can publish on the internet.		
Q25d		... regarding how companies use my personal information that are accessible on the internet.		
	Trust – vertical level	<i>To what extent do you agree or disagree with the following statement?</i>		Developed based on Bauer in Freitag (2018)
Q26		I trust most companies to handle my personal information appropriately on the internet.		
<b>Horizontal privacy concerns, privacy control, and trust</b>				
	Horizontal privacy concerns	<i>Below are some statements about sharing your personal information with <b>your acquaintances</b> (that is, people you personally know) over the internet. We are interested in the extent to which you agree or do not agree with the listed statements.</i>	1 = “Completely disagree” to 7 = “Completely disagree”	Neves et al. (2023)
Q27a		I am concerned that my acquaintances can misuse my personal information that I share on the internet.		
Q27b		I am concerned about sharing my information over the internet with acquaintances because I don’t know what they might do with it.		
Q27c		I am concerned about sharing my information over the internet with acquaintances because they could use it in unforeseen ways.		
Q27d		I am concerned about sharing my information over the internet with acquaintances as they may share it with others whom I did not intend.		
Q27e		I am concerned about sharing my information over the internet with my acquaintances as they could misinterpret it.		
Q27f		I am concerned that acquaintances can send me unsolicited messages based on my personal information.		Newly developed
Q27g		I am concerned that acquaintances can find my personal information on the internet, even though I haven’t shared it with them.		Newly developed
	Horizontal perceived privacy control	<i>How would you rate your control over your personal information that is accessible on the internet <b>in relation to your acquaintances</b>?</i>  I believe that most of the time I have control ...		Xu et al. (2008)
Q28a		... over my personal information that I share with my acquaintances on the internet.		

Q28b		... regarding whom among my acquaintances can gain access to my personal information on the internet.		
Q28c		... regarding what personal information about me my acquaintances can share on the internet.		
Q28f		... regarding how my acquaintances use my personal information that is accessible on the internet.		
	Trust – horizontal level	<i>To what extent do you agree or disagree with the following statement?</i>		
Q29		I trust most acquaintances to handle my personal information appropriately on the internet.		Developed based on Bauer in Freitag (2018)
<b>Control variables</b>				
Q36	Lead-in	<i>What follows are three questions about your experiences with privacy on the internet.</i>		
Q37	Previous privacy violation	How often, if at all, have you personally been the victim of what you felt was an improper invasion of your privacy on the internet?	1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Very often	Malhotra et al. (2004) and Zhang et al. (2022)
Q38	Misrepresentation of identity	How often, if at all, do you use or post false information about yourself on the internet?	1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Very often	Malhotra et al. (2004) and Zhang et al. (2022)
Q39	Privacy-related media exposure	In the last year, how much, if any, have you heard or read about the use and potential misuse of personal information on the internet?	1 = None 2 = Very little 3 = Little 4 = Some 5 = Much 6 = Very much	Malhotra et al. (2004)
<b>Demography</b>				
Q40	Lead-in	<i>You are almost at the end of the questionnaire. Only a short part on demography left.</i>		
Q41	Gender	Gender	1 = Male; 2 = Female; 3 = Other	Hafner Fink et al. (2023)
Q42	Age	When were you born? Please enter your year of birth ...	--	Hafner Fink et al. (2023)
Q43	Education	What is your highest formal education?	1 = Primary school (or less) 2 = Secondary vocational or professional education 3 = Upper secondary general education 4 = Post-secondary or higher professional education 5 = University degree 6 = Specialization, master's degree or PhD.	Hafner Fink et al. (2023)

Q44	Employment status	Which of the following best describes your current status? If you are currently (temporarily) not working due to illness, maternity leave, holiday, strike, pandemic, etc., think of your usual work situation.	1 = Paid work (employed, self-employed, or employed in a family business) 2 = Unemployed and searching for employment 3 = In education (not sent by employer), student 4 = Vocational training, apprentice 5 = Permanently unable to work (illness, disability) 6 = Retired 7 = Homemaker, house work, I take care of kids or other persons 8 = Other:	Hafner Fink et al. (2023)
Q45	Marital status	What is your marital status?	1 = Married 2 = Extramarital union, cohabiting 3 = I live separately (married, but living separately) 4 = Divorced 5 = Widower, widow 6 = Single, never married or cohabiting	Hafner Fink et al. (2023)
Q46	Type of residence	How would describe the place where you live? Is this ...	1 = Big city 2 = Outskirts of a big city 3 = Smaller town 4 = Rural settlement, village 5 = Secluded farm or house in the countryside	Hafner Fink et al. (2023)
Q47	Income	Considering your total household income (all income sources of all household members), is it hard or easy for your household to cover all essential expenses?	1 = Very hard 2 = Fairly hard 3 = Not hard, not easy 4 = Fairly easy 5 = Very easy.	Hafner Fink et al. (2019)

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