

Questionnaire for the main survey

Methodological notes

In some cases, the order of questions was randomized, specifically for questions Q10, Q11, Q12, Q13, Q15, Q16, Q18, Q26, and Q27. The questionnaire began with informed consent (Q1).

Table 1

Questionnaire and sources of questions

#	Concept	Items	Response options	Source
Internet experience and willingness to disclose personal information				
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	<i>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?</i>	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	Experience with social network sites	How often, if at all, do you use social network sites (e.g., Facebook, Instagram, X (formerly 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, X (formerly Twitter), TikTok)?</i>	1 = “Not at all willing” to 7 “Definitely willing”	Mothersbaugh et al. (2012) and

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Q6a	information on social network sites	Information about your interests and habits from everyday life, for example hobbies, travels, or sport activities.		Milne et al. (2017)
Q6b		Your demographic data, such as gender, age, or place of residence.		
Q6c		Demographic information about those close to you, for instance the number and age of your family members.		
Q6d		Your contact information, for example your e-mail address or mobile phone number.		
Q6e		Your financial information, such as monthly net income or current financial status.		
Q6f		Information about your health, for instance information about your last visit at the doctor or past illnesses.		
Q7	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 (that is, people who you personally know) 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)
Q8a		Information about your interests and habits from everyday life, for example hobbies, travels, or sport activities.		
Q8b		Your demographic data, such as gender, age, or place of residence.		
Q8c		Demographic information about those close to you, for instance the number and age of your family members.		
Q8d		Your contact information, for example your e-mail address or mobile phone number.		
Q8e		Your financial information, such as monthly net income or current financial status.		
Q8f		Information about your health, for instance information about your last visit at the doctor or past illnesses.		
Attention check				
Q9	Attention check	Some people are inattentive when responding to surveys. To identify attentive respondents (you), please select the answer “Much”.	1 = None 2 = Very little 3 = Little 4 = Some 5 = Much 6 = Very much	Newly developed
Perceived benefits of self-disclosure				
	Perceived monetary benefits	<i>We are interested in your views on monetary benefits that you can obtain by sharing your personal information on the internet. To what extent do you agree or disagree with the following statements?</i>	1 = “Completely disagree” to 7 = “Completely agree”	Wang et al. (2017)
		By sharing my information on the internet, I can ...		
Q10a		... obtain coupons that can be redeemed when purchasing goods or services.		
Q10b		... receive discounts and benefits.		
Q10c		... win cash prizes.		

	Perceived social benefits	<i>We are also interested in your views on the benefits related to your feelings and sustaining relationships with your acquaintances, which you can obtain by sharing your information on the internet. To what extent do you agree or disagree with the following statements?</i>	1 = “Completely disagree” to 7 = “Completely disagree”	Wang et al. (2017)
Q11a		Sharing my information on the internet can help me with ...		
Q11b		... gaining socio-emotional support from others.		
Q11c		... maintaining relationships with my friends.		
		... engaging with groups of people with similar interests.		
Disposition to value privacy				
	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)
Q12a		To me, it is the most important thing to keep my informational privacy intact.		
Q12b		Compared to others, I am less concerned about possible threats to my information privacy.		
Q12c		I try to minimize the number of times I provide personal information to others.		
Q12d		Compared to others, I am more sensitive about the way others handle my personal information.		
Vertical privacy concerns, privacy control, and trust				
	Vertical privacy concerns	Below are some statements about companies’ 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.	1 = “Completely disagree” to 7 = “Completely disagree”	
Q13a		I am concerned that companies can misuse my personal information that I share on the internet.		Neves et al. (2023)
Q13b		I am concerned about sharing my personal information on the internet, because I don’t know what companies might do with it.		
Q13c		I am concerned about sharing my personal information on the internet, because companies could use it in unforeseen ways.		
Q13d		I am concerned about sharing my personal information on the internet, because companies may share it with others whom I did not intend.		
Q13e		I am concerned about my sharing personal information on the internet as companies could misinterpret it.		
Q13f		I am concerned that companies can send me unsolicited messages based on my personal information.		Newly developed
Q13g		I am concerned that companies can find personal information about me on the internet.		Newly developed
Q14	Trust – vertical level	Speaking generally, would you say that you can trust most companies to properly handle your personal information on the internet, or would you say that you must be careful when sharing information with companies?	1 = “One must be very careful” to 7 = “Most companies can be trusted”	Hafner Fink et al. (2023)
	Vertical perceived privacy control	<i>How would you judge your control over your personal information that is accessible on the internet in relation to companies?</i>	1 = “Completely disagree” to 7 = “Completely disagree”	Xu et al. (2008)
Q15a		I believe that most of the time I have control ...		
Q15b		... over my personal information that I share with companies on the internet.		
Q15c		... regarding which companies can gain access to my personal information on the internet.		
Q15d		... regarding what personal information about me companies can publish on the internet.		
		... regarding how companies use my personal information that are accessible on the internet.		

Horizontal privacy concerns, privacy control, and trust				
	Horizontal privacy concerns	Below are some statements about sharing your personal information with your acquaintances (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.	1 = “Completely disagree” to 7 = “Completely disagree”	Neves et al. (2023)
Q16a		I am concerned that my acquaintances can misuse my personal information that I share on the internet.		
Q16b		I am concerned about sharing my information over the internet with acquaintances because I don’t know what they might do with it.		
Q16c		I am concerned about sharing my information over the internet with acquaintances because they could use it in unforeseen ways.		
Q16d		I am concerned about sharing my information over the internet with acquaintances as they may share it with others whom I did not intend.		
Q16e		I am concerned about sharing my information over the internet with my acquaintances as they could misinterpret it.		
Q16f		I am concerned that acquaintances can send me unsolicited messages based on my personal information.		Newly developed
Q16g		I am concerned that acquaintances can find my personal information on the internet, even though I haven’t shared it with them.		Newly developed
Q17	Trust – horizontal level	Speaking generally, would you say that you can trust most of your acquaintances to properly handle your personal information on the internet, or would you say you need to be careful when sharing information with your acquaintances?	1 = “One must be very careful” to 7 = “Most acquaintances can be trusted”	Hafner Fink et al. (2023)
	Horizontal perceived privacy control	How would you rate your control over your personal information that is accessible on the internet in relation to your acquaintances ?	1 = “Completely disagree” to 7 = “Completely disagree”	Xu et al. (2008)
		I believe that most of the time I have control ...		
Q18a		... over my personal information that I share with my acquaintances on the internet.		
Q18b		... regarding whom among my acquaintances can gain access to my personal information on the internet.		
Q18c		... regarding what personal information about me my acquaintances can share on the internet.		
Q18d		... regarding how my acquaintances use my personal information that is accessible on the internet.		
Attention check				
Q19	Attention check	Please select the answer “very little”.	1 = None 2 = Very little 3 = Little 4 = Some 5 = Much 6 = Very much	Newly developed
Control variables				
Q20	Lead-in	What follows are three questions about your experiences with privacy on the internet.		
Q21	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	Malhotra et al. (2004) and Zhang et al. (2022)

			4 = Often 5 = Very often	
Q22	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)
Q23	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)
Attention check				
Q24	Open-ended question/attention check	Think about the last time you experienced an invasion of your privacy online. Please briefly describe this event. If you have not felt this, write "Never" as the answer.	--	Newly developed
Perceived surveillance				
Q25	Lead-in	Before proceeding to questions about demography, there is a short section about your feelings when using the internet. We will list some statements and ask you to indicate to what degree do you agree or disagree with each of them. Think about your general internet use while answering these questions.		
Q26a	Perceived surveillance – vertical level	When using the internet, I have a feeling that companies are...	1 = “Completely disagree” to 7 = “Completely disagree”	Segijn et al. (2022)
Q26b		... watching my every move.		
Q26c		... checking up on me.		
Q26d		... looking over my shoulder.		
	Perceived surveillance – horizontal level	... entering my private space		
Q27a		When using the internet, I have a feeling that my acquaintances are...		
Q27b		... watching my every move.		
Q27c		... checking up on me.		
Q27d		... looking over my shoulder.		
		... entering my private space		
Demography				
Q28	Lead-in	You are almost at the end of the questionnaire. Only a short part on demography left.		
Q29	Gender	Gender	1 = Male; 2 = Female; 3 = Other	Hafner Fink et al. (2023)
Q30	Age	When were you born? Please enter your year of birth ...	--	Hafner Fink et al. (2023)
Q31	Education	What is your highest formal education?	1 = Primary school (or less)	Hafner Fink et al. (2023)

			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.	
Q32	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)
Q33	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)
Q34	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)
Q35	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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