





Survey Results


ENISA POSITION PAPER ON SECURITY AND PRIVACY IN WEB 2.0



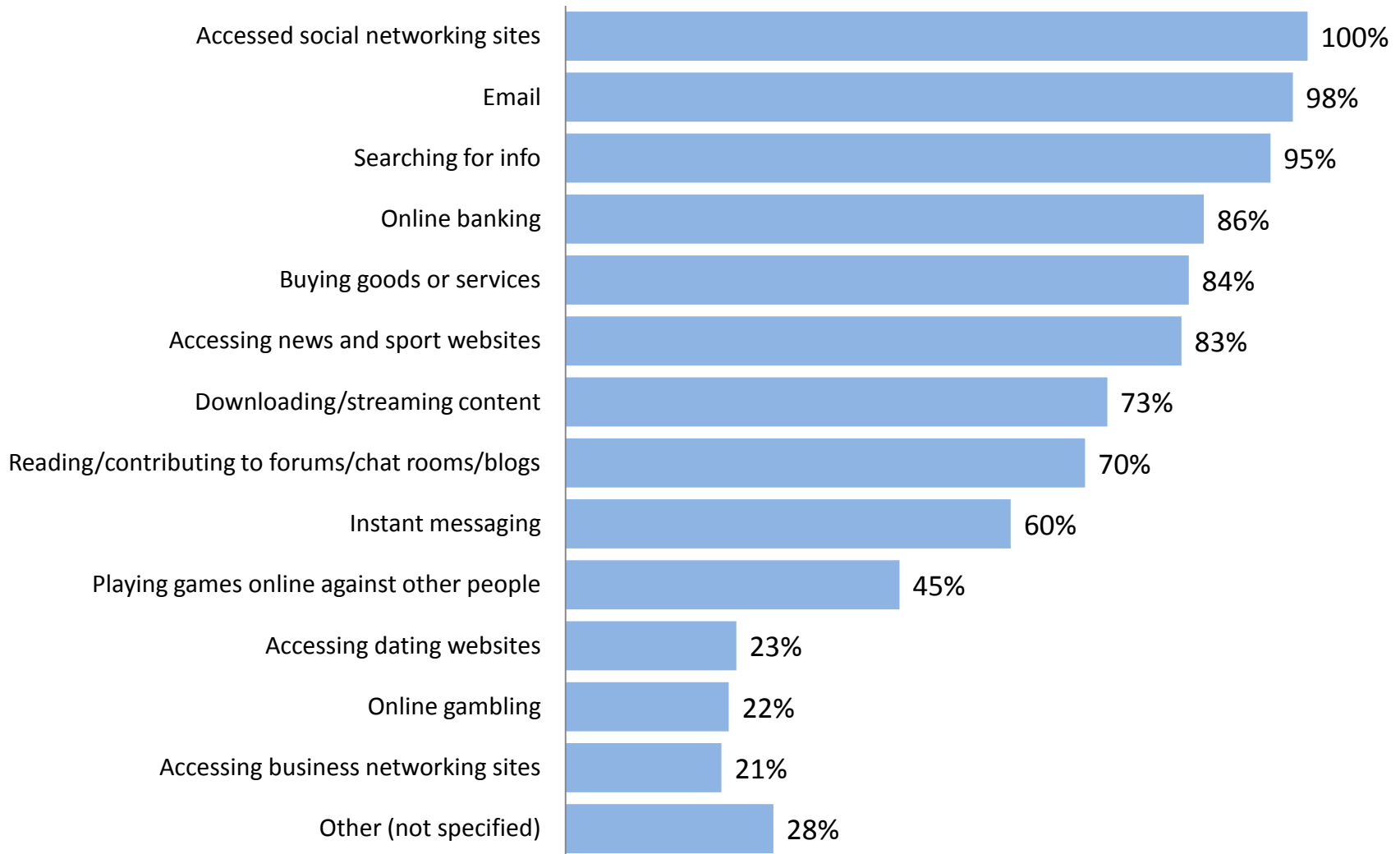
Who we interviewed

- Fieldwork was conducted online using YouGov’s pre-recruited panel (UK) and the equivalent panel of our research partner in Sweden and Germany. Initial panel pulled for use in the survey pre-identified respondents who claimed to visit social networking sites and/ or wrote their own blogs and then screening questions qualified respondents more stringently by checking for usage in the last month
- The completed interviews achieved were:

| |  |  |  |  |
|---|--|---|---|---|
| <i>Total sample size (= users of social network site in the last month)</i> | 596 | 505 | 505 | 1606 |
| <i>Including some respondents who also use business networking sites</i> | 47 | 208 | 76 | 331 |

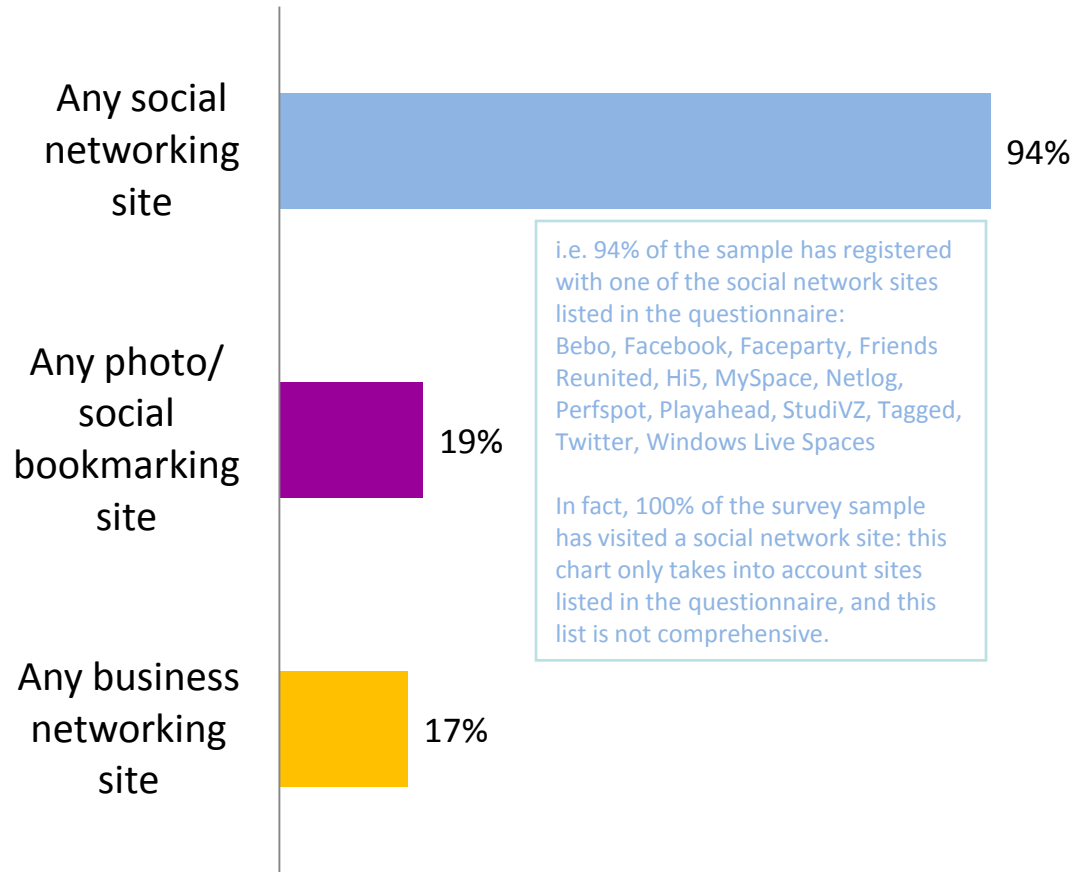
- All survey participants are users of social networking sites. A sub-group within this also use business networking sites.
- Most of the following charts show data analysed at the European level, identified by the EU flag in the top right hand corner of the chart. Some charts show the data analysed at individual country level, identified by  in the top right hand corner of the chart.

Online activities participated in (last month)



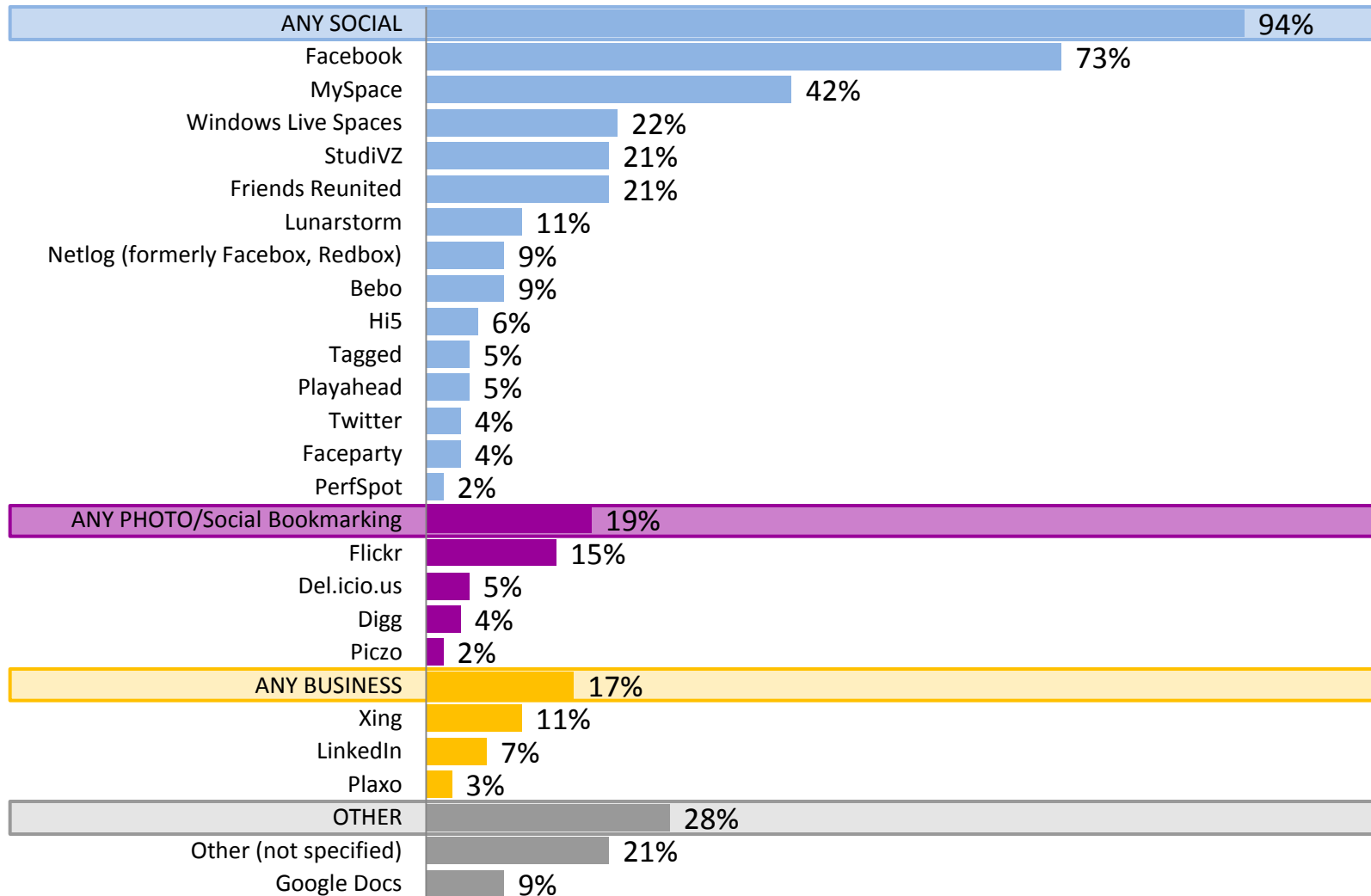
Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)

Types of Web 2.0 sites registered with



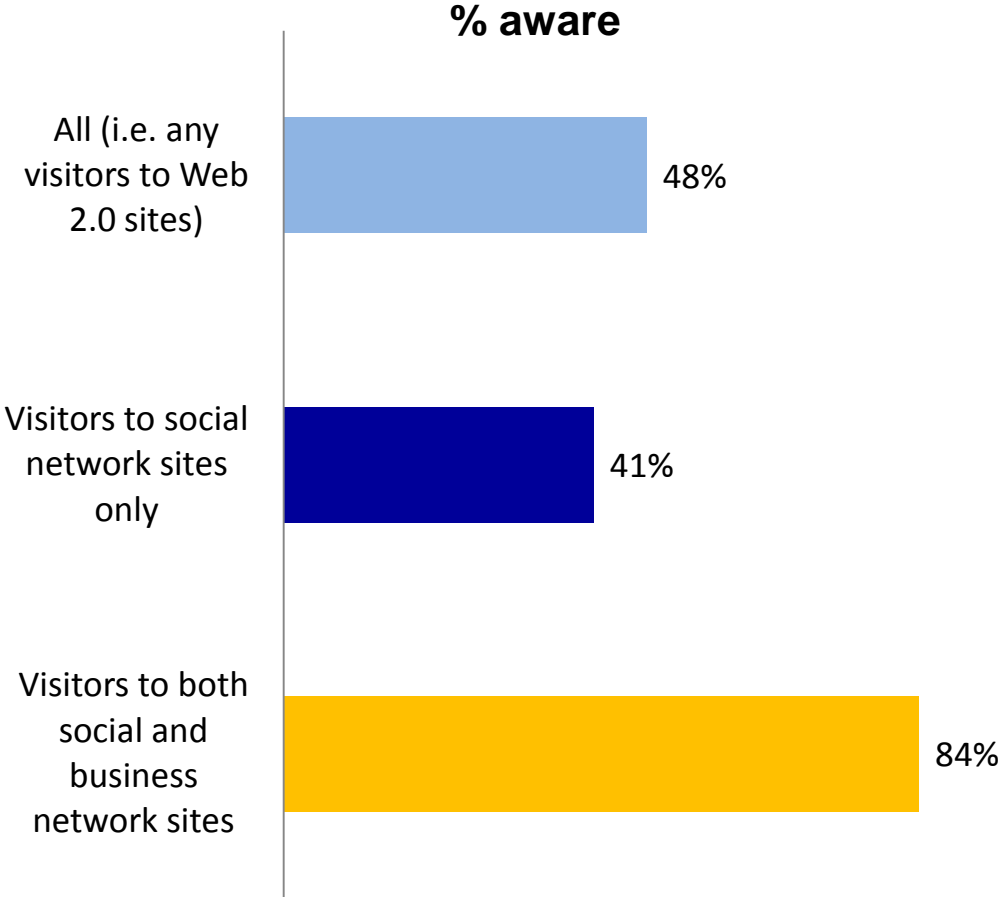
Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)

Specific sites visited



Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)

Awareness of term "Web 2.0"

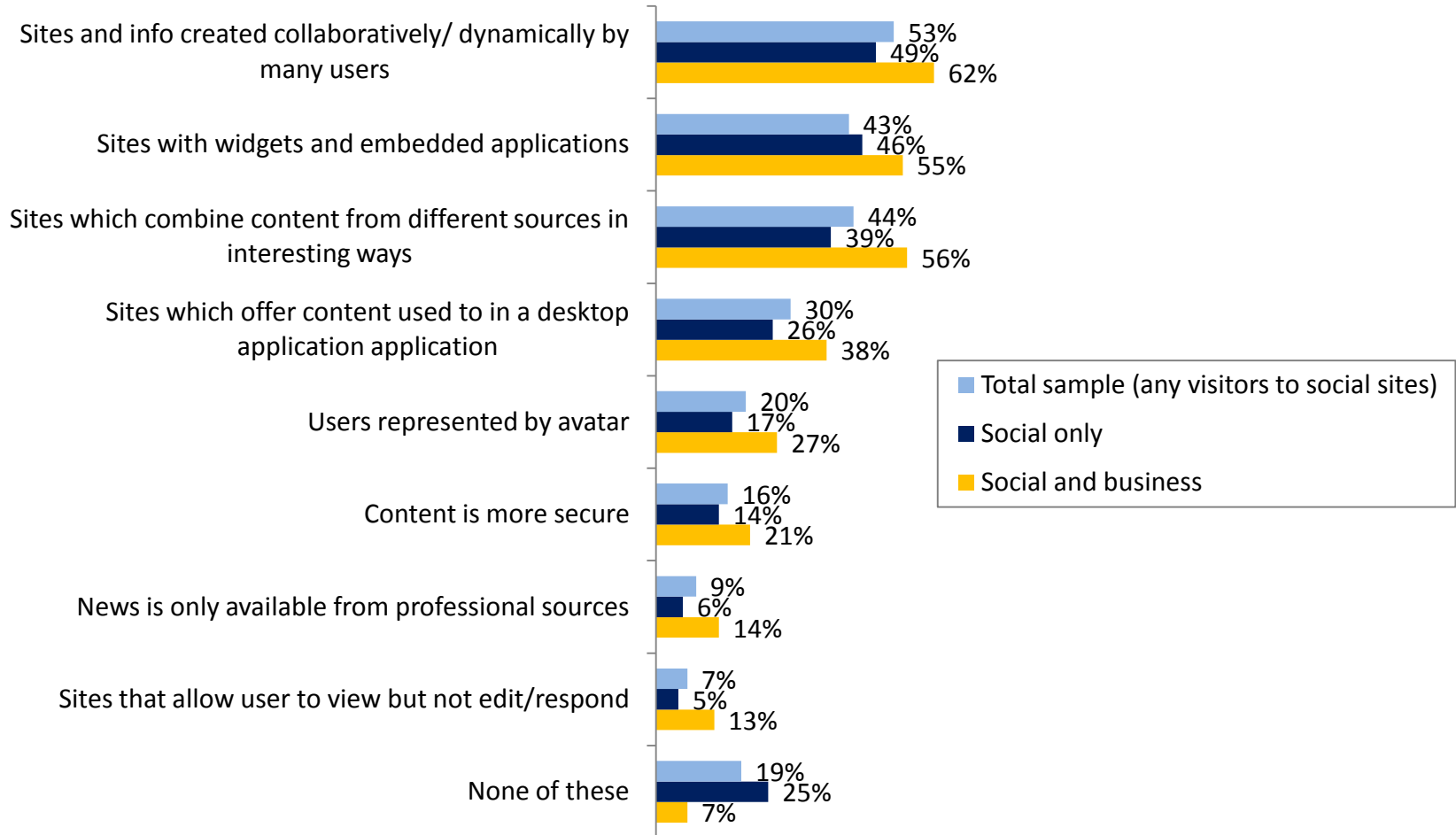


Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)

Features which the term “Web 2.0” applies to



By type of site (social/business)visited

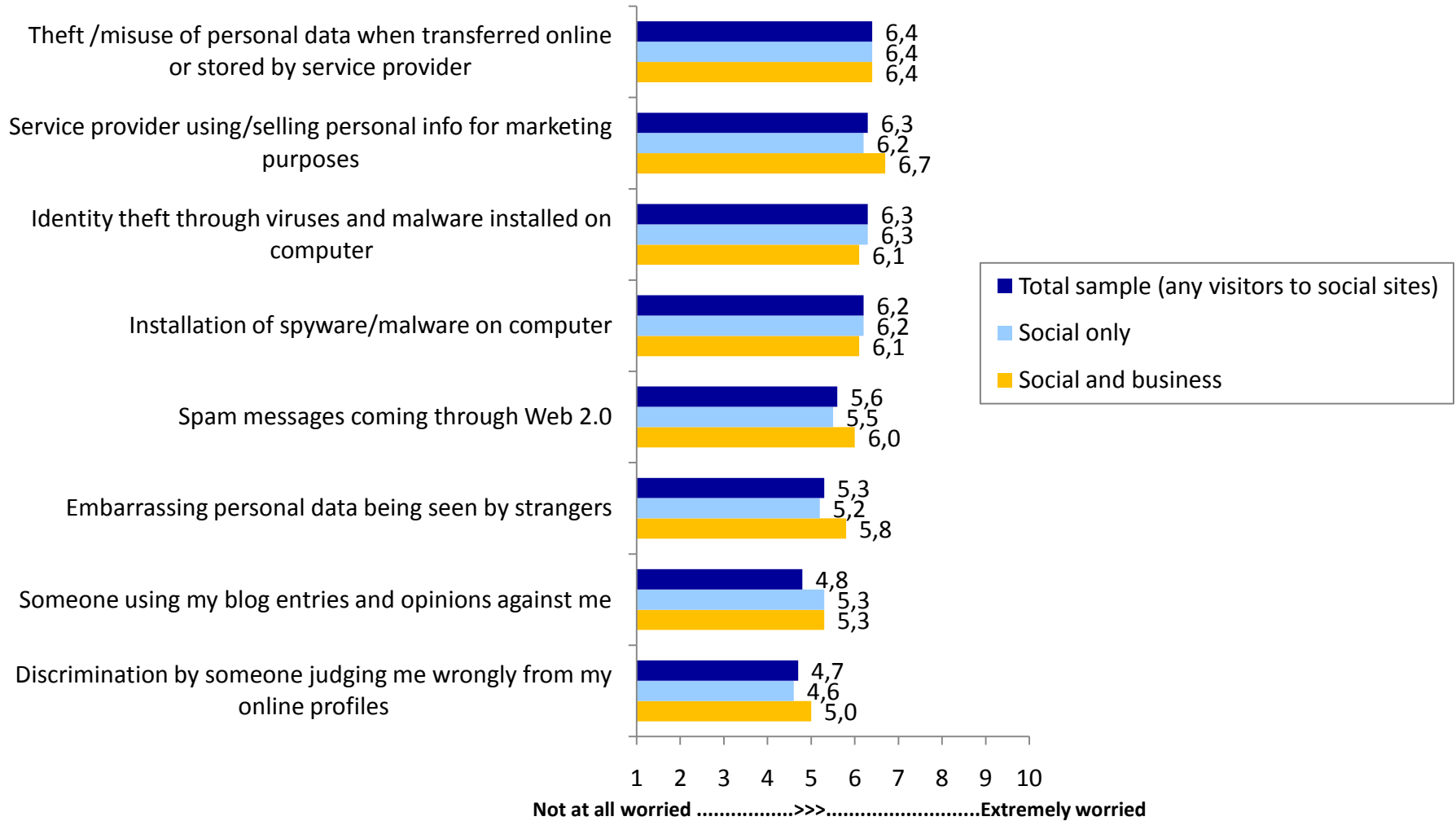


Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)
/ social site only (1336)/ social and business site (270)

Level of concern about various issues when using Web 2.0 applications



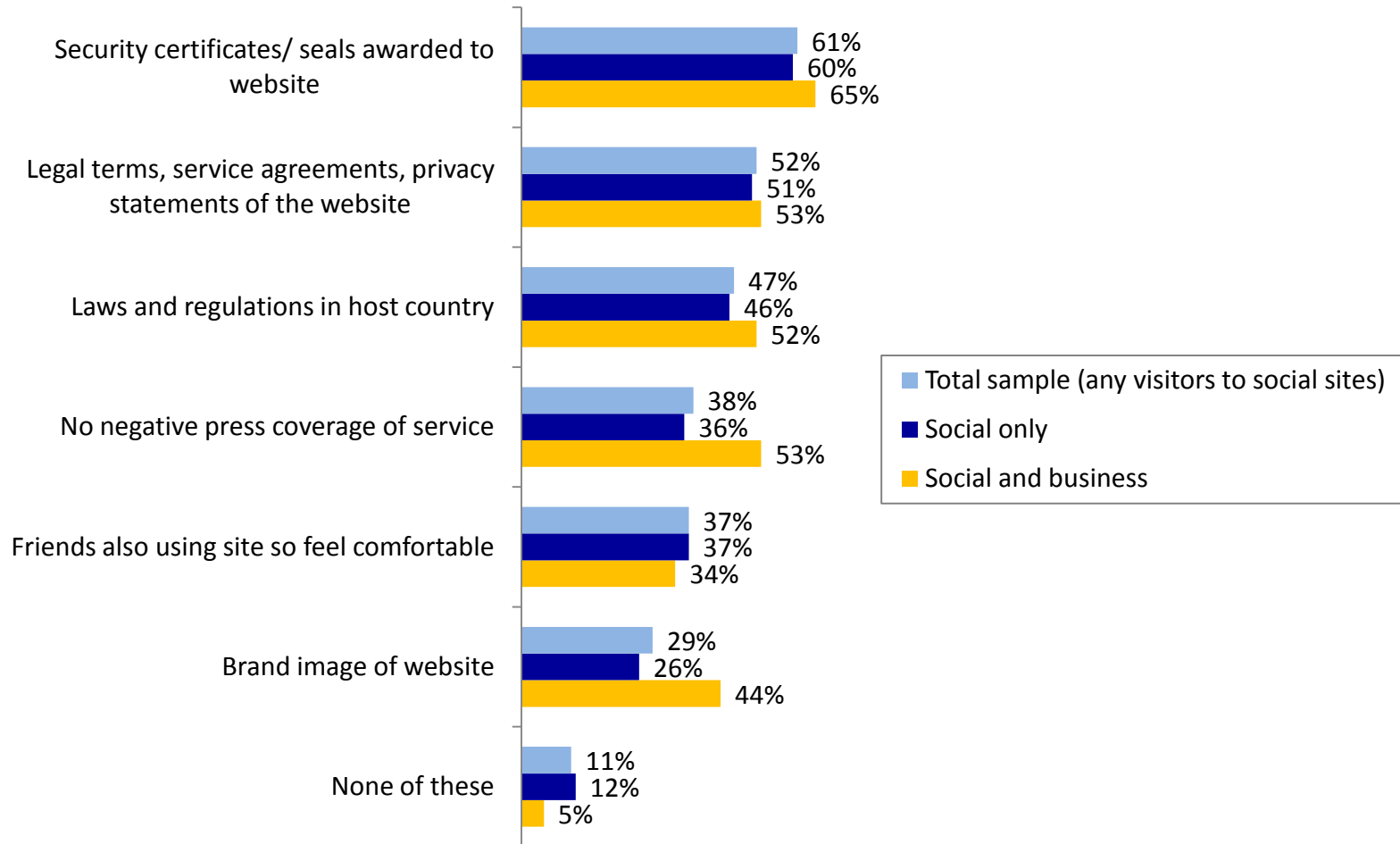
By type of site (social/business) visited



Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/ social site only (1336)/ social and business site (270)

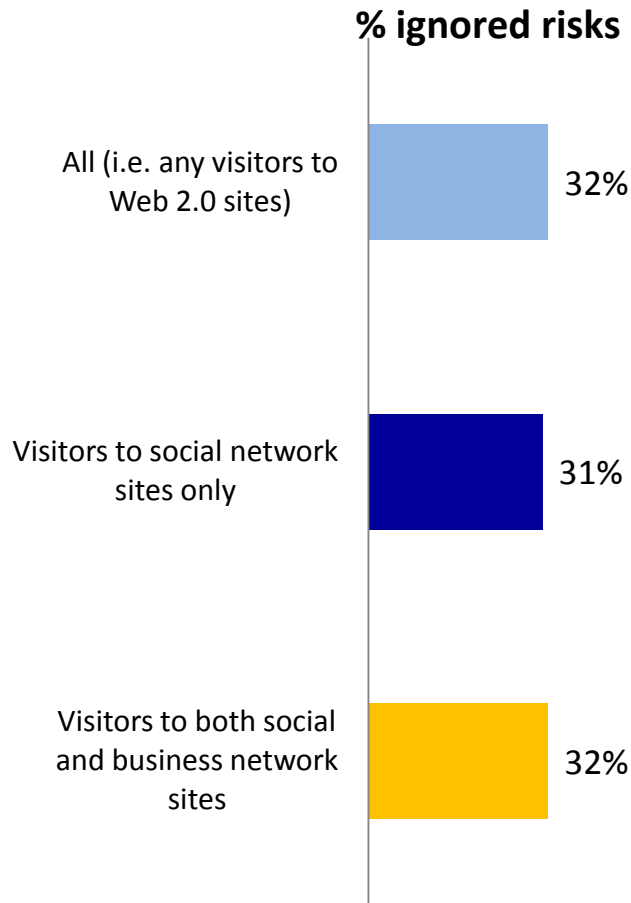


By type of site (social/business) visited

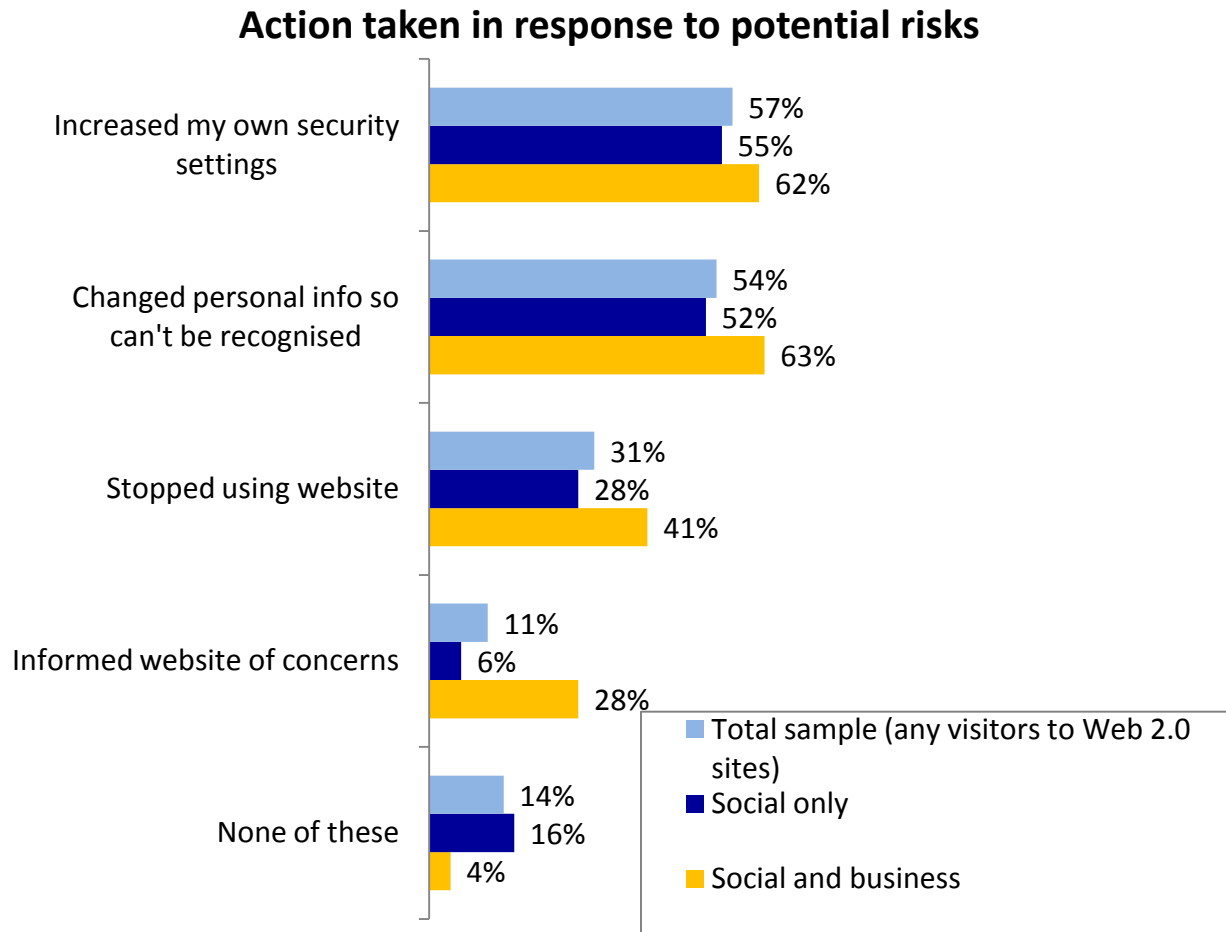


Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
social site only (1336)/
social and business site (270)

Whether ever ignored potential risks on Web 2.0 sites

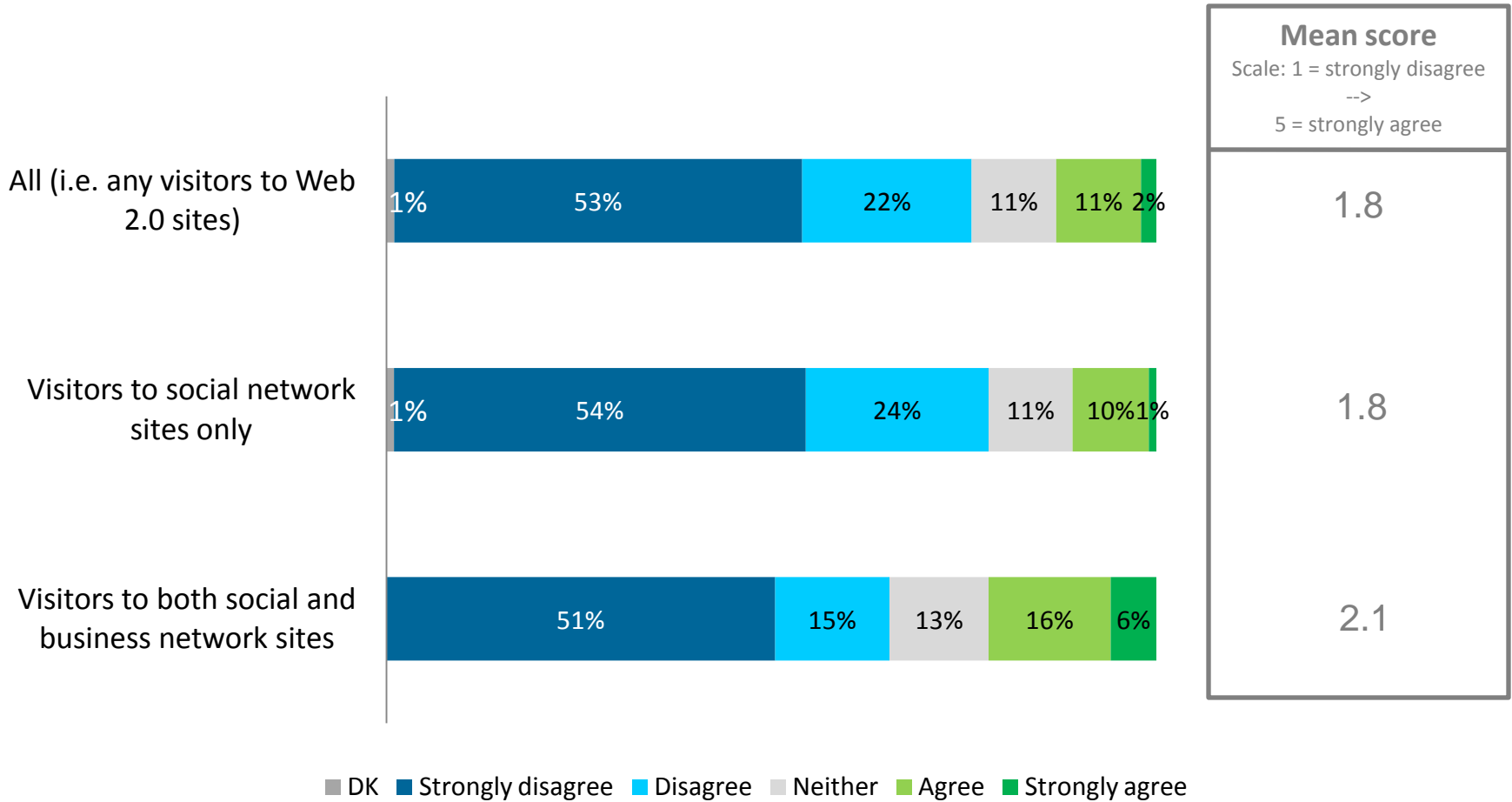


Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
social site only (1336)/
social and business site (270)



Base: Visitors to any Web 2.0 site who ignored risks (520)/
social site only who ignored risks (408)/
social and business site who ignored risks(112)

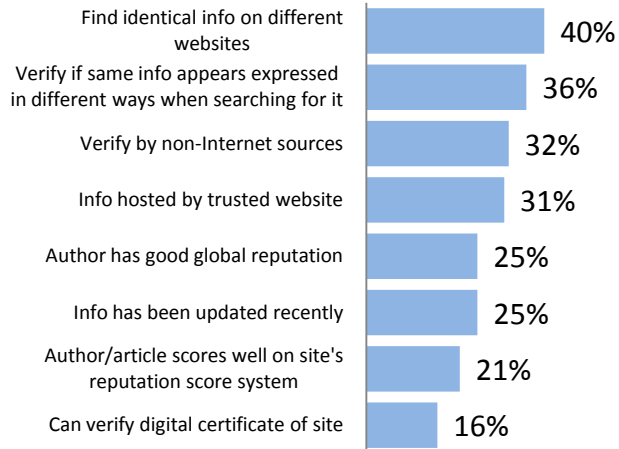
Level of agreement with 'I am willing to give my email account details, including password to invite friends to a social application'



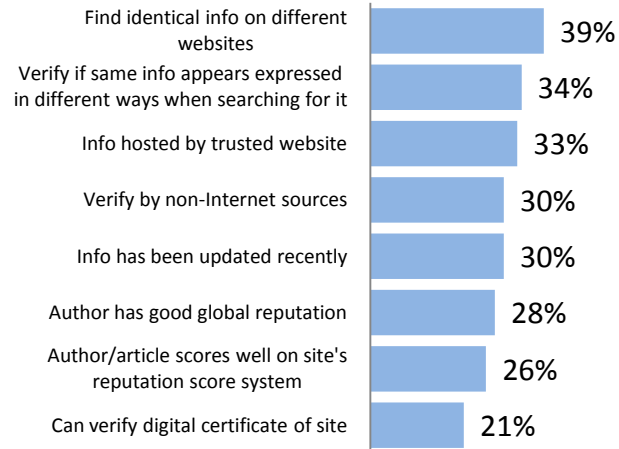
Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
 social site only (1336)/
 social and business site (270)



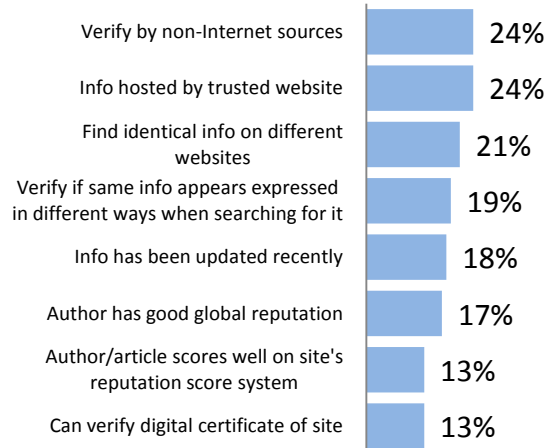
To verify Wikipedia item



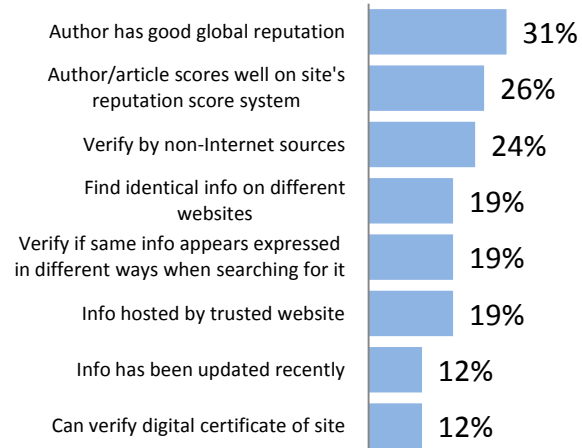
To verify news item on blog



To verify article predicting share price



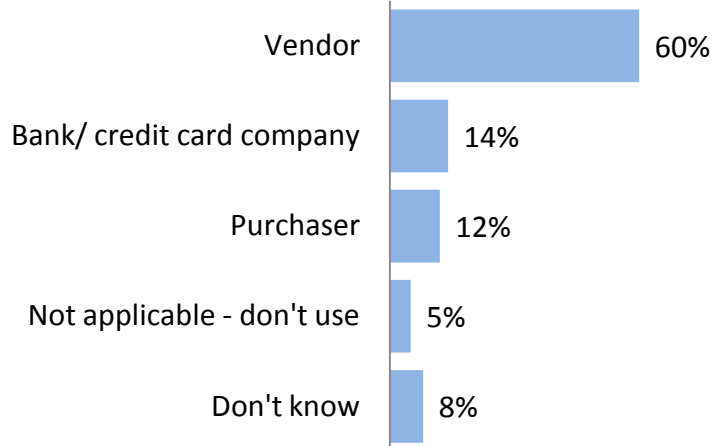
To verify book review from the author



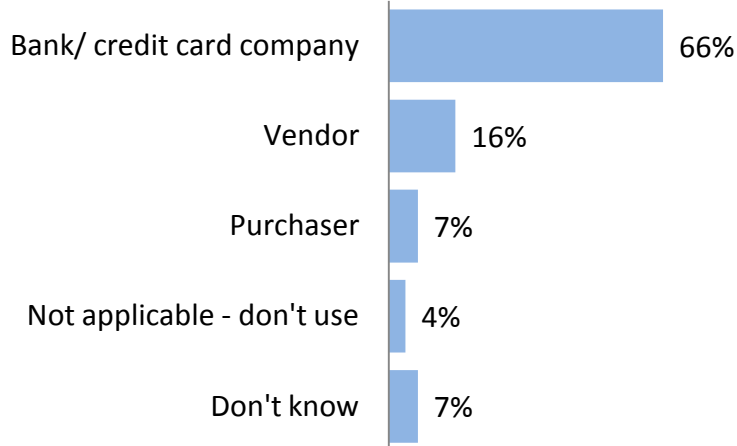
Who should pay for the service which makes financial transactions more secure



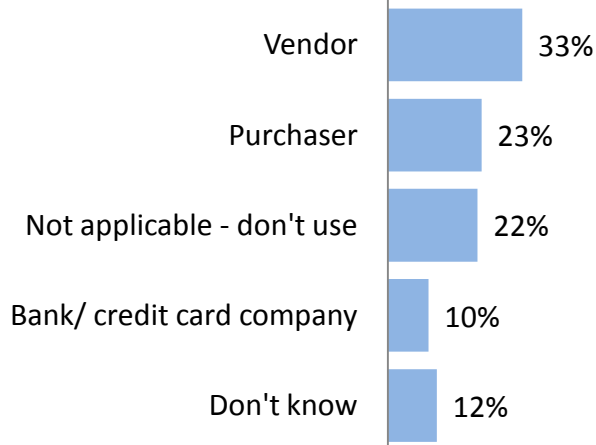
Scenario: online book purchasing



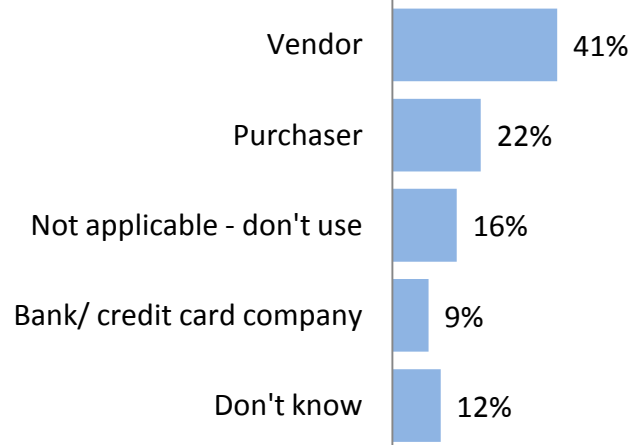
Scenario: online banking



Scenario: add-on application purchasing from social network site



Scenario: downloading music

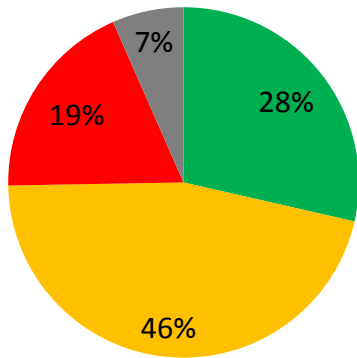


Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)

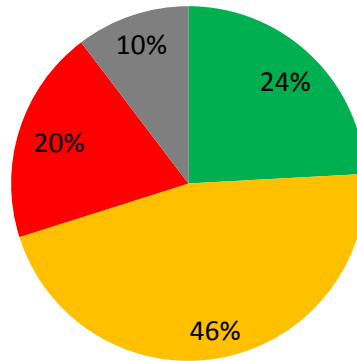
Whether would use a 'money manager' service which allows viewing of several bank accounts on the same website



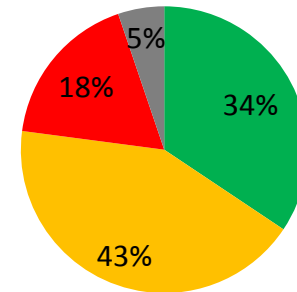
Any Web 2.0 site visitors



Social site only visitors



Social and business site visitors



■ Yes ■ No ■ Don't use online banking ■ Don't know

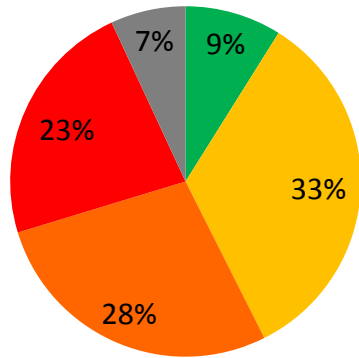
Base: Visitors to Web 2.0 sites
(Social Networking, photo sharing etc...)(1606)

Base: Visitors to social site only (1366)

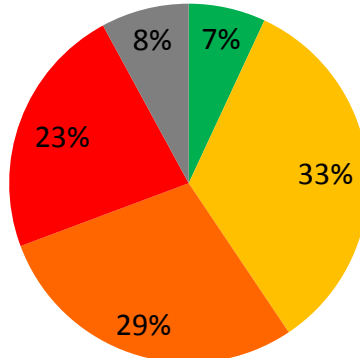
Base: Visitors to social and business site (270)



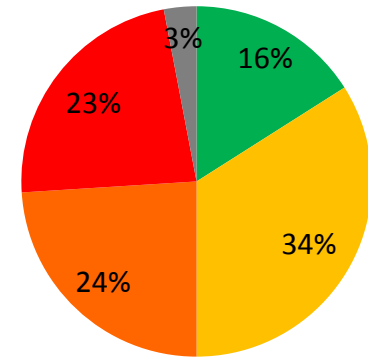
Any Web 2.0 site visitors



Social site only visitors



Social and business site visitors



- Positive thing - makes marketing more relevant
- No problem as long as personal details inaccessible by website
- Not happy, but accept if free access to website
- Should not be allowed - infringes my rights
- Don't know

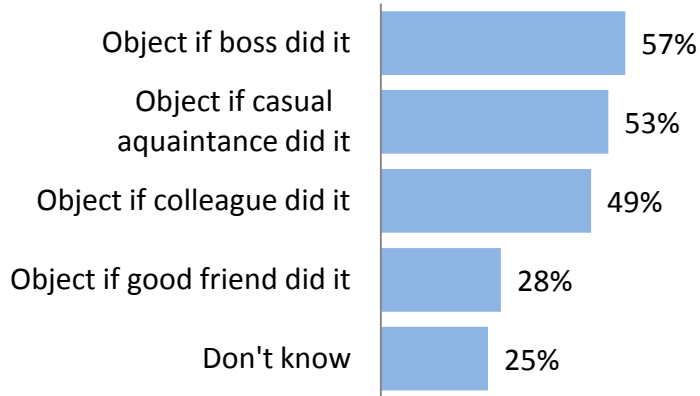
Base: Visitors to Web 2.0 sites
(Social Networking, photo sharing etc...)(1606)

Base: Visitors to social site only (1366)

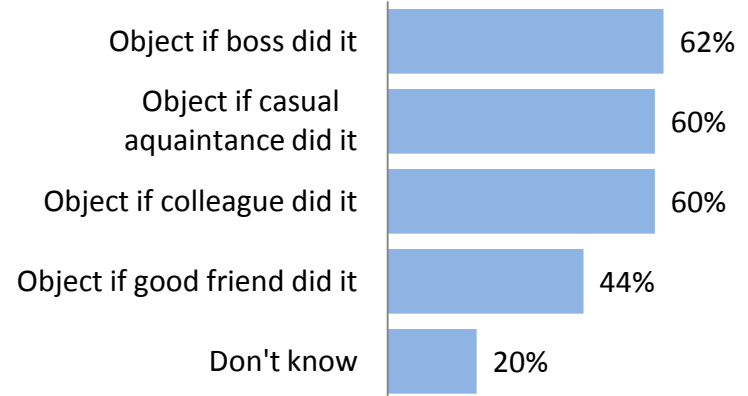
Base: Visitors to social and business site (270)



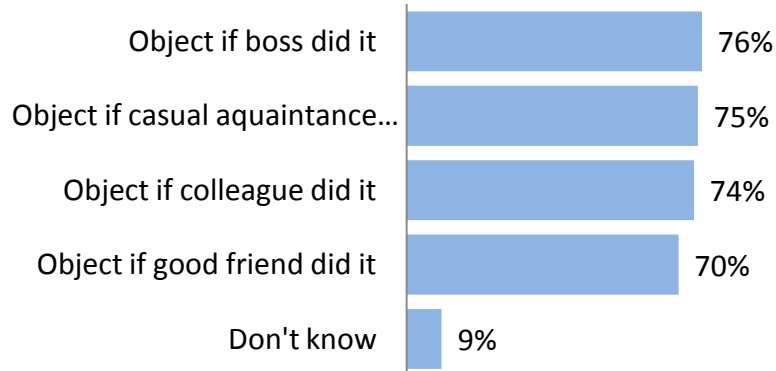
Scenario: posting a photo of you



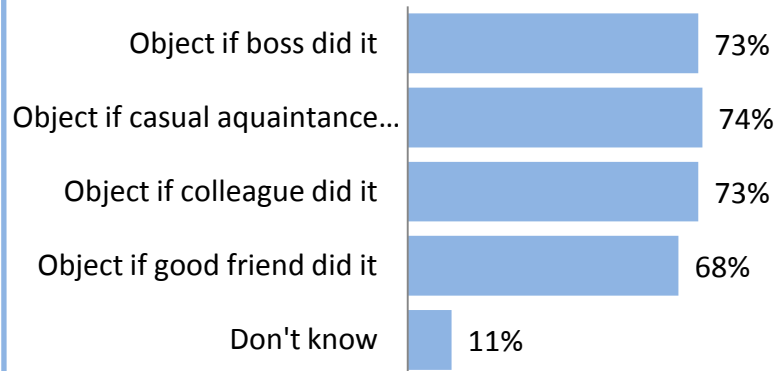
Scenario: posting your photo and tagging with social networking profile



Scenario: posting your photo and tagging with email address

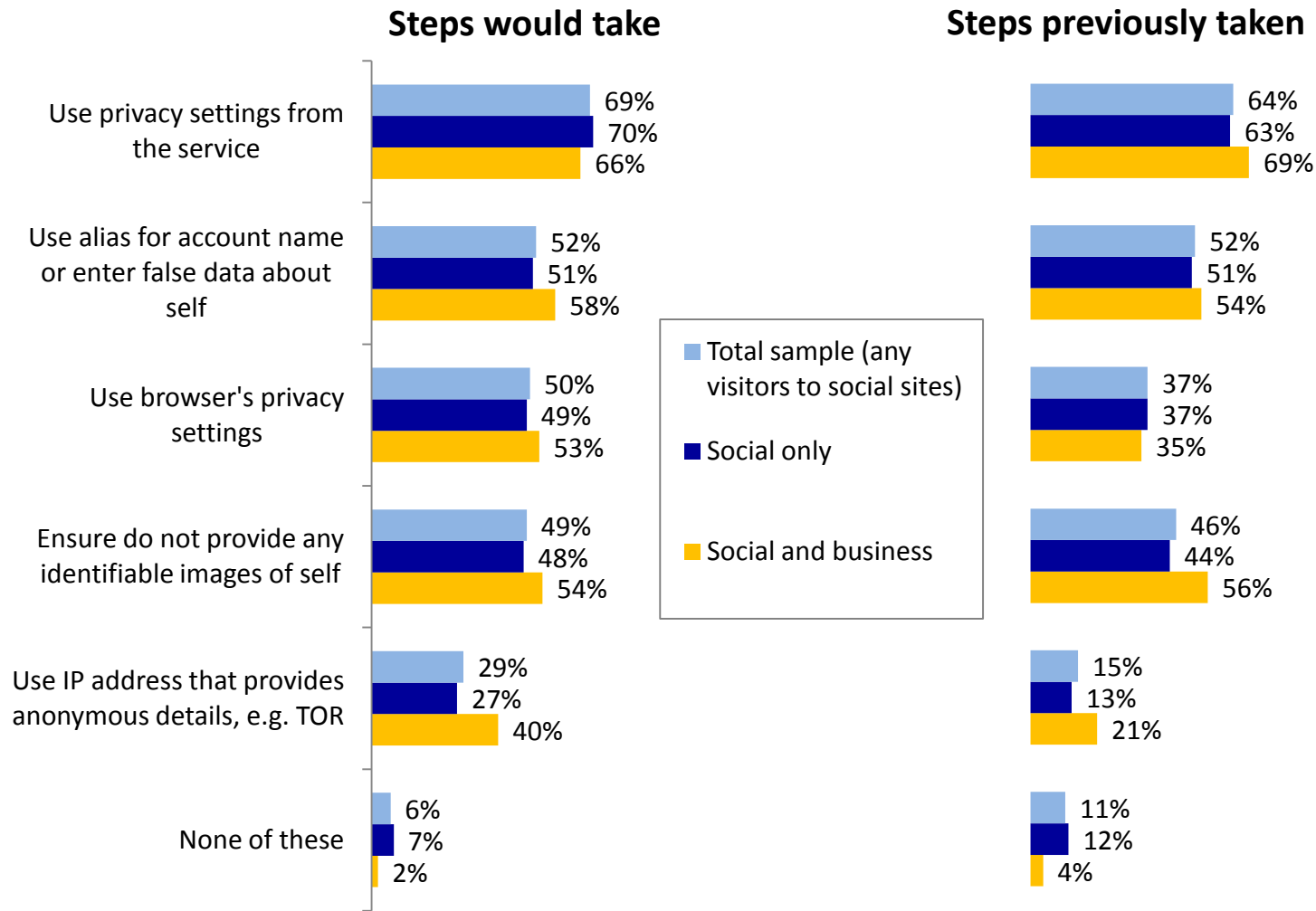


Scenario: publishing your email address on their blog/social networking site



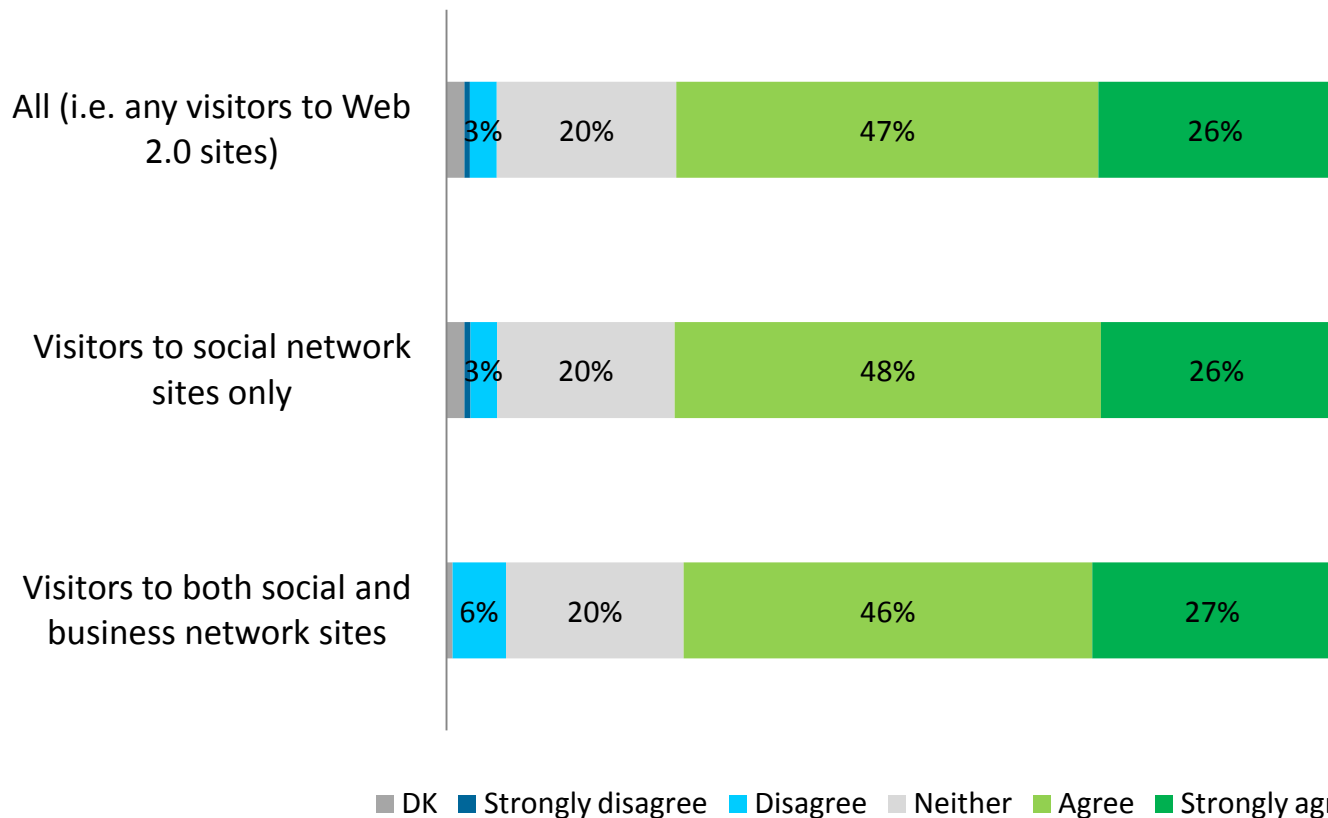
Base: Visitors to Web 2.0 sites
(Social Networking, photo sharing etc...)(1606)

Steps would take/ previously taken to keep information provided to Web 2.0 site anonymous



Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
social site only (1336)/
social and business site (270)

Level of agreement with 'People give away too much information about themselves on websites such as social/business networks'



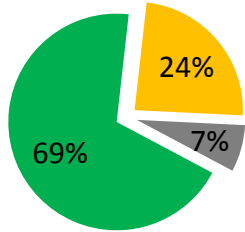
| Mean score | |
|---|-----|
| Scale: 1 = strongly disagree --> 5 = strongly agree | |
| All (i.e. any visitors to Web 2.0 sites) | 4.0 |
| Visitors to social network sites only | 4.0 |
| Visitors to both social and business network sites | 3.9 |

Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
social site only (1336)/
social and business site (270)

Whether used privacy settings on social/business network profile

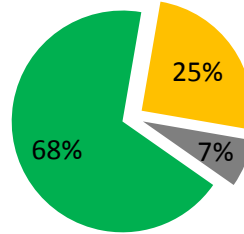


Any Web 2.0 site visitors



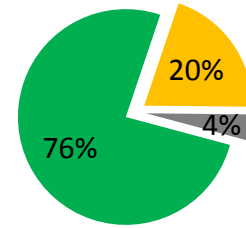
Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)

Social site only visitors



Base: Visitors to social site only (1366)

Social and business site visitors

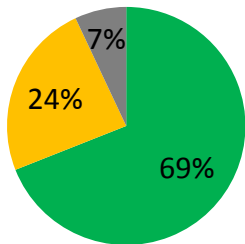


Base: Visitors to social and business site (270)

■ Yes ■ No ■ Don't know

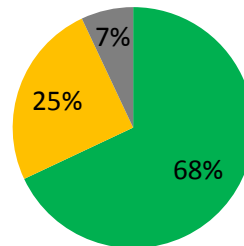
Whether think info made accessible to limited group of people can be viewed by others

Any Web 2.0 site visitors



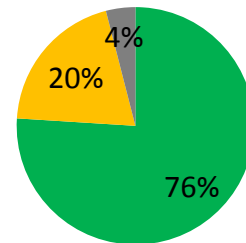
Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)

Social site only visitors



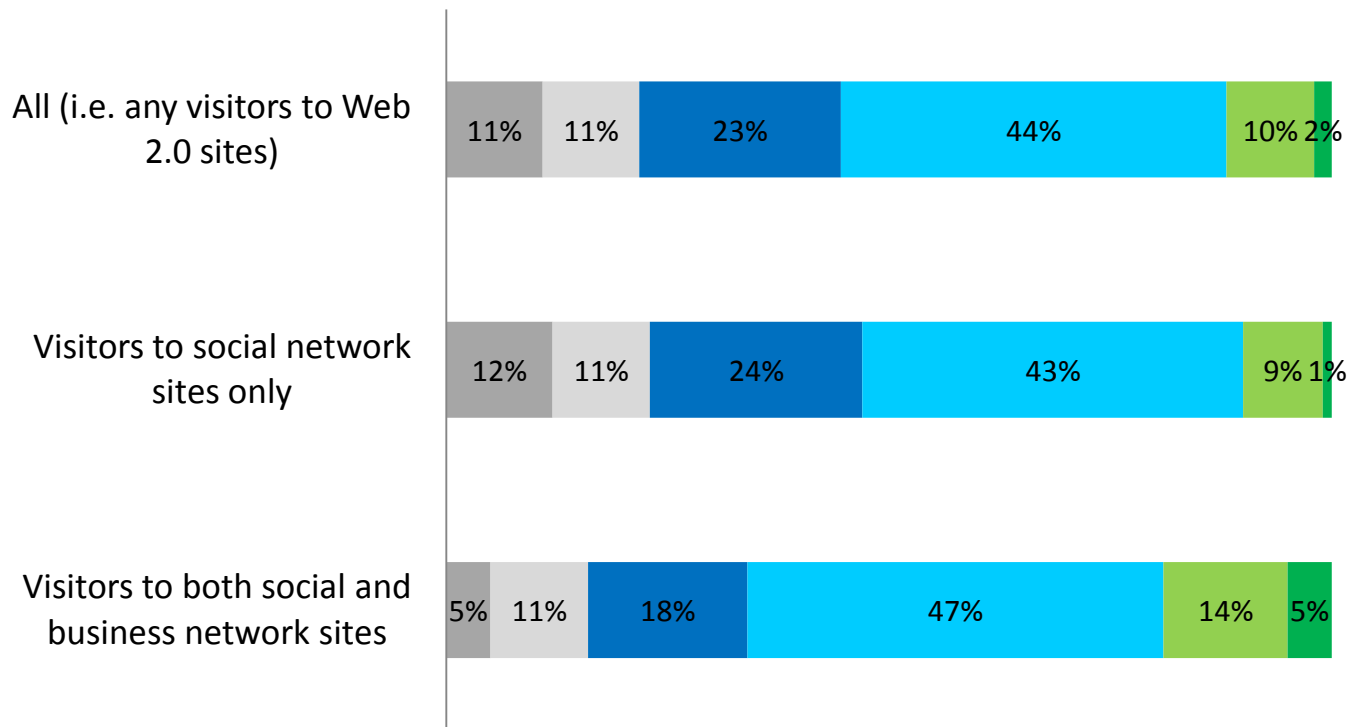
Base: ... and used privacy settings (905)

Social and business site visitors



Base: ... and used privacy settings (204)

Level of trust in the security of add-on applications used on social network sites



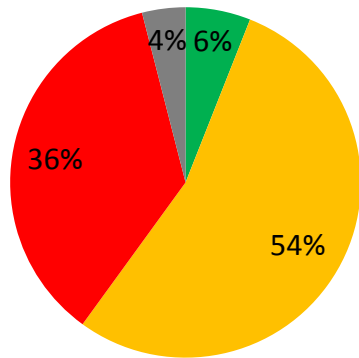
■ DK/don't use add-ons ■ Depends on reputation of add-on provider ■ Do not trust ■ Somewhat trust ■ Trust ■ Completely trust

Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
social site only (1336)/
social and business site (270)

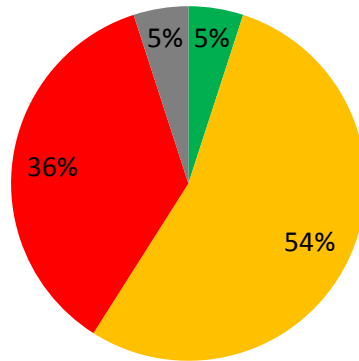
Whether ever wanted to delete personal information after provided



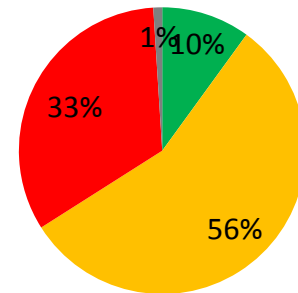
Any Web 2.0 site visitors



Social site only visitors



Social and business site visitors



■ Yes, often ■ Yes, sometimes ■ No, never ■ Don't know

Base: Visitors to Web 2.0 sites
(Social Networking, photo sharing etc...)(1606)

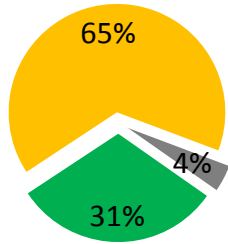
Base: Visitors to social site only (1366)

Base: Visitors to social and business site (270)

Whether asked website to delete data that no longer wanted to be public

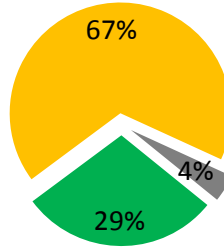


Any Web 2.0 site visitors



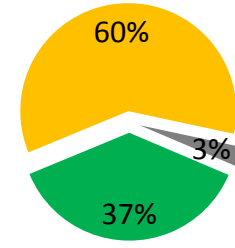
Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)

Social site only visitors



Base: Visitors to social site only (1366)

Social and business site visitors



Base: Visitors to social and business site (270)

Outcome of request to delete data

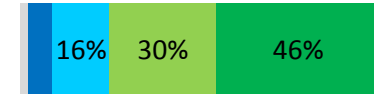
Any Web 2.0 site visitors



Social site only visitors



Social and business site visitors



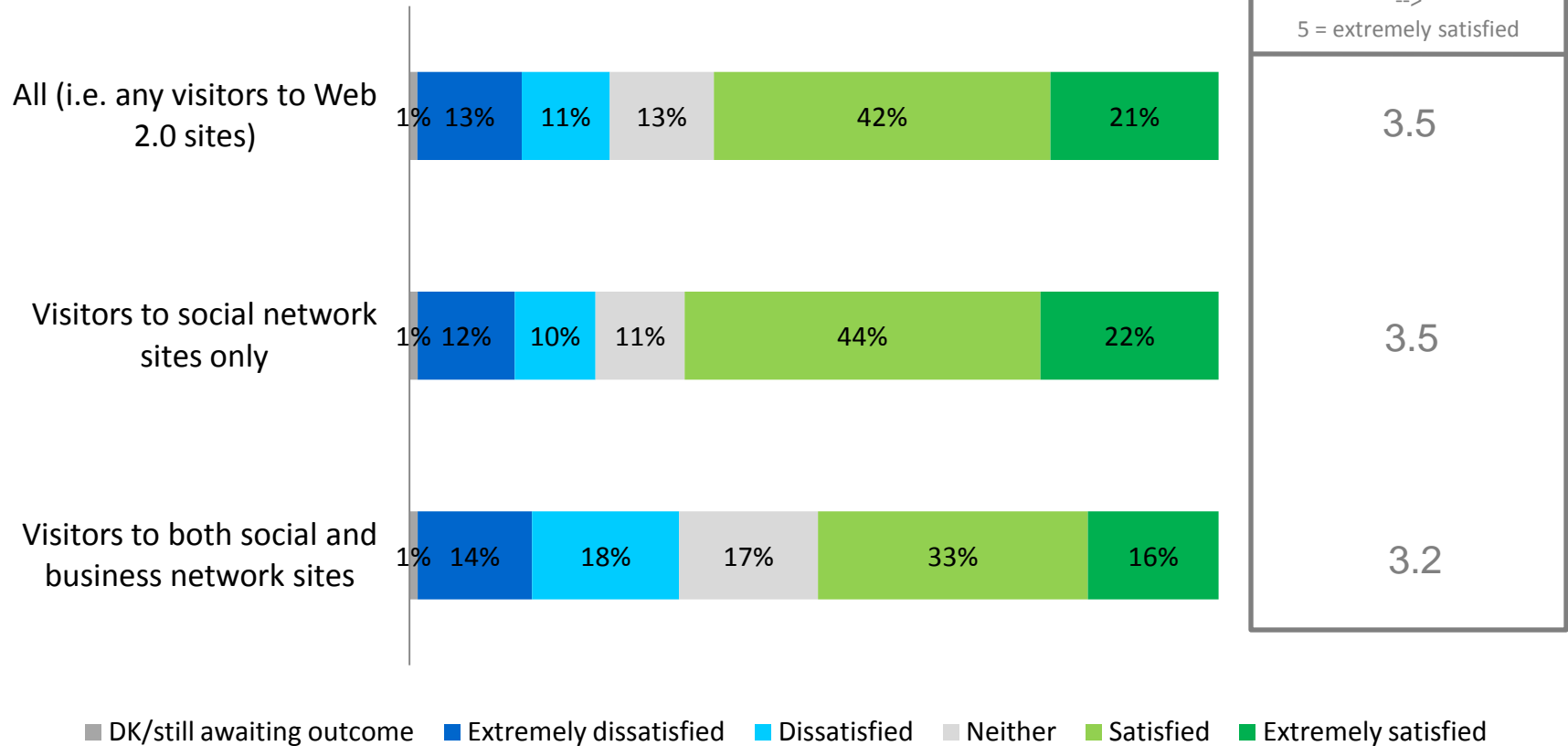
■ Don't know
■ Still waiting
■ Other
■ Website responded negatively
■ Website ignored request
■ Website responded positively

Base: ... and asked provider to delete data (491)

Base: ... and asked provider to delete data (390)

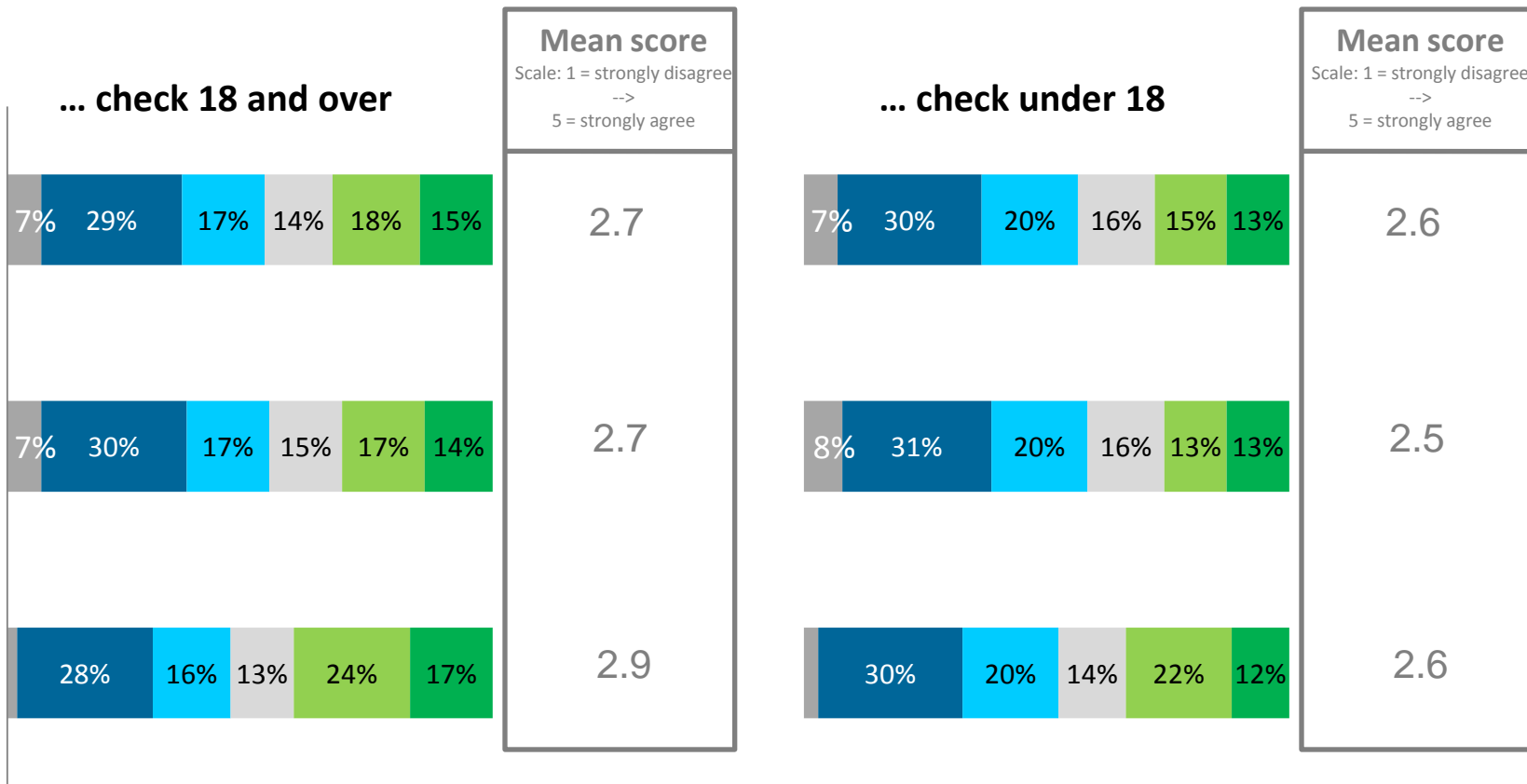
Base: ... and asked provider to delete data (101)

Satisfaction last time you asked a website to delete data



Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
 social site only (1336)/
 social and business site (270)

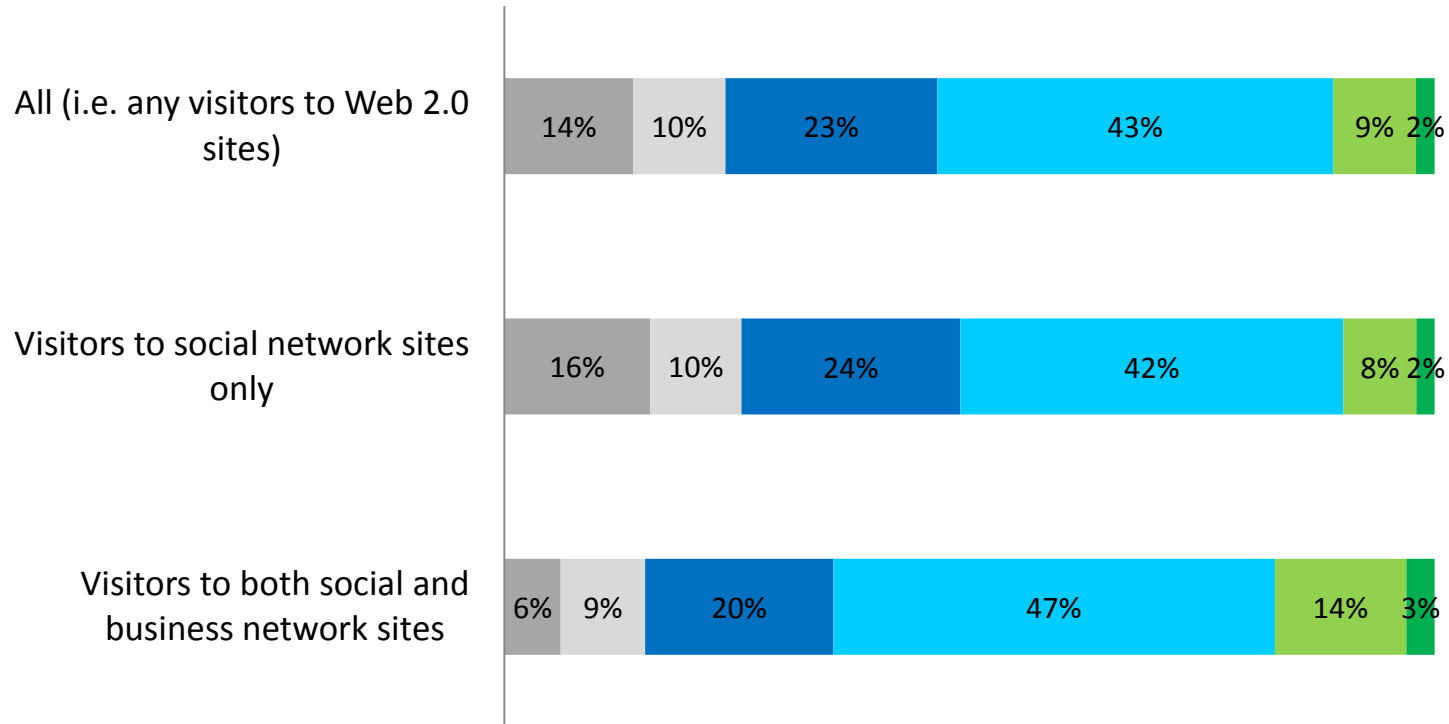
Level of agreement with 'Websites are able to check that users are 18 or over' and 'Websites are able to check that users are under 18'



Legend: DK (Dark Grey), Strongly disagree (Dark Blue), Disagree (Light Blue), Neither (Light Grey), Agree (Light Green), Strongly agree (Dark Green)

Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
social site only (1336)/
social and business site (270)

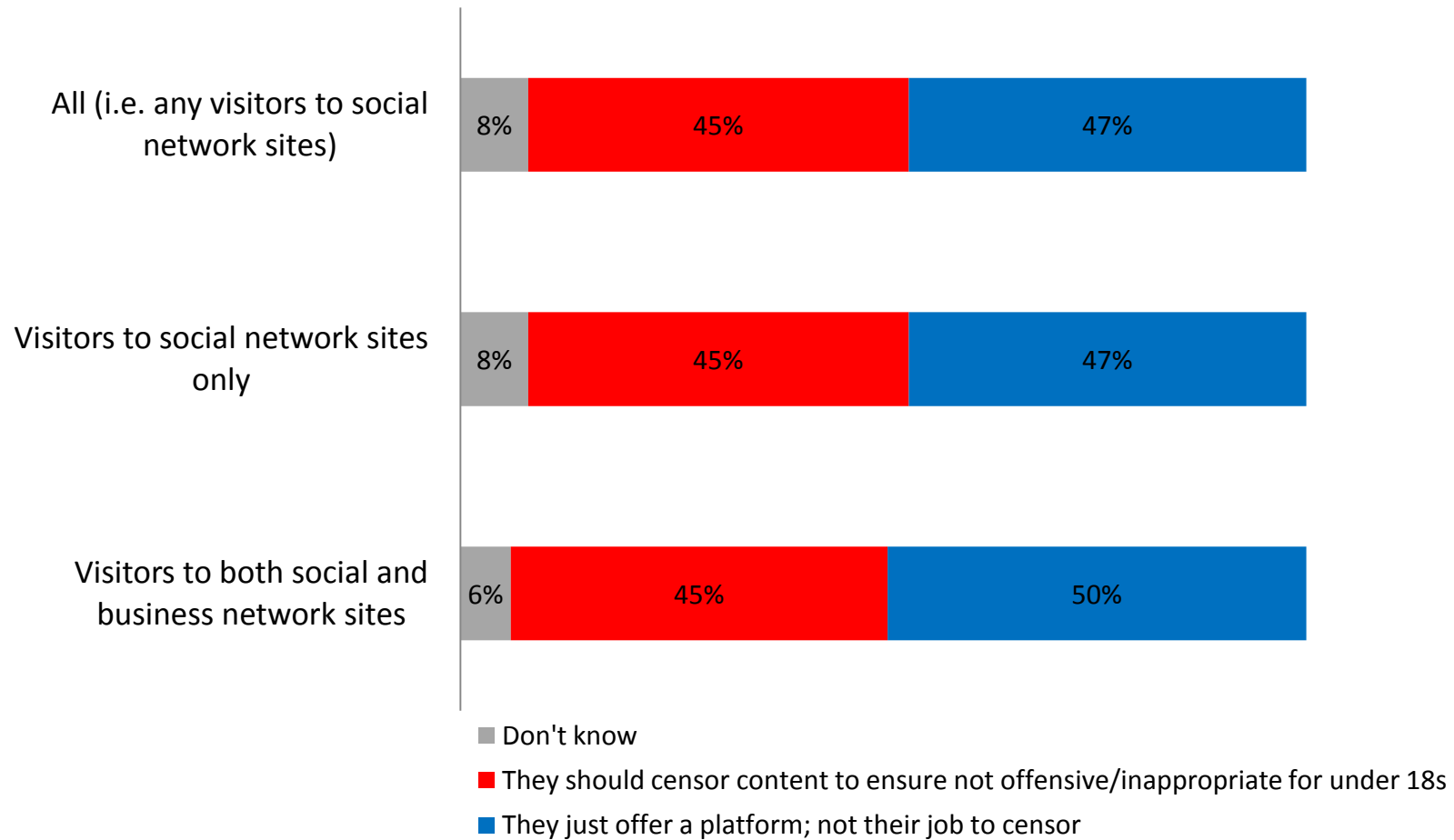
Level of trust in content filtering/ parental control tools



■ DK/don't use this software ■ Depends on reputation of software provider ■ Do not trust ■ Somewhat trust ■ Trust ■ Completely trust

Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
social site only (1336)/
social and business site (270)

Opinion of role of Web 2.0 websites in censorship of content






Base: Visitors to Web 2.0 sites (Social Networking, photo sharing etc...)(1606)/
social site only (1336)/
social and business site (270)

Summary of behavioural country differences (1)






Differences in the types of online activities for each country are highlighted below. Emailing, online banking, buying goods and services online, accessing news and sport websites have a high incidence in all 3 countries. Generally, our analysis will examine results at the European level, rather than at individual country level.

| |  |  |  |
|--|---|---|---|
| Access any social networking website | 100% | 100% | 100% |
| Also access any business networking website | 8% | 41% | 15% |
| Downloading/ streaming content | 62% | 75% | 82% |
| Using message boards/forums/chat rooms/blogs | 57% | 78% | 78% |
| Instant messaging | 50% | 73% | 58% |
| Playing games online against other people | 20% | 62% | 56% |
| Accessing dating websites | 10% | 35% | 26% |
| Gambling online | 11% | 33% | 24% |

Summary of behavioural country differences (2)



Differences in specific websites used in each country are highlighted below.

| |  |  |  |
|---------------------|---|---|---|
| Facebook | 93% | 39% | 84% |
| MySpace | 31% | 57% | 41% |
| Bebo | 13% | 8% | 1% |
| Windows Live Spaces | 8% | 26% | 34% |
| Netlog | 1% | 14% | 14% |
| Faceparty | 3% | 7% | 1% |
| Twitter | 3% | 7% | 3% |
| StudiVZ | - | 65% | - |
| Lunarstorm | - | - | 34% |
| Xing | - | 33% | 3% |
| Flickr | 12% | 21% | 13% |
| Del.icio.us | 2% | 9% | 4% |
| Digg | 2% | 8% | 4% |
| Piczo | - | 5% | 2% |
| Google Docs | 4% | 15% | 10% |