ONLINE BEHAVIOUR UNDER SURVEILLANCE

A study about the privacy concern of young adults in the light of the Snowden revelations

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Acknowledgements

I want to say thank you to the persons that supported me during the writing of this thesis. First of all I want to say thank you to my supervisor Faramarz Agahi, who was supporting me by giving advises and asking the right questions in the right moments.

I want to thank my friends, they came everyday to the library to write with me and to support me by giving feedback to my ideas and motivating me all the way to the submission.

To all the participants of my study, I want to say thank you, to make my study possible and to contribute with your stories and views.

Last but not least I want to say thank you to my boyfriend Alexander Ivan Engdahl, who supported me during the whole process and informed me about all the latest happenings in the NSA scandal.

Thank you!

Mölndal, May 26th , 2014

Sarah Eggo

"Wir sind also Gefangene mehrerer Systeme, die wir teils selber füttern – deren Funktionsweise und Möglichkeiten wir aber bislang allenfalls bruchstückhaft verstehen."
(We are prisoners of several systems, which we partially feed by ourselves – whose functionality and possibilities we, until now, only partially understand.) (Rosenbach et al., 2014, position 5065).

Abstract

This paper investigates the privacy concern of young adults in the light of the Snowden revelations. The issue of online surveillance and online data gathering has reached new dimensions and the concept of privacy is discussed vastly in the media. This study aims to present the online privacy concerns of young adults in the light of the Snowden revelations. Ten interviews with young adults have been conducted. The findings of the study were that young adults are not concerned about their privacy in the light of the Snowden revelations and according to them; they didn't change their online behaviour in connection with the surveillance. Several factors that are provoking a passive behaviour could be identified: the surveillance is too anonymous, the benefits of the Internet use are higher than the perceived risk, the feeling of powerlessness, the third-person-effect, the positive picture of the NSA, the lack of consequences and the revelations were nothing new. Development of alternative hard- or software, such as Smartphones that only send encrypted material, would thus be popular among the participants.

Keywords: *online privacy, surveillance, NSA scandal, online behaviour, Snowden revelations*

Content

1   Introduction and background

In June 2013 striking news have reached the online world, the media revealed that the National Security Agency [1](NSA) was tapping phone calls from people all over the world and that they had direct access to the data of big companies, like Google, Facebook, Apple and Yahoo!. The program "PRISM" allowed them to have an insight in material like emails, search histories, file transfers and live chats (Greenwald et al., 2013 b)[2]. This means in other words, every Skype call or email can be monitored by a third party and the position of everyone's Smartphone can be located (Spiegel Online, 2013[3]). Edward Snowden, former employee of the NSA, has revealed and is still revealing controversial secret data from the Security Agency (Eaton, 2013[4]). To justify the surveillance the government had ensured that only people were in the radar that were intertwined in illegal activities such as terror attacks. As Obama stated: "We don't have a domestic spying program. What we do have is some mechanisms that can track a phone number or an email address that is connected to a terrorist attack" (The Tonight Show 2013, 06:52-07:03[5]). The new information available about online surveillance became a worldwide topic and got a lot of attention; people started to talk about their privacy rights and got the first time an insight into the surveillance of the NSA and its extent. At the same time the Internet community grows and a lot of young people connect online with their friends, share their pictures and write emails. So one could ask if people started to concern about online surveillance in the light of the Snowden revelations and if there have been a behaviour change in connection to the new knowledge about the surveillance.

In the past, several articles and theories presented a connection between surveillance and behaviour change, the Panopticon model from Bentham that was further developed by Foucault in 1978 stated that people, who know that they could be monitored start to change their behaviour (Foucault, 1978). Greenwald (2014) wrote in his book about NSA and Snowden, that when people know that they are watched, they change their behaviour. The society wants to accept social practices and strive to do things that others expect from them.

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[1] Will be named NSA in this thesis
2 URL: http://www.theguardian.com/world/2013/jun/06/us-tech-giants-nsa-data. (20.03.2014).
3 URL http://www.spiegel.de/international/world/privacy-scandal-nsa-can-spy-on-smart-phone-data-a-920971.html (18.06.2014).
[4] URL: http://america.aljazeera.com/articles/multimedia/timeline-edward-snowden-revelations.html. (20.03.2014)
5 URL: https://www.youtube.com/watch?v=jOW0Z2Czgzk. (18.06.2014)

He stated further that people don't want to be seen as different or abnormal, so they stay into certain boundaries to be accepted. (Greenwald, 2014, 4:8-9[6])

In the past year the interest in doing research about the topic of the NSA surveillance and online behaviour started to grow. Between February 2014 and May 2014 the two first books about Snowden and the NSA were published: *der NSA Komplex* by two *Spiegel* journalists Rosenbach and Stark; and *No place to Hide – Edward Snowden, the NSA, and the U.S. surveillance state* by Glenn Greenwald. At the same time new technologies came onto the market, a Smartphone was introduced, which is supposed to keep all the data private as well as alternative search engines were developed. The developers write about the new Smartphone: " is the world's first Smartphone to put privacy and control ahead of everything else" (blackphone.ch[7]). In the first two years the company expects to sell millions of phones. (Talbot, 2014[8]).

This thesis aims to study how, people themselves, see their privacy in the light of the Snowden revelations and if they started to change their online behaviour in connection with the new knowledge about surveillance. The focus of the study is on young adults between 25 and 35 years. The researcher chose to investigate these questions with the method of semi-structured interview.

The goal of the study is to provide an insight in whether surveillance affects the individuals' online behaviour and to provide a view of the possible future development in the online behaviour of young people. Another aim is to increase the awareness about online privacy. The study can contribute on different levels: on the scientific level, to get a better understanding of how online surveillance influence people's online behaviour, it can contribute on the individual level, by increasing the awareness of online behaviour and surveillance practices and finally it can contribute on a market level as it can detect demands for alternative surveillance secure technologies.

The issue of surveillance and online behaviour was already studied before in other contexts. There are some studies about Facebook and online privacy, for example the study of Debatin et al. (2009), showed that young people value their benefit from using social media higher

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[6] this book was an eBook first number indicates chapter, second number page
[7] URL: https://www.blackphone.ch/ (18.06.2014).
[8] URL: http://www.technologyreview.com/featuredstory/526496/ultraprivate-smartphones/. (20.04.2014)

than the risk of data mining. Another finding of them was that the third-person-effect is occurring in that case, so the students thought it was not them that is concerned by that, but "some others" (Debatin et al. 2009).

An old model about surveillance and behaviour change is the Panopticon of Bentham. Klang (2003) describes this theory as the following: "The theory is that the knowledge, suspicion or fear of being watched changes the behaviour of the person being watched. This change is non-voluntary and therefore it is an exercise of power on the part of the watcher (Klang, 2003:318)."

The topic of online behaviour under surveillance has a lot to do with privacy and how people perceive their privacy. Solove (2006) wrote two articles about privacy and how people perceive privacy and its violation. In his first article in 2006 he developed a taxonomy of privacy, because he thought that the existing definitions were either too broad or too narrow to see the whole concept of privacy. His taxonomy includes the following categories: information collection, information processing, information dissemination and invasion (Solove, 2006). Another article was published in 2007 where he discusses the utterance "I have nothing to hide and other misunderstandings of privacy".

The thesis is structured in the following way: after the introduction and the background, the researcher will present the theoretical background of the thesis. In chapter three the method is explained and the participants of the study are described. The limitations of the study are presented after the method. In the results part, the results are presented in an objective way. In the discussion part, the link between previous studies, the theory and the results is made and the results are discussed. To end the thesis the conclusion and future recommendations are presented.

1.1 NSA

The background of the NSA scandal as well as some historical background about the NSA is provided in this chapter. As the Internet plays an important role for the NSA surveillance and a big amount of data gathering is done with the help of the Internet, some information about peoples' Internet use is provided as well.

1.1.1 The NSA and the Internet

Google, Yahoo!, Apple, Microsoft and Facebook provided data to the PRISM program of the NSA (Greenwald et al., 2013 b)[9]. The Internet plays a big role in data gathering and people leave traces online with every action they are taking. Without the Internet the amount of gathered data would have been smaller and the methods to collect them more limited. (Rosenbach et al., 2014)

Not only for the data gathering the Internet is of great importance, but also in our daily life Internet plays a big role. The invention of the mobile phone and the development of the Internet, made the communication possibilities in the last two decades explode. In the year 2012 every minute two million Google searches were done, 48 hours of video material was uploaded to YouTube, on Instagram 3600 photo were posted and 47000 Apps were downloaded in the app store. In the same amount of time more than 204 million e-mails have been sent. (Rosenbach et al. 2014:2097[10])
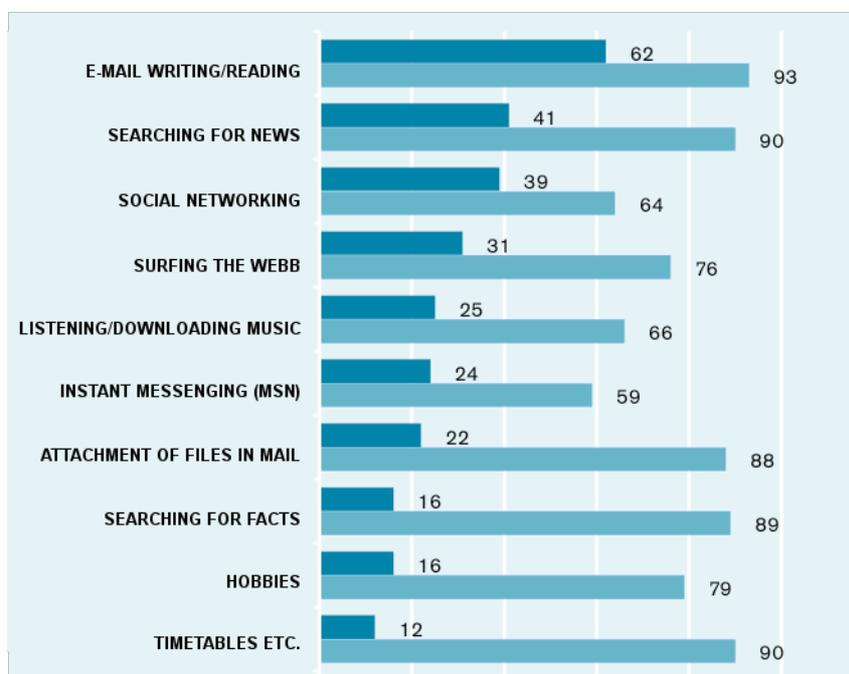
Figure 1: Main purposes of Internet use in Sweden

A study of Findahl (2012)

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showed that in Sweden the access to the Internet had grown from 2 percent in 1995 to 89 percent in 2012 and almost half of the Swedish population have mobile Internet. When it comes to social Networks, 64 percent of the Swedes were using social media in 2012 (Findahl, 2012).

90-92 percent of Swedish people between 16 and 34 years used the Internet on a daily basis in 2012. In figure one the main purposes of Internet use are presented, the dark blue means this activities are done on a daily basis and the light blue shows the activities that are done some times. On a daily basis writing emails, searching for news and visiting social networks are the main online activities (Findahl, 2012:15). The same purposes could be detected in this thesis, as well as the purpose to search for information or use dictionaries. (see chapter 4, results)
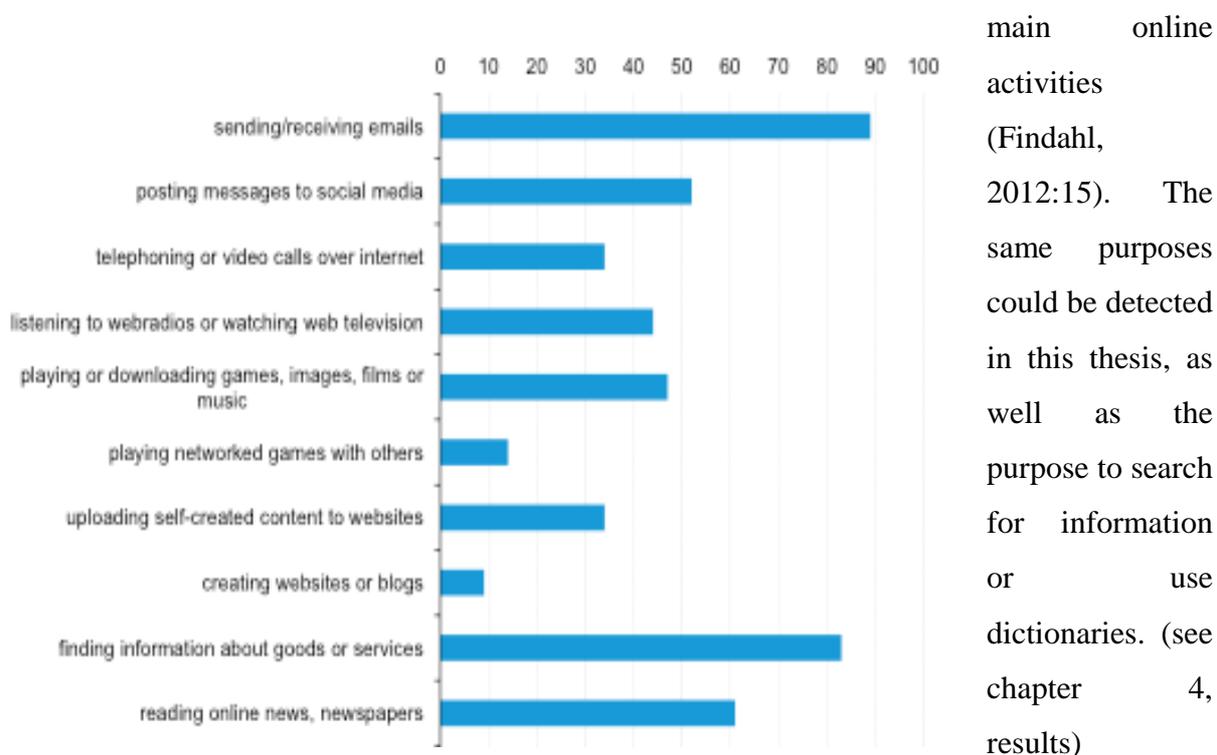
Figure 2: Main purpose of Internet use in Europe

In the European Union the results of 2012 where similar to the Swedish results: Figure 2 shows that the Internet was mostly used to send or receive emails, to find information about goods or services or to read news. Other reasons of Internet use were named, such as online banking or social media (Seybert, 2012:5).

1.1.2 The NSA, a brief history overview

To provide a well-rounded picture of the NSA scandal, it is important to write about some historical background of the NSA. In this chapter the researcher provides a brief overview of the NSA history and the most important happenings in the history of the NSA.

In the year 1952 the president of the United States, Harry S. Truman, opened a new official, but secret authority, the "National Security Agency" (NSA). In the first two decades the agency was spying mostly on the Soviet Union and was gathering a big amount of data. In the seventies the investigative journalist Seymour Hersh made some revelations about illegal acting of the NSA and the population got to know for the first time something about NSA. Senator Frank Church built a committee to investigate and control the actions of the news agencies. As consequence to this revelations, the US congress introduced a new law, the "Foreign Intelligence Surveillance act (FISA)" to protect the privacy of the US citizens. (Rosenbach et al., 2014:1697)

After the introduction of personal computers in the end of the seventies, the work of the NSA changed a lot and they started to develop programs not only to save data but also to analyze them. In 2000 the EU parliament built a commission to investigate the surveillance program "Echelon" which was a satellite surveillance program, that was monitored from five different countries, namely, the USA, Canada, the United Kingdom, Australia and New Zeeland. After the final report of the EU parliament they asked for an agreement about rules to protect the privacy of EU citizens. This agreement never took place. (Rosenbach et al., 2014)

After September 11th 2001 the work of the NSA changed. They were allowed to monitor Internet contacts and phone calls of targets that were suspected to work for terrorism, even if one of the interlocutor was based in the USA. President George W. Bush signed the Patriot Act, which allowed the NSA to do this monitoring; furthermore the agency got a lot of money to expand their metadata collection. The NSA justified all these actions by telling they protect the US citizens from terrorism. (Rosenbach et al., 2014)

In 2013, the whistleblower Edward Snowden started to reveal a vast amount of secret information about the NSA data surveillance and their methods to save data. His revelations are continuing until today and he is no longer living in the US in order to avoid being arrested. (Rosenbach et al., 2014)

1.1.3   The NSA scandal

In June 5th 2013, the Guardian revealed that the National Security Agency (NSA) was collecting telephone records of US citizens:

"The document shows for the first time that under the Obama administration the communication records of millions of US citizens are being collected indiscriminately and in bulk – regardless of whether they are suspected of any wrongdoing."(Greenwald, 2013 a[11]))

Only one day later, *the Guardian* as well as *the Washington Post* wrote that the NSA was collaborating with big US technology companies, such as Google, Apple, Microsoft or yahoo!. The top-secret program is called PRISM and was implemented in 2007 by former President George W. Bush (Gellman et al., 2013)[12].

In June 9th Edward Snowden, former technical employee for the CIA and later working for the NSA revealed his identity and confessed to be the Whistle-blower, who delivered all the facts about NSA to the Guardian. He said that: ""My sole motive is to inform the public as to that which is done in their name and that which is done against them."(Edward Snowden, cited in The Guardian, Greenwald, 2013 c)[13]).

1.1.4   The newspaper reporting after the revelations

To provide an insight in the newspaper reporting about the Snowden revelations and give another perspective of the subject, the researcher presents an insight into the reporting of the newspaper *Spiegel International* online. This short summary is based on three different questions: who was presented as a "victim", who were the actors and what consequences have been presented.

The author looked at ten different articles from the very beginning of the reporting after the revelations until the time before the interviews were conducted. The articles presented the NSA surveillance as a problem for the nation (in this case Germany) and the political relations between the U.S and other countries. Obama was often named as an actor in the NSA scandal for example he was made responsible for the monitoring of chancellor Angela Merkel: *"In short US President Barack Obama allowed Angela Merkel, his 'friend', to be eavesdropped upon"[14]*. Other actors that collaborate with the NSA have been named: *"The first of these companies to come onboard was Microsoft. Yahoo followed half a year later,*

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[11] URL: http://www.theguardian.com/world/2013/jun/06/nsa-phone-records-verizon-court-order. (13.03.2014)
[12] URL: http://www.washingtonpost.com/investigations/us-intelligence-mining-data-from-nine-us-internet-companies-in-broad-secret-program/2013/06/06/3a0c0da8-cebf-11e2-8845-d970ccb04497_story.html. (23.03.2014)
[13] URL: http://www.theguardian.com/world/2013/jun/09/edward-snowden-nsa-whistleblower-surveillance. (13.03.2014).
[14] Probing America: Top German Prosecutor Considers NSA Investigation. URL:
http://www.spiegel.de/international/europe/nsa-syping-scandal-a-944415.html. (12.05.2014).

then Google, Facebook, PalTalk, YouTube, Skype and AOL." "The Bush administration legalized this new dimension to government snooping, [...]"[15].

What consequences the NSA surveillance have for the citizens and their privacy, was seldom named in the articles, it was mostly about political collaboration that could be harmed. However Snowden was quoted, when talking about privacy in some of the articles, as he for example said: *'I don't want to live in a society that does these sort of things,' says the 29-year-old former CIA technical assistant who was last employed by the defence contractor Booz Allen Hamilton. 'I don't want to live in a world where there's no privacy and therefore no room for intellectual exploration and creativity,' he continues."*[16]

This newspaper didn't name consequences of the surveillance scandal for the individuals, it wrote about consequences for diplomatic relations as well as about positive consequences for the fight against terrorism: *"The NSA's research projects aim to forecast, on the basis of telephone data and Twitter and Facebook posts, when uprisings, social protests and other events will occur. The agency is also researching new methods of analysis for surveillance videos with telephones of recognizing conspicuous behaviour before an attack is committed."*[17]

1.2   Previous research

Since the NSA surveillance and the knowledge about the extent of the surveillance executed by the state are new subjects, the research within this field is limited. However there are studies about online behaviour and privacy settings, as well as studies about how people are supposed to act under surveillance. The researcher presents the most important studies for this work in the following chapter.

1.2.1   Online behaviour and privacy

The studies made about online behaviour and the view of online privacy show that in most of the cases the actors don't act according to their concerns about privacy. Even if a concern about privacy exists, there are no actions done as consequences. Debatin et al. (2009) for

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[15] Prism Exposed: Data Sruveillance with Clobal Implications. URL: http://www.spiegel.de/international/world/prism-leak-inside-the-controversial-us-data-surveillance-program-a-904761.html (10.05.2014)

[16] World from Berlin; Prism Spying 'Attacks Basic Civil Rights'. URL: http://www.spiegel.de/international/world/german-press-us-spying-program-attacks-basic-civil-rights-a-905089.html. (10.05.2014)

[17] Prism Exposed: Data Sruveillance with Clobal Implications. URL: http://www.spiegel.de/international/world/prism-leak-inside-the-controversial-us-data-surveillance-program-a-904761.html (10.05.2014)

example, made a study about Facebook and privacy settings, as well as about how young people behave online. The results of the study stated that young people aren't concerned about their own privacy as long as they weren't exposed to profile hacking. Most of the participants in the study claimed that they were a little concerned about their privacy, but they didn't change their privacy settings on Facebook, so the concern didn't lead to a protective behaviour.

Different factors could be found why people don't act, even if they are concerned about their online privacy

- The "third-person-effect" which states that the Facebook users think that privacy assaults happen only to other, not to themselves. So people didn't think something bad could happen to them.
- The benefit of using Facebook is seen as bigger than threats of privacy. Participants who have been attacked by hackers several times, still went back to Facebook do not lose their friends. They were afraid to become an outsider when they don't use Facebook.
- Finally they concluded by saying that the bigger part of the users didn't realize how much data they provided to Facebook, even if their privacy settings are on *only visible for friends*. (Debatin et al., 2009)

Young et al. (2013) could define similar factors about online privacy and behaviour. They found out that the people believe negative things are more likely to happen to someone else than to them. This was, according to them, due to the comparative optimism, one compares her with other individuals and thinks that her knowledge about privacy is bigger. The consequence of that assumption is that she didn't feel that the privacy was in danger. Even the participants were concerned about their privacy; they didn't change their behaviour because they thought they know more about online privacy than the others and therefore don't become a target of privacy violation. (Young et al., 2013)

Another perspective on the issue provides the study of Park et al. (2012). Their approach was, the relation between affect, cognition and reward, when it comes to privacy and online behaviour. Their assumptions were that on the affective way, people, who are anxious about surveillance, should have a protective behaviour, which is due to their anxiety and trust. In the cognitive perspective people with a high knowledge about privacy should have a protective behaviour, social knowledge about what happens around a person, helps to implement rules.

The connection between knowledge and privacy concern could be seen as the following, when knowledge is high and privacy concern is high, then the person acts in a protective manner. If knowledge is low but concern is high, then the person may be not able to change privacy behaviour. High knowledge about privacy issues and data collection leads to a bigger concern about privacy. They found out that a lot of people did have concerns about their privacy online, but it didn't have the consequence of protective behaviour. When people knew a lot about privacy settings and had a lot of technological knowledge as well as information about data gathering, the motivation was higher for protective behaviour. Rewards played a big role in protective online behaviour. The scholars found out that even if people felt anxious about online surveillance they were ready to trade their privacy to get direct rewards. (Park et al., 2012)

The factor of knowledge was also examined in another study from Park (2013). She did a research about digital literacy and privacy behaviour online, in which she studied the awareness of people about online surveillance practices, the control over personal information and the knowledge. She came to a similar result as the study named before, people with a lot of knowledge about technology and surveillance are more likely to use online privacy settings, than people with low level of knowledge (Park, 2013). So one could say, the higher the knowledge about different threats and protective alternative, the higher is the chance that people change their online behaviour.

In online behaviour the perceived behaviour control could play a big role. Burns et al. (2013) stated that the more one thinks that she can do something; the more likely it is that she does it. When this perceived behaviour control is low, the individual is not acting. The social norms and the behaviour from close people can also have an influence on online behaviour. If a lot of people from the environment are using protective behaviour; then the chance is higher that the individual will also use privacy protective settings.

To summarize one could say that all these studies have as similarity that they claim that people's intentions to protect their privacy online are not always matching their actual behaviour. This can be due to different factors:
- Individuals think that bad things are more likely to happen to other persons (Debatin et al., 2012; Young et al., 2014)

- The benefit to use the technology is higher than the risk of privacy harm (Debatin et al., 2012; Park et al., 2012)

- The knowledge about privacy settings is not on a high level (Debatin et al., 2012; Park 2013; Park et al., 2012)

- And finally the perceived behaviour control of individuals and the influence from the environment (Burns et al., 2013).
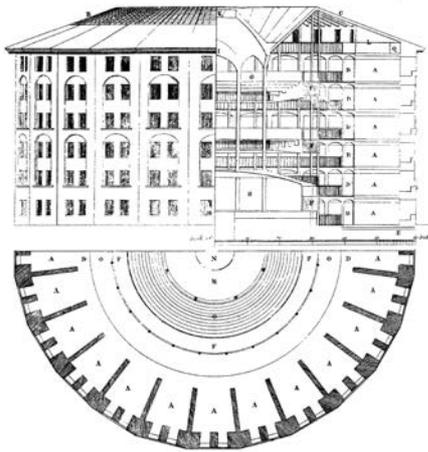
Figure 3: Plan of the Panopticon (Bentham,1843)

Figure 4: Inside one of the prison buildings at Presidio Modelo, Isla de la Juventud, Cuba. (Friman, 2005)

1.2.2 Surveillance and online behaviour

The discussion about how people behave under surveillance goes long back into history; Bentham developed a widely referred model about the impact of surveillance on individuals in 1791. He developed an architectural concept, in which a prison was built in form of a circle, with a tower in the middle.

The ring shaped building was divided into different cells, which had two windows, one against the tower and the other to the outside of the prison, to let the light shine through the whole room. The whole complex was built in the way that one supervisor could be able to supervise all the prisoners without they could see him. (Foucault, 1978:3433[18])

Many years later Foucault discussed Bentham's idea further, he argued that the major effect of the Panopticon was, that the prisoner was all the time aware of the surveillance and so the power of the guard was automatically guaranteed. Even if there was not a person who was actually watching, the inmates were all the time aware of the possibility of being watched. The power relation was not depending on the person who was in the tower, because the presence of the tower itself demonstrated that there was the possibility of being watched. Foucault described the situation as the following: "The Panopticon is a machine for dissociating the see/being seen dyad: in the peripheral ring, one is totally seen, without ever

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[18] [18]this book was an eBook version with position instead of page numbers.

seeing; in the central tower, one sees everything without ever being seen." (Foucault, 1978:3463)

The model of Panopticon has often been compared with online surveillance or online data gathering. Klang (2003) used the Panopticon model in relation to spyware. Rosenbach et al. (2014) as well as Greenwald (2014) compared the online surveillance from the NSA with the Panopticon. Rosenbach et al. (2014) state: "*der Anspruch der Überwacher […] ist total und global, es geht um eine 360-Grad-Ausleuchtung der digitalen Kommunikation auf dem Planeten*" (Rosenbach et al., 2014:4803) (the claim of the monitor is total and global, it is about a 360 degree surveillance of the digital communication on the planet).

Solove (2007) made the connection between privacy and online surveillance. In 2007 he wrote an article about how people perceive their online privacy and discussed the question if they feel that the privacy is threatened by online surveillance. He came to the conclusion that people didn't see their privacy harmed when they were monitored as long as they didn't act against the law. For them something became private when they did something that was not according to the norms, so nobody should be able to see it (Solove, 2007). People don't mind being watched when they don't know the person or computer that does it: "So I don't mind people wanting to support President Bush's efforts to find terrorists by monitoring our phone calls!" (Oakley, 2006)[19].

1.2.3   The NSA and surveillance

In the last two month the two first books about the NSA after the Snowden revelations were published, they present the story of Snowden and some documents that he revealed, in both books the discussion about the impact of the surveillance on people's behaviour is discussed. This view is presented in the following chapter The following chapter contains an insight in , one have to take into account that these are the only two books that have been published so far about the NSA scandal and its impact on peoples' behaviour.

The revelations of Snowden showed to the world, how big the NSA surveillance is. Just to get an idea of how much data they can monitor: in one day five billions mobile phone are localised and their positions are saved as well as 200 millions sms are registered in the NSA

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[19] URL:http://greatcarrieoakey.blogspot.se/2006_05_01_archive.html. (20.04.2014).

database (Rosenbach et al., 2014). According to him, the aim of the NSA surveillance has changed with the possibilities of the digital age. Not only the immediate communication is monitored, but also data about communication that is already saved, for example in clouds (virtual hard discs) or on servers of commercial companies. (Rosenbach et al., 2014)

Despite these facts people are still using the Internet and leaving digital traces. The view of privacy in connection with surveillance has been changed and interpreted in different ways, by different actors. On the one hand Zuckerberg stated in 2010: "people have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. Privacy in the digital age is not longer a social norm" (Zuckerberg cited in Greenwald, 2014, 4:2). For both authors, on the other hand, the NSA surveillance is an invasion of privacy and dangerous for the freedom of speech. (Greenwald, 2014; Rosenbach et al., 2014)

It is not clear what impact the surveillance has on the online behaviour of people. For Greenwald the surveillance has an impact on people's behaviour, he writes that people change their behaviour because they know that they are monitored, they don't want to behave in a way that they could be suspect and accept therefore to act within boundaries. (Greenwald, 2014, 4:8-9) So Greenwald agrees with Solove's view that people don't see the surveillance as danger for their privacy, as long as they stay passive and act according to the law. He quotes several people: "I seriously doubt that the NSA is interested in me" […] "If they want to listen to my boring life, then they're welcome" (Greenwald, 2014, 4:59-60).

The revelations of Snowden maybe already changed some people's behaviour, as Rosenbach et al. states that alternatives to the big companies have been developed and sides like duckduck.com, which is a search engine that doesn't save any data of the user, have now three times more users than before the revelations. (Rosenbach et al., 2014:5278)

To recap the most important findings about surveillance, privacy and online behaviour one could say that two interesting points were found:
- People change their behaviour by the fact they know that they could be monitored (Foucault, 1978; Greenwald, 2014)
- People are not feeling that their online privacy is violated by surveillance (Solove, 2007; Greenwald, 2014; Rosenbach et al., 2014)

2 Theoretical background

The theoretical background of this thesis can be divided into three different parts. The first theory is the third-person-effect; this theory is about the issue of people thinking that something bad is more likely to happen to someone else than to them. The second theory is the uses and gratification theory, which discusses the balance between the satisfaction of needs and how people behave in order to fulfil their needs. The third framework is the taxonomy of privacy of Solove, which presents a pluralistic view of privacy and names several violations of privacy.

2.1 The third-person-effect

The third-person effect is often used in connection with media research. According to Banning, W.P. Davison was the first that named the third-person-effect in 1983 (Banning 2010). The effect is defined as: "individuals tend to believe that others are more affected by media messages than they themselves" (Banning, 2010:890).

The third-person-effect has different hypothesises. One of them is about the difference between how we perceive ourselves, and which believes we have about others, this is called "the perceptual hypothesis within the third-person effect approach" (Debatin et al., 2009:89). For this thesis work, the perceptual hypothesis is used and important because previous research could show that people don't feel a lot concerned about their online privacy and one of the reasons for that is, according to previous studies, that they think it's more likely that someone else is attacked by hackers or that someone else is being monitored by the NSA (Solove, 2007; Debatin et al., 2009). The third-person-effect can be influenced by different factors, for example distance, social distance as well as geographical distance. People tend to think that people that are long away are more different to themselves and therefore the third-person-effect grows with the distance. (Banning, 2010)

2.2 Uses and gratification theory

The uses and gratification theory is a well-established theory in media research; it is about how people use media. Since the early 1940s the theory was further developed and take not only the pleasure of media use into account, but also the attitudes of the users towards the contents and the media. (Roy, 2009) The goal of the uses and gratifications theory is to

understand and show the psychological needs that motivate people to use media and to find reasons why people want to fulfil these needs by using media. (Roy, 2009:879).

Stafford et al. (2004) could detect several types of gratification that were perceived by Internet users, the process gratification, the content gratification (learning or information) and the social gratification (interaction with people). The last type of gratification is seen as the most important, when it comes to Internet use. (Stafford et al., 2004)

The theory is build on four basic assumptions: the audience is taking initiative and is active; the behaviour is self-conscious and goal oriented; the usage of the medium is to fulfil a need and the actor has expectations to the medium or to the content and is deciding if a communication process takes place or not; the mass media are competing with other things that are not medial but can fulfil needs; the recipients are aware of their goals and needs, that make them use mass media. (Kunze, 2008)

Schenk claims that the uses and gratification research is studying the needs and their social and psychological sources, as well as the expectations that one is having of media. The expectations cause, according to him, a use of some kind of media, which can lead to the satisfaction of the needs (Schenk, 1987).

Debatin et al. (2009) assumes that online communication can fulfil three different dimensions of needs: "the need for diversion and entertainment, the need for (para-social) relationships, and the need for identity construction" (Debatin et al., 2009:89) and the desire to satisfy these needs, is maybe bigger than the threat of providing private information to the state.

2.3   The pluralistic conception of privacy

One can find a lot of different concepts of privacy, like Warren and Brandeis stated that privacy is the "right to be let alone" (Warren et al., 1890); or other definitions that equals privacy with intimacy. The NSA spying includes a lot of privacy harming activities and therefore the researcher chose the pluralistic conception of privacy by Solove, for this thesis. He presents privacy as an umbrella term, which includes a lot of different aspects. He developed different categories of "activities that invade privacy" (Solove, 2006:485). Solove names four groups of harmful activities: "information collection, information processing,

information dissemination and invasion" (Solove, 2006:489). These groups have different subgroups, which will be explained in the following paragraphs.

The first subcategories are *surveillance* and *interrogation*. Solove defines the former as "listening to, watching, or recording of an individual's activities" (Solove, 2006:490). The latter contains different forms of probing or asking for information.

The second group includes five subgroups. The scholar describes *Aggregation* as the combination of different pieces of information about one individual; *identification* is when the information is connected to a particular person; *insecurity* means that the collected data are not handled with care; *secondary use* is the act of using data for a purpose that was not the original purpose, without asking the person and finally, *exclusion* describes the fact that the individual can't participate in the data handling and doesn't know about the collected data.

The third group includes seven subcategories: *breach of confidentiality* means that the data is not treated confidentially, even if it was promised; *disclosure* is the revelation of information about a person that could influence the way of how people are looking at the data object. "*Exposure* involves revealing another's nudity, grief, or bodily functions" (Solove, 2006:491); *increased accessibility* means that the access to the information is made easier; *Blackmail* is the threat to reveal information about the data subject; *appropriation* means that the identity of the person can be used to reach goals for another; *distortion* is the spread of false information about persons.

The last group has two subcategories. *Intrusion* happens when someone is acting invasive in a way that the individual is disturbed; *decisional interference* is when the government encroach into private decisions of the individual. (Solove, 2006) A lot of this privacy harms are executed by the NSA (Greenwald, 2014; Rosenbach et al., 2014), for that reason, this privacy concept suits this thesis work.

2.4 Research question and objectives

This paper wants to study how, young adults, themselves, see their privacy in the light of the Snowden revelations and if they started to change their online behaviour in connection with the new knowledge about surveillance.

RQ 1: How do young adults see their online privacy in light of the Snowden revelations?

In connection with the research question the researcher decided to answer the following sub-questions:

Did young people change their online behaviour in connection with the new knowledge about the online surveillance?

Why didn't or did they change their behaviour?

The objectives of the study are to understand the relation between surveillance, privacy concerns and online behaviour of young adults and to gain an understanding of possible factors that can influence online behaviour under surveillance.

3   Methodology and limitations

To conduct the research of this study, the researcher conducted semi-structured, in-depth interviews. In the following chapter the author presents the method and the sample choice is explained and justified. The researcher chose to do interviews because the aim of the study is not to generalize the results, but to get an understanding and insight of the online behaviour of young adults.

3.1   Semi-structured in-depth interviews

The focus of qualitative research is on the perspective of the participants and to understand how they interpret "behaviour, events or objects". This is called "the interpretative approach". To do qualitative research a researcher needs to be "open-minded, curious and empathic, flexible and able to listen to people telling their own story" (Hennink et al., 2011:9).

The goal of this thesis is to explore, how the Snowden revelations in June 2013 influenced the online behaviour of young adults. The thesis wants to show peoples' own view of this topic; therefore the method of interviews is suitable. Hennink et al. (2011) wrote that the strengths of this method are that it can be used to get information about personal experiences and it is suitable even for sensitive topics. Interviews help to get an insight in the interviewees view on the topic (Hennink et al., 2011:109). By conducting in-depth interviews it is possible to get "authentic accounts of participants' outer and inner worlds, that is, their experiences and how they interpret them" (Schultze et al., 2011:1).

A semi-structured interview is used for this thesis, in this form the questions are partly predetermined and divided in different topics. The interviewer is free to change the order of the questions, if the situation asks for it and it is possible to ask probing questions to get more and deeper information for some topics (Berg, 2009).

To do research about privacy and how people perceive their own privacy the interview method is suitable. Already other researchers chose that method to study privacy and online behaviour of young people. In the literature we can find Debatin et al. (2009) for example, who used interviews in their study about Facebook use to find out more about young people's behaviour on Facebook (Debatin et al., 2009). Another study of Warren et al. (2014) on civic

engagement using Facebook and how activists behave online made also use of the interview method (Warren et al. 2014).

An important factor of the interviewing process is the role of the interviewer. It is important that she tries to be neutral and not bring in her opinion in the conversation. An interviewer should never judge the utterances of an interviewee to avoid insulting them and influence their story (Berg, 2009). The so-called *balanced rapport* is important, which means that the interviewer has to act "one the one hand, casual and friendly but, on the other hand, directive and impersonal" (Fontana et al., 1994:364).

3.1.1 Conducting the Interviews

All the interviews have been conducted in Gothenburg, Sweden, three of them were conducted with Skype, and seven were done face-to-face. The participants were chosen by the snowball principle, which Berg describes as convenient to find participants that fulfil the specific criteria to be part of the study (Berg, 2009). This sampling method includes advantages and disadvantages, which will be explained in the next chapter. First the interviewer found people that fit in her sample and after interviewing them, she asked for names of people that would also fit in the study. The sample, in the end, was a chain of people, who referred to one another. (Berg, 2009)

The interviewees were between 25 and 33 years old and had an academic background. According to the figures reported by Seybert (2012) this age group is using the Internet the most Findahl (2012) states as well that in Sweden 90 to 92 percent of the population between 16 and 34 use the Internet on a daily basis (Findahl, 2012:8). For this reason the researcher chose this age group. Another reason for the choice is that *der Spiegel*, that published the most articles about the NSA, stated on their own website that 68 percent of all their readers are between 20 and 49 years old (Spiegel online[20]).

The participants needed at least one social media account and an email account to be able to be part of the study, these criteria made sure that they knew how the communication online is working. There was no restriction in case of nationality or cultural background; besides the one that they could not come from a country that has a totalitarian government. This criterion was

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[20] URL: http://www.spiegel-qc.de/uploads/Factsheets/RoteGruppeOnline/spon_factsheet.pdf. (03.03.2014).

chosen, due to the fact that people from a totalitarian state may be confronted with other state surveillance and have maybe censorship in their states.

The interview guide included three different topics: Internet use, privacy and online behaviour and surveillance. The first questions of the interview were about general information about the interviewee. The three topics emerged from the literature review, which was presented previously in this paper. The interview questions went from more general questions about a topic to more specific questions. The questions were mostly open questions to get as much information possible from the answer of the interviewee and to catch the personal view of the interviewee. Academic terms have been avoided that the interviewee could understand the questions easy. The interviewer tried not to ask yes or no questions as well as leading questions to not influence the direction of the answer. As Hennink et al. (2011) wrote, when the questions are open and well formulated, the interviewee is more motivated to talk about his story and reveals more information about him - or herself. (Hennink et al., 2011) In the end of the interview the interviewer asked if the participant wants to add something to the interview, to allow her to express her reflections about the interview and subject. As McNamara wrote that the last question should allow the interviewee to express any information they want to say about the subject and to comment the interview. (McNamara, 2010:3).

First two pilot interviews have been conducted to see how the interview guide works; these interviews have been excluded from the results, because some changes in the interview guide have been made. The researcher looked for interviewees in different Facebook groups. Once an interviewee was found the snowball recruitment could start. This recruitment method involves that after an interview is conducted the researcher ask the interviewee if she knows some other persons who correspond to the criteria and this process is done until the researcher has conducted enough interviews to reach saturation. This is the case when the collected information starts to be the same and further data collection becomes unnecessary (Hennink et al. 2011).

After the interviews have been conducted the researcher transcribed them. In order to carry out the research, some codes were defined. The codes emerged partly deductive and partly inductive, this means, that there have been codes that were taken from the interview guide or the theoretical background (deductive) as well as codes that emerged from the interview

transcripts during the coding process (inductive). This was done according to the coding process described in Hennink et al. 2011.

3.2 Limitations

The method of interviewing as well as the sample choice can cause some limitations of the study. The researcher will present the limitations in this chapter and explain how she will try to reduce these biases.

The language of all interviews was English, which wasn't the mother tongue of the interviewer or the interviewees. This could cause problems for the interview partners to express exactly what they mean and the interviewee or the interviewer can misunderstand some terms. However the researcher decided to conduct the interviews in English, because in that way, she could make sure that the same terms were used in all the interviews. Terms, such as *privacy* are not easy to translate into Swedish or German for example. However the interviewees were allowed to answer the questions in their language if they couldn't find the corresponding English term.

Doing interviews about behaviour change can pose problems, people might not be aware of their behaviour and therefore they might not be aware of possible behaviour changes. The researcher was aware of this problem, however she wanted to find out about the interviewees view of the subject, which includes subjective assessment of the participants.

People may not want to talk about things they see as private, because there might come up some sensitive topic, which the participants don't want to share with the interviewer. The researcher tried to build a good atmosphere so that the interviewee felt comfortable in the environment. The interviewees should feel like being in an everyday conversation.

While the interviewer wanted to build a good atmosphere for the interviewee she chose the place for the interviews after the wishes of the interviewees, this could cause the problem that not all the interviews were made at the same place, so not all the interviewees had the same conditions.

Some of the interviews were made through Skype, which can be a limitation too, because of the subject of online surveillance; it may be that people don't dare to say everything through

Skype, since they talk about online surveillance. The researcher tried to make sure with the interviewees before, if it was ok for them to talk about these topics through Skype, which might have reduced the bias a little bit.

Another aspect that could be a bias for the study is the age limitation, the researcher decided to interview young adults, however if older people would have been interviewed as well, the result might look different. In future research, one could change the age group of the participants, to see if there is a difference.

To choose only people that have a social media account can cause some bias for the study. Maybe there are people that don't have a social media account because they fear online surveillance, the researcher excluded these people from the research by having this criteria. The researcher wanted to make sure that people have a knowledge how social media works, however for a future research it could be useful to not exclude these persons from the study.

The term totalitarian country, that the researcher defines is a really broad term and can be interpreted in a lot of different ways, however the interviewer wanted to exclude people from the study who come from a country, which is known to have other online surveillance than the NSA and in which censorship is usual.

Finally the snowball sampling can pose some limitations to the study, by using the snowballing method, the researcher risks to interview people from only one group of the society, because people may have friends from the same group of society as they are in. However the advantage of the snowball sampling is, that the researcher can find the interviewees fast. The researcher started with people from different society groups, which allowed the sample to become more diverse.

4   Results

After the coding the researcher could describe the results. She found out that the participants don't have a great concern about their online privacy in connection with the NSA surveillance; the participants stated that they didn't change their behaviour because of their new knowledge since the Snowden revelations. Seven factors could be detected why the participants didn't concern/react: the surveillance is too anonymous, the internet use have more benefits than risk for privacy harms (according to the participants), the participants feel powerless against a big organisation like the NSA as well as against the Internet, most of the participants think that other persons are more affected by surveillance, another reason was, that they didn't want to react because they thought it was a good thing to be monitored, because criminals can be found much easier, the lack of visible consequences was also named as well as the fact that they were already careful about their privacy before the revelations. In the following part the results will be explained in more detail.

4.1   Interview results

In general, the results showed that the Internet is really important for the participants and all of them use it on a daily basis and all of them had a Smartphone with mobile Internet. Interviewee ten respectively five described the importance of the Internet as the following: *"[I use the Internet] in general for everything…" (IV 10); "the Internet did become my best friend" (IV 5).* Reasons why they use the Internet and social media were: communicating/ staying in contact with friends as a purpose for their Internet use, as well as searching for information. The participants named other purposes like: searching for jobs, streaming music or movies, shopping and for work purposes. Participant eight stated: " *[to] search for information, communicate with friends, I use it to shop for goods and research, purchases for my company" (IV 8).* It has to be mentioned that a lot of the participants were staying abroad for some time in their life so they stated that the importance of the Internet grew, because they wanted to stay in touch with their home country.

The overall result of the interviews was, that most of the participants did not express concern about their online privacy in the light of the NSA surveillance. The participants named seven factors why they didn't change something in their behaviour and why they are not really concerned about their privacy in the context of surveillance.

Anonymity

The person or the computer that is monitoring the participants is too anonymous, for example for Interviewee ten and Interviewee three, it was not concerning when someone, they didn't know was watching them: *"but someone who would do that, wouldn't be somebody that I know" (IV 10)* or as number six said it: *"I don't care if someone in Silicon Valley or wherever on earth is reading my mails" (IV 6).* The participants named as well the aspect of distance several times, the enemy feels far away, as interviewees number seven and three said: *„if it's just this big somebody that somehow is very, very far away I don't really care" (IV 7)*; *„it's far away" (IV 3)*

Benefits

Benefits was a second factor that has been detected, the benefits of the Internet and the social network use were bigger for them, than the risk that they could be monitored. Most of the participants said that they are not concerned, because they want to get the benefits out of the social networking. Interviewee number six said for example: *„I think it's part of our life in the meantime so it's like we are so used to it and it gives us the feeling of being somebody maybe, not to post would be a big punishment for people, I'm not addicted to that, but of course if I post something, not so often, but sometimes I'm also looking on the reactions I want to see which output do I have, so it's a marker not for my self awareness self feeling, but a marker for... do people care what I say, so I post... also to send out political messages.." (IV 6)*

Powerlessness

Powerlessness was a factor that was named a lot. People felt mostly depending on the Internet and the social media use, as well as they saw the whole NSA surveillance as an omnipresent actor. *„They can't life without the Internet, or if there is people collecting your data, gathering your data, I think this is also, if I don't change my behaviour it makes me unfree..." (IV 5).* Participant number eight, as well said that he can't control what is happening with his data: *„It's not something that I can control, if there is a risk that I'm being tapped, my phone or Skype or my email has been read it's I cannot completely stop using a service because there is a chance that someone... it's like not driving a car because you could crash with a car.. the benefits is higher too high to...include such a..." (IV 8)* and number nine claimed: *"There is nothing I can do" (IV 9).*

The others

A big part of the arguments was about the feeling to not be affected as a person, the interviewees' attitude was, that it is only happening to the others. While interviewee stated that the Americans are more affected by surveillance: „*I believe that it might had bigger impact on people living in America*" (IV 1) stated Interviewee number seven that: *"I think what makes it safe in a way, it's the huge amount of people"* (IV 7).

A lot of utterances included the fact that the participants don't take themselves as enough interesting or important to be monitored or to hack their accounts. Interviewee three claimed: *"I don't have important information" […] I think it wouldn't concern me you know, it won't happen to me"*(IV 3) and *"No you know, I think it wouldn't concern me you know, it won't happen to me"* (IV 3). Number four had the same argument: *"But then I think, who would like to hack my email account" Maybe if you are an interesting person who is on Facebook, but me? (IV 4)* .

Their view was, as long as they don't act against the law, they don't have anything to hide. Participant number six stated that he is not a criminal: *"I mean I have nothing to hide so far"* (IV 6).

Positive aspects

One participant said that there is no action needed because the NSA surveillance, in her view is a good thing. Even if only one person named this factor it is important to present it, because it is a totally different perspective. Participant four expressed the reason that she thinks, the surveillance is good for security purposes: *"more important that we have a good... that no one is criminal rather that no one can read my email. If the CSI or the police or someone wants to read my email because they think I'm a bad person, they can do it…"* (IV 4).

Lack of consequences

The lack of actual consequences of online surveillance was a reason of interviewee number nine to not care about it: „*Yes we all know about the online surveillance but since we haven't have any direct consequences we still use it even we know*" (IV 9). Other interviewees named this factor as well, they claimed that there were no visible consequences for people the interviewees know, so they didn't care about it.

Nothing new

Almost half of the participants claimed that the new information about the NSA surveillance revealed by Snowden didn't make them change their behaviour because they already cared about their online privacy before the scandal. Some of them knew already before about online surveillance. Participant eight was claiming: *I have always long before the NSA affair been aware that governments in general aren't always good, […] , so I kind of always been aware about it (IV 8).* Number two was always critical about posting private stuff online: *"What I try always was doing because I was always a little bit sceptical about this media that not to share too much because in the end you are the one who is posting your private thoughts and your private belongings on Facebook in that case I try not to post private stuff" (IV 2).* Interviewee one states: *"[…I] have never considered I've never thought about posting my like some information that is private on the Internet" (IV 1)*

However two interviewees named a concern on a society level. For example Interviewee six and eight said that they are not concerned about their own privacy but about the society and the governments: *"on the broader meaning of the society I am little concerned about the governments" (IV 8)* and number six sated: *"I am concerned but not on a private level, […] but you never know who takes over power" (IV 6).* Interviewee number three stated that if someone would be looking at her (like in a Skype conversation) that wouldn't be ok. *"Someone is looking at me that wouldn't be ok… then I would be really concerned." (IV 3)*

4.1.1   How do the participants see privacy?

When it comes to privacy the participants had different views of what is private for them and what is public. Mostly pictures of other peoples, especially children or family were considered as private as well as address, phone number and credit card details. These things were more classified as private in the context of online crime and that one could probably download pictures of the children or take the identity of an interviewee. And there were worries about data gathering of companies for advertising purposes. Interviewee number two said: *"I never give my address or my phone number that is too private for me" (IV 2).* Only interviewee number eight had another view of posting addresses as he stated: *"name and phone number is not something which I think it's a private information because it's public information" (IV 8).*

Posting pictures on Facebook or Instagram was not perceived as a private issue by most of the participants, but three of them were claiming that they would never post naked pictures or send them through social media. Interviewee number ten stated: *"I would never send naked photos on social media"(IV 10)* and interviewee number four said: *"I never post a picture when I'm naked because people could find it" (IV 4)*

The participants named pictures of other people, friends or families and especially pictures of children in the context of privacy. The interviewees felt responsible for the pictures they post of other people and some of them would never do that without asking before. *"I think like pictures of me and my friends are private, I wouldn't just post, if I had a blog I wouldn't post pictures of my friends or their faces on the blog without asking, I think that's private". (IV 3)* Pictures of family members that don't have Facebook were also taboo as well as pictures of children or babies. Interviewee number six claimed: *"Children for example I would not post [pictures of] children. "(IV 6)* and number two said about family pictures *"...too private is like sharing pictures of my family and writing down my mum is doing this and this, then I'm trying to expose a person who doesn't want to get it post, which has nothing to do with this media (IV 2).* Another aspect that was named several times in the context of private data or surveillance was the bank data and credit card details. *"Not my credit card details, that's absolutely not ok" (IV 4)*

4.1.2   Who are the Actors?

The participants named several actors, which they consider as dangerous for their online privacy:

NSA

Some participants named the NSA as a danger to their privacy, they said that the fact that they don't know what is happening with the data that they give to the NSA is a danger for their privacy. One person saw the NSA as a good thing in the fight against the criminals. *"You know like talking about the CSI is doing it... I don't know, that's totally fine for me, I think if I would, was a criminal they should read my email because I should not be a criminal, you understand? It's stupid I know" (IV 4)*

Facebook

Facebook was named most frequently when it comes to data gathering: *"Because Facebook is selling data, like they were living about this is a company which lives from their users who selling the data" (IV 2)*

Google

Several interviewees named Google and said that they don't trust Google as a company, because they are based in the U.S. As interviewee six said: *"it's a part of Google and I don't trust them" (IV 6)*.

Online criminals

It was interesting to see that more than half of the interviewees saw their data in danger because of Internet criminals. : *if it's a criminal or a mostly a criminal I would think then I would be basically stop using the system which because then it's possible to target me specifically it's much more likely that I'm targeted specifically. (IV 8)*

In general the participants considered emails as more secure than for example Facebook or other social networks. *"I'm still believing that they don't look at my emails on hotmail, but they more looking at my emails on Facebook" (IV 2)*

4.1.3   How will the future look like?

The opinions of the participants were different concerning the future of the data handling, online surveillance and online behaviour. The only similarity was that almost everyone said that people wont stop sharing their life on Facebook and other social networks. As interviewee number one state: *"It's a thing that privacy on Internet there is less and less privacy on Internet because people are sharing very intimate details of their life on the Internet (IV 1)",* or as interviewee six claims*: " I think there will not be an Internet roll back, wee need to find a way through it, I guess (IV6)*

Interviewee ten stated that there will be a behaviour change in the future, but it's, according to her, depending on the education and the social status of the people. There will possibly be a part of the population that will go away of being online as much as it is possible.
"I think that is a question of education or social status, I think people with a higher education they will… the higher the education level is, the more people are concerned about it, because

they normally know more about history and stuff, so they know they can make a link between history and things that happens. I don't think like in another eight years a big amount of people will change their behaviour, but I think the group of people that are really considered and maybe try to find alternatives or even just to go online how far it is possible". (IV10)

However even if the participants didn't see a change in the next years, they think if there would be a possibility to leave less traces in the online world, they would take that chance. So when the participants were asked if they would consider buying hardware or software that is safe against any spy attacks and that can't be traced. All participants answered yes, beside participant number four: *"Probably not, because I still think it's still safe, because if I get lost they can track me down, it's perfect..." (IV 4)*. The other interviewees were asked if they would spend more money to get it, participant ten, six and eight said they would definitely pay more, but maybe not thousands of euros more. *"I would not pay ten times as much, but double maybe…" (IV 6).*

5 Discussion

In this chapter the results of the Interviews are discussed and interpreted. The connection between the results and the literature is shown as well as the research question is answered.

5.1 Interview discussion

The interviews provided a good insight in the interviewees' online behaviour and privacy view. The most important result that emerged of the data was, that the participants are not a lot concerned about their privacy in the light of the Snowden revelations and that they didn't change their online behaviour in connection with the new knowledge about the NSA surveillance. This was due to different factors, which were named by the participants.

Seven factors could be detected during the interview analysis; the participants named the factor of powerlessness the most. They felt that Internet, social media and surveillance were too big to not being used and they didn't feel to have any power to act against this. So the surveillance and the data gathering seemed to be too big to fight against. This feeling of powerlessness could be due to the perceived behaviour control, which is explained as the feeling of control you have about a specific action. When the participants feel that they don't have a big behaviour control, they stay passive, this was already stated by Burns et al. (2013), if people have a low perceived behaviour control, they are not changing their behaviour and stay passive.

Another important factor was the factor *the others*, which includes that the participants didn't feel affected by the surveillance, or they thought other people were more important for the NSA to monitor. The thoughts of not being affected by the surveillance could be due to the third-person-effect, which states that people think that something is more likely to happen to someone else, than to them (Debatin et al., 2009). In this case the participants thought that it is more likely that someone else will be monitored than they. The third-person-effect can be increased by the anonymity of the monitor, which was also named as reason for passive behaviour, the surveillance is too far away and there are no consequences for individuals that one could notice. So the distance between the monitor and the individual is in physical as well as in psychological terms too far away. As Banning stated, the third-person-effect can grow by social as well as geographical distance. (Banning, 2010)

The factor *benefits* occurred often as well. The participants said that for them the Internet and especially the social media use had more benefits than it appears risky for them. This attitude could be explained by the uses and gratification theory; people want to share things about their life to get some attention from friends. The "need for identity construction" (Debatin et al. p. 1009:89) can be fulfilled as well as the need of social contacts and being in a group.

It was really surprising to see that one out of ten interviewees thought that the NSA surveillance is only positive and that she felt much more safe, since she knew that criminals can get caught better. This was surprising because the general opinions of the interviewees were that surveillance of this extent couldn't be justified by the persecution of criminals. This shows that not all interviewees thought surveillance is a bad thing and the justification that is done from the U.S. government (e.g. Obama in the tonight Show[21]), is working for some of them. For this reason the interviewee didn't made any changes in her online behaviour.

Another interesting fact was, that some of the participants stated that they were already before the Snowden revelations aware of online surveillance and they didn't share a lot of their personal data online. Facebook had a bad reputation among the participants; they were thinking that Facebook is gathering a lot of data for commercial reasons. So they cared about their privacy but not because of the surveillance scandal.

The results of the interviews were similar to the findings in previous studies about online behaviour and privacy concerns. The interviewees had the view that their privacy was not violated as long as they were acting according to the law. So their view of privacy was similar to the one presented by Solove in 2007, privacy is only harmed when the monitor can detect illegal behaviour or when the monitor detects unusual behaviour.. Greenwald and Rosenbach et al. (2014) presented this view as well. Even though the NSA does a lot of privacy harms of Solove's pluralistic conception of privacy (Solove, 2006), the participants didn't feel any harm of their privacy by surveillance.

A rather surprising result was that some of the participants saw a risk for the whole society by the data gathering and surveillance. It was surprising because the researcher didn't expect the participants to have concerns about the society, but more about themselves and their own privacy. Participant six and eight concerned about the future and about the society in a whole

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[21] URL: https://www.youtube.com/watch?v=jOW0Z2Czgzk. (18.06.2014).

and not about their own online data. This is what Rosenbach et al. (2014) write as well, that the big amount of data could be dangerous if it comes in to the hands of a tyrant (Rosenbach et al., 2014). One of the participants, who had that view, came from Germany and he explained that the topic of surveillance still exists in their minds from the Second World War and so the fear of surveillance is still there. The use of data for power reasons is, according to him, bigger in Germany than in other countries.

Foucault's interpretation of the Panopticon states that people change their behaviour, when they know that they could be monitored (Foucault, 1987). Rosenbach et al. (2014) and Greenwald (2014) both presented the online surveillance as a Panopticon in which people live according to the norms, because they know that they could be monitored. The interviewees, however, stated that they didn't change their behaviour because of the surveillance, and that it didn't influence them in a vast amount. This could be found in previous studies Park et al. wrote that even people are anxious about surveillance they don't change their behaviour (Park et al. 2012). However one need to take into account that people may not be aware of the influence of the surveillance as long as they don't belong to some marginal groups or political oppositions groups. They may as well not be aware of behaviour changes they made, because it could have been an unconscious change. (Greenwald, 2014)

It was interesting to see that most of the participants saw a bigger danger for their privacy in online criminals or commercial companies than in online surveillance. Privacy for them was mostly about sharing pictures of other people or personal data; however when they would act against the law, then they would see the surveillance of the NSA as a privacy violation. The risk of privacy harm was more seen in online crimes. This could be due to the same factors as the one named in the results; criminals may be more present in the online world of the interviewees than the fact that they could be monitored. The participants named other actors in the context of privacy and data gathering such as, the NSA, Google and Facebook, the interviewees didn't trust them.

A little contradictive was that even though most of the participants didn't see their personal privacy harmed by the surveillance and even though they said they didn't change anything because of that, most of them would consider buying hardware that is sending everything encrypted and is safe against NSA they said yes. This shows that if there would be alternative solutions, people would maybe buy them and leave a little less digital traces in the Internet.

The fact that the developers of the blackphone made marketing by having focus on giving the users their privacy back and that they found people buying it, shows that a development in the direction of data protection is taking place. However there are revelations about the NSA that they can build backdoors in different hardware such as wireless router[22]. So one cannot say that there is a hundred percent spy secure hardware yet.

The future pictured by the participants was similar to the future pictured by Rosenbach et al. (2014), people will continue to share their life online and will leave a lot of online traces. Some people said that there would be a developing of spy secure hard and software, this development already started; duckduck.com for example, is an alternative search engine (Rosenbach et al., 2014).

5.2 Answers to the research question

From the results and the discussion one can answer the research question that was asked in the beginning of the paper. One have to take into account that this study was done with interview method, which means that the aim of the study was not to generalize the results, but get an insight into the privacy concern in the light of the Snowden revelations and the impact of the surveillance on the online behaviour of young adults.

RQ 1: The participants did not express concern about their privacy in connection with the NSA surveillance and the Snowden revelations.

The participants stated that they didn't change their online behaviour in connection with the knowledge about online surveillance, this could be due to seven factors: the system that is monitoring is too anonymous; there are more benefits by using the Internet than risks; the interviewees felt powerless against the NSA; it happens only to the others; the NSA surveillance can have positive effects on the fight against crime; there are no consequences of surveillance; surveillance is nothing new.

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[22] Glenn Greenwald: how the NSA tampers with US-made internet routers.
URL:http://www.theguardian.com/books/2014/may/12/glenn-greenwald-nsa-tampers-us-internet-routers-snowden (12.06.2014).

6 Conclusion and future research

The Snowden revelations and the information about the extent of Internet surveillance were a big event for the media. Despite the public attention, the individuals only started a little bit to think about their online privacy and they didn't change their behaviour in connection with the surveillance. However a bigger public discourse about privacy and online behaviour might be a starting point to think about what people share online and what could happen with their data. People might become more aware of which traces they leave online and the consequences of it. The factors that could be detected why people are passive, can help to change some things in the reporting about the surveillance and might help to make people more aware of the extent of the data they are providing to the NSA but also to commercial companies like Google or Facebook.

A new market might be established with new secure soft and hardware. If there would be more alternative spy-secure hardware or software, like the blackphone or duckduck.com people would maybe buy and use it and be able to leave a little bit less traces in the online world.

The subject is young and there is a lot of potential for future research, as for example studies about the communication of political views online, while knowing about the NSA scandal; research about which factors would make people change their behaviour or marketing studies about the demand of alternative technologies. This study could be continued with a quantitative research about the online behaviour of young adults under surveillance, to get even a bigger result that can be generalized, the number of the participants could be extended and so specific behaviour patterns might be detected. Another possible future research could be to look for evidences that the Snowden revelations and the information about surveillance are starting to change online behaviour. It would be interesting to make a comparison of the online behaviour from the past and the one from now in connection with privacy to see if there has been a change and if there was a change, possible factors for that change could be detected. When it comes to the behaviour research it could be interesting to do a research that compares the perceived online behaviour of people and the actual behaviour, this behaviour research could be connected with this thesis work to see differences between the results. In connection with online behaviour it would be interesting to do a research about the

psychological factors and the environmental factors that influence the privacy concern and online behaviour to get a broader picture of the issue.

Nobody knows how the future will look like, but one thing is for sure, the online data gathering will continue but which impact it will have on the individual's online behaviour is uncertain. The discussion of privacy rights and the dependence on the medium Internet will continue, but maybe other ways of data protection will be found and applied. We may feel powerless against online surveillance, however everyone can, to a certain extent, decide by themselves how much private data they wants to share online.

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Appendix

Interview guide

General Information
1. Age
2. Gender
3. Academic background
4. Study field
5. Nationality

Internet use
1. For which purposes do you use the Internet?
    a. How often?
    b. Social networks?
    c. Communication?
2. How important is the Internet for you in your daily life?
3. Which role does the Internet play for you?
4. Which Internet provider do you use? (email account etc)
5. Do you communicate your opinion online in blogs, forum, social media or other means of communication?
    a. Do you post a lot of pictures/ movies online?

Privacy (the privacy paradox)

1. Do you sometimes think about privacy?
    a. If yes what is the reason that makes you think about privacy?/ Whats the reason to not think about privacy?
    b. Privacy issues? Can you give an example?
2. Which data or information about you would you concern as private? Can you give an example?
    a. Do you sometimes talk about this Information online?
3. What does privacy mean to you concerning Internet communication?
4. Can you make an example of what you concern of a privacy violation online?
5. Did your view of online privacy change in the last year?
    a. If yes what was the reason and how did it change?

6. Did it ever happen to you that you didn't use an online service because of the personal Data you had to submit?

   Why/ why not?

Online behaviour and surveillance

1. Do you think your online data is safe?
2. Did it ever happen to you that someone hacked one of your online accounts?
   a. If yes, how has it change your behaviour?
3. How would you react to the information that someone can see, listen to or read everything you do online?
   a. Would your reaction be different according to the fact if a person or a computer does this?
4. What do you know about the NSA scandal and the Snowden revelations?
5. How did you react after hearing about the NSA surveillance?
6. How do you think these revelations influence other people's online behaviour?
7. If there would be software or hardware, like a smartphone for example, that is secure against any surveillance attacks, would you buy it?
   a. If yes why?
   b. If no, why?
8. How do you think the online communication and data handling will change in the future?
9. Would you like to add something to the interview?

Thank you for your time!

Interviewee	Nationality	age	Social networks	Knowledge about NSA (1-5)	Email provider	Online data safe?	Concerned about online privacy	Behaviour change	Buy alternative Hardware
1	Latvia	26	Facebook Twitter Instagram Youtube Local social network	1	gmail	No	No	No, in general not posting a lot of personal information	Don't know
2	German/ Greek	26	Facebook	4	hotmail	Facebook is not safe, email is safe	Yes	Already before really careful, everyone can decide what they want to post	Yes, but money more important
3	Swedish	25	Facebook Twitter Instagram LinkedIn	2	Gmail outlook	Yes, but it's possible for people to watch it	No	No, it's far away	Yes
4	Swedish	28	Facebook Instagram	3	hotmail	Yes	No	No, because it's good, what the state is doing	No, because it's goo when you are tracable.
5	Swiss	31	Facebook LinkedIn Xing Twitter	4	Hotmail gmx	No, everything is tracable	Yes	No, powerless	Yes, but without paying more than for a normal mobilephone.
6	German	31	Facebook Xing LinkedIn,	4	Before gmx gmail	No	No, I've got nothing to hide, but on the public level	No	Yes, paying until double the amount.
7	Italian	33	Facebook LindedIn	4	gmail	Yes, as long as nobody put their mind in acriminal matter	No if it's just somebody you don't know	No, it's not possible	Yes
8	Swedish	26	Facebook Google+ LinkedIn Twitter happypancake	5	gmail	No, it's never safe, hackers find always a possibility to intrude	Not on a personal level, but for the society	No, benefits are greater then fear from spying	Yes
9	South Korean	25	Facebook LindedIn Twitter Kakao talk	3	gmail	No, because everything will be there after the death	Yes and no, it's the same without Internet, you never know who is listening	No, we are powerless	yes
10	German/ Swiss	25	Facebook Twitter LinkedIn Whatsapp	4	gmail	No	Yes and no, it is an anonymous listener and it bothers me when I would come in a police radar	No, it's not possible	Yes, when the same funtions as on a normal phone

Interview transcripts

Interview transcript Nr. 1

Place: skype
Interviewer: Sarah (S)
Interviewee: K

0:00:00   S: This interview is about Internet use and privacy settings. First I have some general questions about your Internet use, like: For which purpose do you use Internet mostly?

0:00:22   K: Ok, I use it mostly for my studies and for my work as I work in an Internet based company, so basically I like spend almost I don't know 20 hours of 24 in the Internet, basically I look there for studying materials, I look there for content for my work as a content creator, some entertainment of course as well social media. communicatiom almost everything

0:01:17   S: Ok when you say social media like how, which social media do you have, have you an account of.

0:01:25   K: Ähm I use facebook, I use Twitter, Instagram, Youtube, I use local social media Latvian social media, I don't know.

0:01:44   S: This is already quiet a lot. So are you active on this often? Or just, is your facebook always open in your..?

0:01:58   K: Yes, Facebook yes. Then on twitter I use it more for spy purposes, I mean it's like I use it to, I don't use it actively, I'm not an active user, but I use it more to read stuff at this (), and the same thing with Instagram and youtube as well, but on facebook I'm kind of more active, where I also participate actively participating communication.

0:02:28   S: Ok, ähm the, for Internet, for email use and for other like do you use gmail, yahoo, or do you have some other Internet provider that is not as known as..

0:02:50   K: No I use gmail, for my email communication.

0:03:02   S: So you also have google docs and stuff.

0:03:04   K: yes.

0:03:06   S: mhm, ähm do you sometimes communicate your opinion in the Internet? Like about political things or maybe your religion or I don't know.

0:03:18   K It's very rare, but sometimes yes, but it's not like public social media communication, it's more like that sometimes I read news and then I feel that I have an opinion and then sometimes I write it down, but it's really rare, like two or three times in my life

0:03:42   S: Ok and do you do it with your real name, or is it more like with a pseudnyme

0:03:49   K: No I don't use my real name.
0:03:55   S: And but on facebook and the other ähm social media you write your real name.

0:04:03   K: On facebook I don't actually have my real name, like like you should have like name and surname, but I it's different you see that, it's like Mani sauc Krista, which means my name is Krista, it's my name is my name, and Krista is my surname, it's actually not that easy to find me on facebook.

0:04:33   S: yes, yeah I wanted to ask about how people can find you, so if you don't know this, we can not find you on facebook actually.

0:04:42   K: Ja, ja but if I want someone to find me, then I then I tell them whats my name.

0:04:50   S: yeah, and a sometimes when you are active on the internet and a lot of time online as you said, do you think about privacy? And how it affects you?

0:05:04   K: What do you mean like privacy?like

0:05:10   S: I wanted to ask you what you think about it, like

0:05:12   K. What is privacy?

0:05:15   S: Yeah you can

0:05:17   K: I never post sensitive and personal information for instance on facebook I don't have like relationship status or of course I will never provide any I don't know, my address or phone number, no actually I have a phone number on linkedin but it's a bit different. Or I don't know.

0:05:51   S: yeah, but it's not that sometimes you think when you are on facebook oh now I need to take care, attention because maybe someone could read my things on facebook or could invade my privacy?

0:06:08   K: Do you mean if I, if I like censure my posts or something like that

0:06:18   S: yes or if you just have some thoughts oh someone could read this, or take my identity, or whatever, it's just like the thing if you have this in your mind or it doesn't bother you so much, it's just you are active on the internet ..

0:06:35   K: No, no I don't actually have never considered I've never thought about posting my like some information that is private on the Internet, so yeah.

0:06:51   S: And ähm do you think there is some issues sometimes that people could invade your linkdin profile or your gmail address or yeah because sometimes people can hack it or..

0:07:11   K: Well that's a point if they hack it, they won't probably have any information about me that much, even I don't know, in private communication in social media I never like provide private information that could harm me.

0:07:30   S: Ok. Sorry. But what do you concern as private, you said before the relationship status, for example pictures you take or.

0:07:47   K: No… no… no.. pictures no, I think pictures on media that's something I'm not sure, pictures are private, nowadays, I'm not sure but like I don't know, address, I don't know bank account details, or something like that, or I don't know, any kind of sensitive information I'm not sure.

0:08:24   S: But I mean it's but you said it's like maybe bank account.

0:08:30   K: No… no.. no but when I for instance when I shop online, then I kind of tend to trust the sites where I shop, but before I start shopping, before I actually provide my card details, I always think if this place where I'm going to provide this, my bank details, it's secure, if I can trust it, and I basically never shop into small ääh online shops. Because I don't trust them.

0:09:14   S: But would you say when you also you know why you provide your information to this sites? Because it could be maybe someone that want to take your money eventhough it's a big company, is it because you get something for it, maybe a product that you have to go to the city otherwise or it's harder to get the product..

0:09:40   K: No I usually shop online when because it's cheaper and then I somehow trust other people experiences, I know that nobody has ever, I've never heard some of my friends or people I know telling about that amazon or ebay stole their card details, and then stole the money, so I kind of trust the experience of my friends and people I know.

0:10:20   S:yeah that's.. and did you in the last, year there was a lot of happenings about internet and privacy, did this change you view about your online behaviour, or you still behave like before?

0:10:42	K: I think I there has nothing changed.
0:10:50	S: and did it sometimes happen to you that you didn't use an online service because you had to provide some personal information like your name or you.. can you say which or why?
0:11:08	K: ehm sometimes it's like sometimes you for instance want to register for something, I don't remember where it was it, but I think I, but it's the same maybe you know the apple they have this shop and even if you don't buy anything you have to provide your card, bank card details, and there was something else I tried to register and they asked for my details,and I know that for instance apple they won't take money when I don't say yes, but I didn't know for what purpose this specific page is asking me for my bank details even if they promise they won't use it.
0:12:05	S: ähm but do you think in general that your data that you provide online or your emails are safe?
0:12:13	K: nooo, now as I think, of course, I just studied about that wathever you do online it is visible for those people who need it, for instance I don't know I was once checking out boots on ebay, and now I keep receiving advertisements about this things, it meand that somebody knows, what I did online. But I don't know how much information they can get.
0:12:55	S: So you think it's maybe not so safe because someone can watch it.
0:13:03	K: They can.
0:13:05	S: did it ever happen to you that someone actually hacked an account of you, like linkedin?
0:13:14	K: No.
0:13:14	S: But do you know people that it happened.
0:13:20	K: No.
0:13:23	S: How would you react if you always already said before that you just get in the school that people can actually see what you do online and they can do this advertisements on facebook or also on other pages this advertisement is, but how would you react when I tell you that someone can read and listen to this skype conversation and can see us, I mean they can see everything, how would you react to this fact that someone can actually see everything you do online not only what you shop.
0:14:05	K: I don't know I wouldn't probably use it that much, maybe, but at the same time I don't know it's the same thing in the phone, they can listen to your conversation on the phone, then I would only take face to face especially about sensitive topics. I'm not sure I can't imagine about any kind of conversation I've had, I don't know within the last year were I use Internet, my email communication or any other way of communication which is trhough digital media, when I provided some information that some people could use against me, I can't imagine that something like that ever happened.
0:15:11	S: If you just talk about normal day thing like with me now, or with your family or whatever, then you.. do you care about if someone could listen to it even if it's not really sensitive information.
0:15:29	K: yeah of course it's not.. I believe it's not very not very.. it's not very safe doing when you know that someone that you don't know can listen to what you do or listen or see what you do online.
0:15:47	S And does it make a difference for you if it would be a computer or if it would be a real person that watch what you do?
0:15:59	K. Yeah. If it's a realy person watching what I do it would be akward.

0:16:10   S: So when we are in this subject tha people can watch you and spy on you, we come to the next topic about the NSA scandal, you maybe know something about it, about Snowden, when he said something about the spying from the government online, can you say what you know about this a little bit?

0:16:40:   K.: I know that I don't know a lot about it but apparently, he has some kind I think he hacked something and then published it, but not like everything in one publication but he kept publishing some information from the..from the webside he hacked, I'm not sure, if it's right

0:17:12   S: yeah it's basically, he worked for the governmental spy servis, or what ever it's called, agency, then he took data from there and he made it public that people are spied on the internet actually and that it's possible that people just watch this conversation, and google is collaborating with them and all the big providers you named also used NSA, but did you had any reaction when you heard about it, do you remember, it's almost…

0:17:53   K: Nooo… I'm not sure if I did pay a lot attention to this, I heard because everyone was talking about that, but as you see if I don't actually remember what was the thing there, I didn't I didn't like go very deep and did analize what happened there.

0:18:18   S: You think it had an impact on other people, that when they get that they could be spied they stopped

0:18:26   K: I believe that it might had might had bigger impact on people living in America, because I think those people I don't know in Latvia we are very like we are small country, nobody cares about that, we don't think about this privacy stuff, because we believe that nobody cares about us. But in amercia country they might think that we are big. I don't know because everyone is talking about it, my mother said she believes in that, but I don't know, I don't think we pay that much attention to it.

0:19:11   S: Because you think you are maybe not infected influenced by it, or spy…

0:19:20   K: I don't feel influenced by this

0:19:26   S: So yeah the next question is a little bit yeah, but if you would have like if there would be some kind of hardware like smartphones for example that is safe that you cannot be spied on, it's like there are only apps that can't be sur… everything is encrypted and it's not trackable and nobody knows where you are even if your smartphone is on. Would you consider to buy this to protect your privacy more?

0:20:02   K: probably, I'm not sure, I don't know maybe I don't know.

0:20:12   S. So you don't really feel the need right now to have some ultimative technique that can't

0:20:23   K. No I don't fell like having some kind of secrets that I have to keep away from I don't feel that special, I don't feel that organizations who have big power, might be interested in my actions.

0:20:42   S: do you , how do you think this communication and data handling will develop in the future, do you have any idea how it could go?

0:20:55   K: It's a thing that privacy on Internet there is less and less privacy on Internet because people are sharing very intimate details of their life on the Internet, they.. I think it's getting worse and worse, people are now posting pictures on Instagram after having sex, it's a new trend, it's like crazy, so I don't think it's going worse and worse they won't have any limitation about what to poste and why.

0:21:40   S. This is already the end of the interview but if you want to say something that I didn't ask you or yeah you can have some final reflection if you want and if not..it is ok

0:21:58   K. I'm not sure, I don't think I have any comments.

0:22:00   S: Thank you very much

Interview transcript participant 2

Age   26
Nationality: Greek/ German
Gender   Female
Academic background   European studies

0:00:00   S: This interview is about Internet use and online behaviour and if you have any questions you don't understand what I'm asking or other things to say you can always ask me what it means, just to let you know.
                 First there are some general questions about your Internet use, for example can you tell me for which purpose you use the Internet?

0:00:36:   T: I'm using it for using it for looking for new job advertisements on a daily basis and I'm using it on a daily basis to get in contact with my social contacts through social media like facebook, and I'm checking my email but also for shopping so I'm using different sites where I can find nice clothes for example, and yes I use it quiet a lot to do different kind of things.

0:01:19   S. You named facebook do you use other social networks, like twitter or LinkedIn or..

0:01:18 T: No I'm just using facebook in that case, I was using some years ago called German side, called StudiVZ which was just for students, but after a while most of my friends went to facebook so I also start using facebook and I'm not using the other social media anymore, just facebook you know.

0:01:42 S: Ok and a how important would you say is Internet for you, you said you use it daily on a daily basis or..

0:01:51 T: it's very important because I'm using it on a daily basis, especially for me because I have studied abroad and have met many people abroad and being with contact with this people you need to have facebook now to keep in contact and see what's going on in their life, and also sharing about your own life it's important to have facebook and also for my job at the moment, all the job advertisements I see it's through the internet, I don't see it on the street or in newspaper anymore or the television I just see job advertisements on the Internet and then I'm applying for

0:02:32 S. Do you apply also online per email

0:02:36 T: Yes firms want you to send an online application.

0:02:44 S: Ok and which email provider do you use? Is it like one of the big one like Gmail or hotmail or something?

0:02;51 T: yeah I'm using hotmail

0:02:52 S: ok, and do you have like Google docs or dropbox or

0:02:59 T: I was using dropbox and I was sharing some photos with some of my friends yeah.

0:03:08 S: and do you sometimes use like blogs or facebook or other online media to ähhh to communicate your opinion about like politics or yeah about religion or yeah.

0:03:28 T: I think sometimes it's a little bit tricky it shouldn't be to obvious and share everything on facebook because we have seen with the NSA scandal for example that they using this media and make a profile of you, and I wouldn't like that they have so many information about my religious views and my political views so I'm trying to keep this for myself, if it's something I have really really have to share if like people go to vote I do it but it's more general things but other things I wanna keep it private for myself I don't need to share it on facebook because in that case you are never sure who is watching it.

0:04:10 S: ok you also named NSA ähm so maybe can you tell me what you know about this NSA spying scandal and snowed?

0:04:22 T: ..Snowden..the thing is you always see different things coming up in the media that Snowden is telling about how the NSA is using different platforms to get information about citizens and only the thought about you being one of many people who maybe get spied by the NSA maybe it was for national security for that case but still they can get access in you private documents I think that's really scary thought and I know that I'm not a terrorist I know that I'm not interesting for them but still they can look into my my emails and they can look into my facebook post's and this is really scary for me because there are many thoughts I like to share with my friends, but I don't want to share it with them, and you never use for what they use it, so maybe they wanna make fun of people and they just using it if they have the technology to access all the accounts while they shouldn't' use it just for fun. And that's I don't like the idea that somebody is looking what I'm doing.

0:05:41 S: So you said you don't like it, like when someone can read your emails for example but how about that for example Google and yahoo and facebook is collaborating or did collaborate actually with NSA and provide a lot of data so actually someone could read your email right now, or someone could listen to our Skype conversation, did you change something after you get to know about it or did you change your Internet provider or your security settings on

0:06:20 T: No I haven't but I think what I did is what I try always was doing because I was always a little bit sceptical about this media that not to share too much because in the end you are the one who is

posting your private thoughts and your private belongings on facebook in that case I try not to post private stuff because you never know who is watching it in forums. The thing with emails is that I'm still feeling secure, more secure sending an email through hotmail to a friend then sending an email through facebook to a friend, so I'm still believing that they don't look at my emails on hotmail, but they more looking at my emails on facebook.

0:07:11 S: Can you say why you believe this?

0:07:16 T: Because facebook is selling data, like they were living about this is a company which lives from their users who selling the data at all the users, like they like to shop this kind of thing they selling is different. Do you understand what I mean? Because they are living out of their users and the different characteristics, and emails are different I would say email providers. Even it doesn't make sense but to the fact that I have to send emails also to more serious persons like professors and maybe to jobs that I apply for so really believing and hoping that emails are not so checked. Like other technologies like facebook.

0:08:21 S: and you said that it's maybe a difference because facebook could sell your data or, but does it make a difference like if you know that for example NSA there could be a person that watch you like your emails or they could be computers, does it make any difference for you if a computer make a profile of you or a person?

0:08:41 T: ähm I don't know I don't see a big difference I mean the computer is making a profile of me, but then a person go through it if it's interesting. Yeah maybe it's better if just a computer that is making some profile of me and nobody is going to care about it.

0:09:01 S: mhm

0:09:01 T: because then I know ok nobody have read my phone files or nobody cares. I don't know I think if a person starts reading you, reading something about yourself and get your person like, but computer is just doing his work what he has to do, but it's not really interested in you, but maybe a person thinks it's funny you know they have different emotions, they can say oh I'm angry now and I want to be mean to her, but a computer is just doing his job.

0:09:40 S: yes, so it's true. Ähm when you you said that you don't write like sensitive information in your emails and you try to avoid to post things on facebook that could be read by someone, but where is the boarder, like do you share pictures of your family or your I don't know, where is the boarder between this would be too private for me, or this is yeah..

0:10:13 T: Ok..ähm…I think what could be too private is like sharing pictures of my family and writing down my mum is doing this and this, like calling everybody by himself or herself.. Because my mom doesn't have a facebook account and if I'm starting posting photos of her she doesn't know

about it, because she doesn't have an account to check it, and when I'm write this is my mum this is her name lalalala.. then I'm trying to expose a person who doesn't want to get it post, which has nothing to do with this media. So I think you always have to be careful what you post also about different people, because they are the don't wanna post things they, like different people can see and they haven't been legitimized by that people that actually get posted. So this is something that I'm really taking care of, I'm always asking is it ok when I post this picture, because I think it's a really nice picture and when they say it's ok then I post it and I maybe tag them it that picture. That's how I do it. And things like when I'm partying and drinking this is something I'm really scared of because also because of always think about job application, and then I'm thinking imagine that your future employer can see you in this picture, then ehhh like wouldn't like to work with you, because you are just someone that party, it's the impression that maybe that picture is giving them so this is also something that I would never post, like party pictures.

0:12:02 S: Yes ok, now I have forgot my next question. (laughter) ähm, but… do you sometimes provide your address or your phone number if it's needed?

0:12:14 T: Never I sometimes also take fake names like not saying my real first name, or my real family name because I think it's not necessary, in all the cases so why do I always have to call myself. I never give my address or my phone number that is too private for me.

0:12:38 S: So even if you want to register for an online service and they are asking for it, do you don't use this service then?

0:12:46 T: It depends what it is, if it's a shop when they actually have to have my address to send me my stuff, then I give the real address. But if it's just a little community then I just give a fake name, just take a nickname and I'm not just getting into detail about other things. Like if they want my phone number I'm not giving them my phone number, then I sometimes avoid this page or..

0:13:14 S: Do you know a concrete example when you didn't use something because you had to provide data?

0:13:22 T: ähm, let me think.. what I'm doing is for example quiz duel, it's Swedish, there for example they suggest to log in through facebook so that's what I'm doing, like trying to avoid to give information about myself, so then I'm just saying I'm logging in through facebook and on facbeook I don't have so many details about myself, so I know ok they are not getting so many information about me, so that's what I'm usually doing, log in through facebook because in my facbeook account my personal stuff on facebook is not that personal so it's ok if I log in with that account in different medias.

0:14:19 S: Ok that's smart I didn't think about this before…

0:14:25 T: and there is also another platform, it's called Mädchenflohmarkt, this is also what I'm doing, login through facebook through Màdchenflohmarkt to check what they have.

0:14:36 S: Ok and when you shop things online normally you have to provide your credit card number and stuff, you said you do this, so is this not an issue for you , that maybe someone could see it and buy things with your credit card?

0:14:52 T: yeah this is always something that it's like my stomach is hurting while I'm doing it, because you never know in that case. But then you have the antivirus and the spy programs and somehow I hope this is working, that it's just like.. and usually there are big shops where I'm shopping so I know that they don't have any problems with their shops and really good people working there. So big companies like Zara or Halihouba so I know they are big German or UK companies who have good IT specialists that are working with this side and this gives me some kind of security, while I'm shopping there. But if I have the possibility like paying in advance like going to my bank and transfer the money they want and then they send me the stuff, this is what I'm also using sometimes.

0:15:56 S: Ok so you think in general when you use big companies or when you use like also facebook or hotmail do you think your data is is more or less safe? Or you said before yeah there could be someone spying, but like in general do you think it's ok using these things or do you think it's not so safe to use it.

0:16:17 T: I think it's that.. I know that facebook is not that safe I know that something that has been criticized a lot facebook a lot and they sell your data in a way and now they also own whats app which means that many people deleting whatsapp, I still have whatsapp because I'm still thinking that it's our choice and our control to post about ourselves and the more I post and the more I'm exposing about myself the more information they get about me and the more they can work with it, so and yet it's always yourself who has to have the control about what she is positing. So I'm keeping myself in that case very ähm I don't know ähm I'm not exposing too much about myself so they don't know so much about me. So I'm the one who has the control I guess.

0:17:19 S: and again there... I mean if you have a normal like a everyday conversation on whatsapp or on facebook with me or with some other friends, then you would not mind that someone is reading this even it's maybe not sensitive information but it's still a third person that could read it or what ever do with it.

0:17:41 Skype is interrupted

0:18:36 T. Of course I would mind in a way but other wise I would like to not to use that media, because it still helps me into keeping contact with my friends around the world..

0:18:45 S: So you think you get more positive things out of it then negative things out of it, if I understand you right..

0:18:50 T: At the end yes that's a thing I'm getting more positive things out of it otherwise I wouldn't be use facebook or whatsapp in the end it helps me with my social contacts. That's the reason why I'm still using it. But I also think that you still have to be careful of what you are posting and expose yourself.

0:19:20 S: If you would know that there would be like a hardware like a Smartphone that's completely safe like if everything is encrypted and the apps don't are not spied and you can not get tracked down by the localisation system in mobile phones, would you consider to buy such a thing?

0:19:46 T: yeah of course but it's also a matter of ähh… money I guess. If it were the same price like a usual phone I would definitely buy it and prefer to have that one.

0:19:58 S. So it's also depending on the price as you said…

0:20:07 T: I mean it's important but not that important that I like spend thousands of Euros for it, but in that case I'm not that rich, so the price is more important.

0:20:24 S: And we talked about a lot about NSA and Snowden and, but did this special thing like the NSA and that you get to know a lot about this, change your view about online privacy or did it stay the same as before?

0:20:42 T: I think it was also before the NSA scandal that the people knew that they.. people where spying on facebook, it was very transparent in that case, so I could imagine that this is something that always happened, it wasn't such a shock for me, it was like Ok, they are actually doing it, ok.. Something had always been discussed the fear of getting spied through different organizations and that it actually happens.

0:20:16 S: And when you when we want to take a look at the future, can you imagine how this data handling and privacy online will develop, do you have some perspective about how it could go in the future?

0:21:35 T: I don't know, I don't think it's going to be better, I think it is going even to be worse, because of terrorist attacks and the fear of terrorist attacks is growing and this is a kind of having it under control and the different institutions.. security institutions are not leaving this media for their research for researching for potential terrorists so I think it's even going worse I don't think that they would let us be more private in the future I think, more the opposite is the case.. it is getting more watching from different kind of organizations and institutions then.. because we are developing maybe new technologies for not getting spied but they are also developing new

technologies for spying on us so.. and you can't always when you do something online you know that to share something with somebody else..

0:22:40 S: Do you think that people maybe stop use like Internet or social media, like that there is maybe a trend that it goes like backwards, like.. instead of posting more things they just stop communicating in this means?

0:23:06 T: Skype problems….. It's the only way to safe, but you cannot in that century and that society not use social media because otherwise you can't stay in contact with friends all over the world. It's our society and our generation to use that. I know some people who don't have facebook, I have seen during my exchange how outside the group they were because we were posting about different parties going on, and they have never been informed. If you are not using social media you are just getting excluded from the big.. what's going on in the world, in your school, at university and what's going on with your friends, it's really important for taking part into the social life to use social media.

0:24:22 S: Did it ever happen to you that some of your online accounts get hacked, that someone took your facebook identity or your..

0:24:34 T: No it never happened and it's a good thing..

0:24:40 S: This was it, I don't have anymore questions but maybe you want to say some things that I forgot to ask you or that you want to say to end..

0:24:56 T: No I don't think about anything more.

Interview transcript Nr 3

Age	25
Nationality	Swedish
Academic background	Bachelor in environmental Science and KI education in environmental science for construction
Gender	female
Place	Humanisten cafeteria
Interviewr	Sarah (S)
Interviewee	Y

0:00:00   S: Ja thank you for coming first I need to have some general information about you. Like how old are you?

0:00:15   Y: 25, 26 in one month

0:00:20   S: Ok, what is your academic background what do you study?

0:00:25   Y: Bachelor in environmental science and now I study KI education in environmental science for construction

0:00:39   S: there is some general questions about your Internet use, for which purpose do you use the Internet?

0:0046   Y: To find Information, to do banking, to chat with friends and read blogs and read news and to watch to watch movies and stuff.. and series.

0:01:03   S: Do you use some social media?

0:01:05   Y: Yes facebook, twitter, Instagram, LinkedIn, ähm.. yes I think that's it

0:01:15   S: Are you active on this? Do you post things on Twitter..

0:01:21   Y: No, not so much I mostly read.

0:01:28   S: How important is the Internet for your daily life? Do you use it like everyday..

0:01:36   Y: yeah every day quiet a lot.

0:01:37   S: Also on your work?

0:01:39   Y: Yes as well, to find information.

0:01:45   S: and which email provider do you use? Gmail, or hotmail or something else?

0:01:50   Y: yes gmail and on the office we have outlook

0:01:56   S: Do you sometimes communicate your opinion about some political stuff in some blogs or on facebook or

0:02:05   Y: I have done it but I don't do it so much, I have done it a few time on twitter and maybe facebook.

0:02:12   S: Do you use your real name then?

0:02:14   Y: I think on twitter my firstname is only

0:02:21   S: So then nobody can like find out who you are.

0:02:27   Y: No I don't think so.

0:02:27   S: Ok, do you sometimes think about your privacy when you do things online, when you post pictures or.

0:02:38   Y: yes

0:02:41   S: How do you think about it.

0:02:45   Y: I was thinking if I post a picture of someone else if they mind that I post it and I don't post pictures of myself so much and but if I do, I I always I think about who gets to see it, like on facebook I think I have a setting so it's only my friends that can see what I post, or maybe friends of friends. But I don't post so much pictures. And on Instagram I have a closed account and only a few followers. I make sure that noone else can see it.

0:03:28   S: Do you sometimes post your address or your mobile phone number somewhere?

0:03:20   Y: No I don't think so. Only if I have to enter it for for like when I search for apartment, some formal stuff..

0:03:49   S: Which which things to you think… I want to aks you like which things do you concern as private, like is it…yeah you think pictures are private or your address is private, can you make some example of what you consider as private?

0:04:12   Y: I think like pictures of me and my friends are private, I wouldn't just post, if I had a blog I wouldn't post pictures of my friends or their faces on the blog without asking, I think that's private. Like one of my friends has a baby, I take pictures, but I wouldn't post it without asking because I think it's private. And I think address is private as well. Maybe I would, I think if I want to post my address I would post directly to the person that asked for it. I wouldn't just post it in an open like twitter or..

0:04:52   S: Do you think that in the last year that your view of privacy or of privacy in the Internet changed, because of some happenings.

0:05:02   Y: No, I don't think so.

0:05:07   S: So it stayed the same.. and did it sometimes happen to you that you didn't use a online service because you had to put in your personal data?

0:05:18   Y: hmm… I'm not sure

0:05:22   S: For example sometimes when you have to shop something or to open an account you need to put your credit card information

0:05:32   Y: Yes I think that happened but I think it was when I was trying to sign up for a side to stream you know streams.. and then you don't know if it's safe or not and they want your credit card, and you are like no it's not a good idea. It's not formal sides.

0:05:49   S: But if it's the big companies, like amazone..like ebay or when you shop something, then you trust?

0:05:59   Y: Yeah I think if it's a big side yes

0:06:02   S: and do you think that your data, that you post or that you have your emails or something, you think it's safe when you… or you are afraid of that someone could watch it?

0:06:13   Y: Yeah I think that it's safe but I also think that it's possible for people to watch it, it also happened that someone hacked in in my gmail and I thought it was really safe. I'm not too worried about it, because I think it's not so safe, if there is like someone who really wants to get into my gmail they would be able to do it if they want, but I don't think that it concerns me. I think that anyone would try to you know.. because I don't have any important information.

0:06:49   S: But you said your account was actually hacked, so you did change something in your behaviour? Did you stop writing emails to some people..

0:06:55   Y: No I just changed my password.

0:06:59   S: And then it didn't happen again?

0:07:00   Y: No and it was good because I got notified by gmail that someone went into it, so they advised me to change my password, so I did.

0:07:16   S. How would you react when I tell you that someone actually can read your emails and can listen to your skype calls and like you think this is a problem for you? If there would be someone that could see everything you do online?

0:07:36   Y: Yeah I don't know. It's like I would be really concerned if it was someone like someone could listen to it and then spread it. But if someone somewhere listen that I don't know listen to something then I wouldn't mind too much. Because as long as it doesn't get out and some people that I know could read it. I know the police like some people somewhere are able to read and listen but as long as it's not spread like so that everyone could see it like on facebook for exmple.

0:08:19   S: Does it make a difference if it would be a computer that would do a profile about you what you do online or that is a person that is actually really looking at you when you are skyping.

0:08:29   Y: Someone is looking at me that wouldn't be ok.. then I would be really concerned. But yeah I think but a computer isn't you know it's some moral doubts that I have about it, is it really right to do it? I don't think so.. but I would be like "Oh no… Ok

0:08:54   S: And do you know something about the NSA, and the Snowden what he said?

0:09:00   Y: No I only heard like brief stuff, not in details.

0:09:07   S: Ok I'll explain to you a little bit, there was Snowden he was a man that worked for the American security agency, or whatever… and they, and he.. made things public that the NSA actually spy on peoples email and on their phones.. it is possible actually that someone really watches everything you do online, if you are suspected or maybe even if they just make it for fun, just watch.. watch some things you do online. So yeah my next question is did you react after you heard about it, but maybe you…

0:09:52   Y: Yes , yeah I reacted, I don't think.. I think it needs to be a bit more controlled, it's not right that someone can just go in and watch.

0:10:10   S: Since you noticed it do you less communicate online, for example. Do you think more what you write.

0:10:15   Y: No, I don't think so, maybe I think about it, but I write the same thing.

0:10:23   S: You know why you didn't change even if you think maybe it's not good when they are watching.

0:10:28   Y: No you know, I think it wouldn't concern me you know, it won't happen to me.

0:10:34   S: So, it would more maybe happen to someone else in an America

0:10:38   Y: Yeah exactly if it's far away.. but sometimes I think about what if someone would read it that is not supposed to, but then I'm a bit concerned about it, but I still write the same things, but I'm a bit worried.

0:10:53   S: Ok you think other people get, you know people that maybe say now, I don't use facebook anymore, I don't use Internet services anymore.. you know someone really reacted in that way.

0:11:10   Y: No.. I'm not sure, but I know that some people are getting more concerned about posting pictures of their children, because of… like.. people download them and spread them, you know it's really nasty.

0:11:30   S: If I would tell you that you could buy a smartphone that nobody could track and nobody can listen to your phonecalls and your emails will be encrypted..and if you could buy this, would you consider buy such a tool?

0:11:48   Y: Yeah actually I would consider it. A bit contradicting because of my previous answers, but I think I would actually consider it.

0:11:54   S: Is it maybe… even if it would be more expensive you think it would be more worth to have this mobile phone?

0:12:04   Y: Yeah maybe.. I won't pay so much more money for it, but if there is a bit higher price it's ok

0:12:12   S: Can you say maybe how you see the future in all this data and online spying and stuff, you think the people would maybe do less things online, because they know that they are spied or it grows still..

0:12:30   Y: I'm not sure, I think it will grow, but maybe something will happen with regulations or whatever, because I think people are concerned about it, but I thing they still use it a lot, but maybe be a bit extra careful… like really private stuff..

0:12:59   S: This is already the end of the interview, but if you want to say something that I forgot to ask, or if you have some comments you can say it… otherwise it's ok

0:13:15   Y: No I think that's ok.

Interview transcript Nr 4

Age   28
Nationality   Swedish
Academic background   Human resources and labour relations
Gender   female
Place   Cafeteria humanisten
Interviewer   Sarah (S)
Interviewee   O

0:00:00 S: First I need to have some general information about you..

O: 28 year old
                    Human resources and labour relations, at the moment I'm unemployed searching for a job, as I
                    had a vikariat.

0:00:38   S: For which purpose do you use the Internet.

0:00:42   O: Usually to look for jobs and maybe look at facebook or hotmail, just yeah.. my friends and
                    family sometimes emailing me for some reason instead of calling and then I'm looking at my
                    email account. But not so much to look at newspapers and so on..

0:01:03   S: Ok, so you named facebook, do you have other social networks like twitter or..

0:01:08   O: No only facebook and Instagram, but not twitter..

0:01:15   S: Do you use facebook like for sending messages to people as well?

0:01:25   O: Yeah I do that, I started to do that more now lately, but yes it's quiet easy I think you are
                    always on facebook I realize, that you have it in your mobile phones you can always like just
                    send a message, it's quiet easy.

0:01:35   S: And how important is the Internet for you, do you use it everyday or like sometimes you
                    don't need to have it.

0:01:45   O: I think I use it almost everyday mostly now, when I'm searching for job, because there is
                    where you find the jobs. But I think I am on facebook everyday as well. Just to look at pictures
                    and so on.

0:02:03   S: which email provider do you use?

0:02:05   O: hotmail

0:02:09   S: and do you have like dropbox or Google docs

0:02:12   O: I have dropbox but I don't know how to use it, my brother installed it on my computer and
                    my friends send me some pictures but I don't know how to use it, I'm quiet a bad computer
                    user I would say..I need some practice I think..

0:02:30   S: Do you sometimes communicate your political communication in blogs or facebook or
                    something

0:02:39   O: No I don't think I do that.. yeah I planned to start an own party once with some friends, then
                    we communicated with each other over email, but not like for everyone, not public just intärnt.
0:03:00   S: sounds interesting… do you sometimes post pictures or some other personal things on
                    facebook or..

0:03:08   O: Usually on instagram, maybe not so often, once every second week or so, some pictures.
                    Facebook I don't use that more lately when Instagram came I used instagram more than
                    facebook to post pictures.

0:03:24   S: And is it on facebook and instagram your real name or is there some nickname?

0:03:33   O: Facebook my real name and Instagram I have a pseudonym.

0:03:36   S: Is it public?

0:03:20   O: Yes, no I don't think it is.. maybe facebook I think like you can find me if you search my name on facebook but then you have to add me to see my pictures and Instagram I think I'm not there.. I'm not public, you have to like search for me or..what do you say.. yeah

0:04:02   S: Do you sometimes think about your privacy when you are surfing on the Internet?

0:04:03   O: not when I'm surfing

0:04:10   S: Yeah but I mean even when you are on facbeook

0:04:12:   O: Not so much.. like when I post a picture I usually think like this, I never post a picture when I'm naked because people could find it. But when I'm on facebook just looking pictures of other people I don't think of that.

0:04:30   S: Do you post sometimes your address somewhere or your mobile phone number?

0:04:36   O: No, only when I search for jobs, like on their pages, but not on facebook..

0:04:47   S: So you don't put it on public places

0:04:50   O: No I don't think I have done that.. no!

0:04:53   S: And what is your like what is like the border, what would you post, what would you not post on a public…

0:05:00   O: I think… If I like lost my phone I could probably post my phone number on facebook and I wouldn't think like this is not good. Because I think you can find me on eniro or somewhere else in the Internet, but I wouldn't post pictures where… like me or someone else doesn't have clothes on, I would never post that, because you can always find it I think.. but ähm.. I don't think I have so many barriers. Like maybe pictures, a bit

0:05:40   S: A bit more like intimate things that you would also not do.. show in public when you are outside, in real live

0:05:49   O: Yeah exactly that's right.

0:05:50   S: You don't go out naked..

0:05:52   O: No, not so often, maybe on a nudist beach or somewhere

0:05:55   S: So you said you.. it's the same as in real life.. can you make an example of what you concern as a privacy violation? That someone would for example I don't know yeah take your facebook account whatever you know some things that you would consider as a privacy violation, if

0:06:33   O: Like that I think it's too private to post?

0:06:40   S: No…it's hard to explain.. that for example would it be a privacy violation when I would see your facebook account even if I'm not your friend.. or if I would read your email. You know like people just hack for example your…

0:07:04   O: Violation is that like a crime? (S: yeah).. ok

0:07:08   S: what would you consider as it?

0:07:10   O: Ok I think if someone hacked my email account and read my email I think that or if someone hacked it and send emails from my account to other people.. like if they hacked my password..

0:07:24   S Did it happened once to you that someone hacked..

0:07:26   O: I think only… some friend went into my facebook and wrote something on my status.. but I don't think that was a big problem for me. Because it was just stupid and everybody realized like it wasn't me and he wrote like " I'm pooping" I don't know…
But if they went into my email and read my email I think that should be a violation!

0:07:59   S: Do you think some happening in the last year changed your view of privacy online? Or is it still the same as before?

0:08:12   O: I think it probably changed since facebook and instagram came, because you didn't post so much pictures before, but I didn't really think about it. Like if someone would put a picture… I don't know that's a hard question. I say no now but it's probably wrong.. but..

0:08:35   S: Active you didn't make change, that you changed your privacy settings?

0:08:40   O: No it's the same since I started I have the same privacy settings on my account.. only friends could see my what I write on my wall, so that's the same

0:08:57   S: Did it happen to you that you didn't join an online service for example for example you had to leave your personal information like your address or your credit card did it happen?

0:09:10:   O: I think it happened a few times, I remember someone called me just yesterday, there was a company who said that they wanna do some kind of interviews with me, for like I don't know I don't remember but it wasn't any thing strange, it was maybe amnesty or something like that and I thought ok you can ask me whatever you want, but then they wanted to have my email account so I said no…cause I didn't wanna give them my email account.

0:09:53   S: But I mean if you for example want to buy things online, you leave your credit card information

0:10:05   O: I never do that, almost never, I always use faktura, because I don't wanna give my card details, but I have when I bought like flight tickets on this bigger companies, maybe SAS or train tickets, but not any random pages. I would use faktura, because then you don't have to give them your card.

0:10:30   S: Do you think like in general that your data, that you have on the Internet, like mails or on facebook is safe? That…

0:10:44   O: Not so safe I think.. I think you hear a lot and stuff that it's not so safe.. but then I think who would like to hack my email account I don't have many funny things there. Maybe if you are an interesting person who is facebook, but me?? I don't know why they would go into my email. And I don't like have so much very important stuff there. I don't have my card details on my email or facebook so.. If they wanna read my emails do it, but I don't know.. I don't think they want to

0:11:20   S: If someone would, would you be offended?

0:11:29   O: If it would be a friend of me who did it, I would be really angry, because you don't read anyone's diary, but if it's a criminal person who enter my email account I would just be angry but then I would like… ok whatever.. So that's also stupid that criminals can do it but not my friends. But if someone hacked my credit card details, that would be really bad.. but my facebook.. no..

0:12:00   S: when you are acting on the internet you think about these things and then you change your behaviour, or you just say you don't care because nobody is interested.

0:12:14   O: I think when I'm using a public computer, I'm always really concerned that I log out from facebook that they can't go into it.. but at home I don't think about it.

0:12:29   S: How would you react when I say to you that someone actually can read all your emails and everything you do online and can listen to your phone calls.

0:12:40   O: This is interesting because I think it's true, like yeah you can do that, but like you know like talking about the CSI is doing it.. I don't know, that's totally fine for me, I think if I would, was a criminal they should read my email because I should not be a criminal, you understand? It's stupid I know..

0:13:11   S: So you think the security is more important, then..? If they do it for security purpose..

0:13:18   O: Yeah that's more important that we have a good… that no one is criminal rather that no one can read my email. If the CSI or the police or someone wants to read my email because they think I'm a bad person, they can do it..

0:13:36   S: Does it make a difference if it's a computer that safes all the data you do on the Internet or if it's a person like a policeman..

0:13:48   O: Yeah I think there is a little bit a difference, I think it's more ok when it's a policeman that do it, because they have a reason to do it, but when a computer just saving it because they want to and it's possible that is like I don't know.. but I'm quiet ok with it, it's maybe very strange but I think I mean… why am I writing this on facebook I want people to read it otherwise I won't post it.. emails maybe not the same, cause that's more private it's just one person.. but as I know it's happening then it's more ok! This is not ok now when you say it, but I'm not… it's ok.

0:14:34   S: So you are not so concerned…

0:14:35   O: No I'm not so concerned.

0:14:37   S: But did you hear about the.. you said the CIA, but did you hear about the NSA and the Snowde…and Snowden what he said? You know something about it?

0:14:45   O: Nno not so much, he said that USA is like.. can listen and read everybody's emails and stuff, and I know everybody is very concerned about this, and for me I think it's really good because it's like a little bit safe. I mean if they are criminals here isn't that a little bit good that they always can them in jail.. they have proof like stuff

0:15:11   S: Yeah this is a good thing, but I mean they can without you are suspected, they safe every data you do online, is this ok even if you are not a criminal, for the sake of the security?

0:15:30   O: yeah I think, you can never.. not my credit card details, that's absolutely not ok, but my emails, I don't think they will read it, except if I'm a bad person.. so I mean yeah for the sake of the whole world it's better they.. if they think it's a good thing..but..I don't know

0:16:00   S: when this came up with the NSA so you didn't change your online..

0:16:07   O: No rather I felt, this is good except that I know everybody else felt the other way, I felt this is absolutely no problem for me, but maybe I'm a little bit stupid, I'm not sure…I think like you have everybody's fingerprints, I mean they have it and they don't use it, except they think I am a criminal, and then it's perfect that they have it in some kind of database so yeah..

0:16:32   S: You said other people they care about it, do you know people that changed actually their behaviour..

0:16:40   O: I think like many friends had talked about it, and like my mum said this is not good, I'm like… I don't know it's ok but, but, yeah, except that anyone could probably read my emails that feel of course a little bit bad.. but still I don't know

0:17:05   S: But if I would tell you that there is actually a Smartphone that is protected for all this spy things that they cannot track you down.. they don't know where you are, now they know all the time where you are.. but if this phone would exist would you buy this phone actually…

0:17:25   O: Probably not, because I still think it's still safe, because if I get lost they can track me down, it's perfect.. except if I'm like buying something on a webpage using my card details, that's a bad thing, because they can probably track that as well..

0:17:54   S: It's not so clear what they can… they are all the time coming up new things what they can.. Google is collaborating with them and facebook…
But how do you think in the future this data handling and people's sense of privacy will develop.. will it go to the direction that people maybe would post more or that they stop posting private stuff…

0:18:19   O: Interesting I think probably be better programs so people can send it private again, I'm guessing, cause I mean people they don't write letters to each others anymore, and they wanna have contact still.. I guess in some companies they have to develop a secure place… so I'm thinking its going to be the same but more secure probably, because it's that what people want, except me I think

0:18:58   S: This was already my last question but if you want to add something I didn't ask or if you have some other things you want to say you can add…

0:19:13   O: No I don't think so thank you

Interview transcript Nr. 5

Age	31	
Nationality	Swiss	
Academic background	Master of Law	
Gender	female	
Place	Trädgårdsföreningen Göteborg	
Interviewer	Sarah (S)	
Interviewee	N	

0:00:00   S: First there is some questions about your general Internet use. Can you tell me for which purpose you use the Internet?

0:00:16   N: I use the Internet to write emails and to Skype or facetime. I use the Internet for streaming music and we have spotify, for looking up stuff.. basically the Internet is like a big dictionary, a dictionary too for like Swedish words and look them up there but also like a big lexicon.

0:00:57   S: Do you have.. are you active on some social media, like LinkedIn, or twitter or…

0:01:05   N; I have a facebook account, but I haven't been on my facebook like for the last three years, so I'm more a passive member there, I did a LinkedIn profile when I moved to Sweden, because other people suggested I should do that, when I'm looking for a job. I am registered on Xing but I haven't updated my profile maybe since 5 years, so I'm a passive member there to.. oh and I have a twitter account, but I only use it as a passive member to try to find jobs..

0:01:48   S. Do you use your real name on this social media networks.. or is it a fake name?

0:01:56   N: In twitter not, in LinkedIn you have to and in facebook I use my real name, but I shouldn't.

0:02:02   S: So people can find you when they search for you… how would you say, how important is Internet for you, is it like a daily…

0:02:10   N: I use it daily

0:02:20   S: Is it also for looking for jobs

0:02:23   N: the Internet did become my best friend, it have big search engine, if I try to find out about stuff, jobs and other languages, places and stuff so I… even in my own field, like in the law field I use the Internet to find stuff..

0:02:49   S: Can you tell me which email provider do you use? Is it like Gmail..

0:02:56:   N: hotmail, gmx and now outlook, but hotmail and outlook are now the same I think

0:03:00   S: Yeah they went together, I think so as well I don't know actually.. Do you sometimes communicate some opinions in blogs or on facebook

00:03:11   N: No I don't , facebook I used when I was travelling in South America so I could find where my colleagues were, it was really easy to know where you are.. like a huge amount of people know where you are..yeah I was doing that, but I'm not using it to communicate my opinion.. in mails maybe but they are not supposed to be public, so..

0:03:46   S: does it have a reason why you don't public your opinion on like public spaces like some blogs or forums?

0:03:55   N: I don't know, I don't wanna.. it's just… the Internet seems to be like a big darkroom, for me.. I mean if I post something out there opinion about stuff then you can find me. And that.. I mean I know that.. I'm using the Internet everyday so I'm leaving traces every day that you can find me.. I don't wanna like.. yeah… I can imagine like saying my opinion through something like hiding my identity, I can imagine doing that. I don't stand either in the middle of the train station

and just "Hi everybody listen now.. Now you can listen to my opinion"… ja… I'm a little bit maybe old fashioned.

0:04:57   S: do you post some pictures or videos ?

0:05:00   N: yeah on facebook, then people can also tag you, so I post pictures there, yeah. When I was travelling

0:05:11   S: Ok and is there some special privacy settings like.. or everyone can see it or only your friends..

0:05:20   N: I think I did it in the beginning that only my friends could see the pictures and I did my privacy settings, but I heard that the facebook is changing it quiet often so I don't know weather this is accurate..

0:05:39   S: and when you are acting on the Internet sometimes do you think about your privacy as well or is it just..how do you think about it, can you explain a little bit?

0:05:52   N: I mean sometimes since this NSA affair I start to think about whether I should write stuff now in my emails, but then I simply don't care, because in my emails I'm quiet private I talk about almost everything, but ääähhh, but when I'm using Google, this doesn't have so much to do with NSA, it has mostly to do with that I know that I leave traces in the Internet so they can basically find me. They can collect information about me in the background and I don't know it, but when I do research then I think about it, but then I … I think about that yeah now somebody might be watching me maybe not.. but I always have in mind yeah big brother is watching me

0:06:59   S: you named NSA can you tell me shortly what you know about all these revelations and..

0:07:07   N: I don't know much about it, and I say it's just.. it was the Snowden affair, he basically came out with information that nobody knew before, so he basically said that, they were like collecting information about everybody. They were listening to telephone calls from foreign politicians and stuff like that. So yeah..

0:07:55   S: When you heard about it did it make you think otherwise about privacy and what you do online or didn't it change or is it the same as before..

0:08:08   N: it affected me, I mean already before I talked to my boyfriend and he said ja, that basically everything in America it exists that, we didn't say, but maybe he said NSA.. but he said basically that America has enough storage room that you can just store everything that flows on the Internet everything that is on the Internet they have enough storage for that, and they do that. They store it even if it's encrypted because maybe one day they can descript it. So they store everything.

0:08:57   S: So you.. does it make a different if there is a computer that is doing a profile of you as you told before, or if there is a real person that could read your mails…

0:09:09   N: basically the computer can be.. I mean behind the computer is always a real person. I know it's just the thought that they have access to my data, that I don't think it's so funny, but I can't say that I'm more conscious or stuff, but everything I do on the Internet I think about that. I mean there is not other.. I mean there is no way to actually circle round the whole thing . I cannot chose when I enter the Internet and I have to look for stuff.. When I enter the Internet then it, you can't chose whether somebody is watching you or not.. they just do it

0:10:09   S: Did it happen sometimes to you that maybe someone else maybe a hacker or someone that wanted to take your data hacked one of your accounts?

0:10:19   N: No I think this hadn't happen yet. It was just once my ex boyfriend he did it, hacked my account because it was because he knew the answer to the question. If you forget your password for your email account and it comes up this question, and he knew the answer.

0:10:42   S: and did you change something after that happened, like some?

0:10:46   N: I just changed the password, but other than that I didn't change anything, and the question.

0:10:59   S: You said you can't not use the Internet, but if there would be like some alternative software, like email programs that cannot be spied on or like Smartphone that are developed to not be tracked, yeah they don't send data that is not encrypted to other Smartphone.. would you consider to buy it? Even if it would be more.. you need to pay your email account, I mean Gmail and hotmail are for free..

0:11:45   N: I would consider it, but I don't know if I would pay it, I mean on gmx you can have an upgrade to not get this commercial, I don't think I would wanna pay for it either..I wanna have everything, I wanna have stuff for free and I wanna have anybody watching me

0:12:07   S: Do you think.. I mean NSA say they do it for the security and they say at there is not so much terrorist that takes place when we can watch you. Do you think this could be a reason that they could see all your things because they want to find terrorists?

0:12:31   N: No. For me this is not a valid reason, I mean it was like I mean why do we have all this freedom..this… basic human rights… I mean in the Swiss constitution you have the right for some privacy, if you are a politician then you have to except that some people are publishing stuff about you, but if you are a private person then you are allowed to be free and to say whatever you want, without anything registering stuff. It's like one of the fundamental rights.. why do we have these basic human right, it was because the state did too much with the individuals, he was too strong, he could like just do whatever he wanted with his individuals, and… we do have this protection against the state. And if everything nowadays, "we just wanna prevent terrorism"; and my name is god or something.. It's just like… it's not a valid reason, there is, because terrorism is now used in so many ways, I mean the Russians are also saying this, the Russians are also fighting terrorism but then terrorism is like maybe in tschetschenia, or the tschetschenian terrorist, but if you look at the conflict maybe Russia is not so it's just done a lot of stuff in the name of terrorism and security and stuff, which actually I think is going to much in the private sphere of human being which is actually making them insecure. Do you know what I mean?

0:14:41   S: You talk about privacy or private sphere of people, can you say what is for you like where is the border, when it's a privacy violation when someone is doing, spying on you or..

0:15:00   N: Everything I do in the Internet is basically private I think. I mean if I look for stuff for a hotel or something on the Internet and then I get emails ähm or I get advertisement in exactly that field or I get emails from booking.com our trip researchers they found out you want to go to London, and then it's like "fuck you" I wanna go to London, but I don't want you to mess with my stuff. That's where I actually don't feel free anymore, if they start doing stuff like that, I actually felt like tracked, because of all the advertisement that pop up after I have been visiting or looking for something , I don't feel free anymore.

0:16:06   S: But do you know like other people maybe that stopped using Internet…

0:16:10   N: Just about the privacy issue, just to make it clear, everything I do.. I mean I search on the Internet and I don't post that openly, so even if I'm in a library, there is people that see what I do, they look for books but they don't know maybe exactly know which kind I'm looking for. They don't even share that data with other human beings, why should I wanna share what I'm looking in the Internet, that's a thing, I wanted to say..

0:16:56   S: Did it ever happen to you, that you didn't join some like online services or you didn't subscribe for something because you had to leave your address or other personal data I don't know credit card number..

0:17:08 N: yes

0:17:11 S: Do you remember which?

0:17:14   N: No.. then just I make up a fake address or something, for example on Skype I made up my fake birthdates, and I made up I don't even know whether it has my right address, but first I wanted to be in a fake land too, but I think it didn't work.

0:17:42   S: Yeah I think the computer can track you or something.

0:17:46   N: I don't know I sometimes do that on purpose if I need to join some surveys or something then I just make up fake stuff, but then here in Sweden there is some much more that goes over the internet so I'm typing quiet often my personal data, and I mean , ja… I for example today logged into the library account and then there is just my name, everything, my address and I don't like that.

0:18:26   S: In Sweden normally when I'm Google you then I can find your address on eniro or somewhere…
Do you know some people that reacted to the NSA scandal with stop using facebook or stop using Gmail or something?

0:18:46   N: No I don't. But I have a friend that whatsapp what insecure in that way she wanted to leave whatsapp I don't know if she actually did.

0:19:04   S: How would you imagine, how does it develop all this data gathering and the peoples behaviour in the future do you think there would be like people stop sharing things on the internet or is it the opposite that they actually share more data?

0:19:24   N: I don't think, I think the new generation is really going after that, I don't think that's gonna stop. I mean now the whole movie industry Netflix for example you can stream movies now. I don't think the Internet is becoming less important in peoples lives. On the other hand it becomes more and more important I think

0:19:55   S: Do you think people care more about what happens with their data

0:20:00   N: No, I mean if you look at the young generation today what they post on facebook and stuff I don't think so.. I mean already Americans they have a totally different approach to the privacy issue than we do.. or Swedish people…

0:20:22   S: you think it's depending on the cultural background how you handle this?

0:20:27   N: Yeah it's on the cultural background and especially the new generation I don't.. if I, if we see what they did in Switzerland the new generation the young generation then they don't give a damn..

0:20:47   S: This was my last question but if you want to add something I forgot to ask you or if you want to say some comments you can or otherwise I can stop the recording.

0:21:00   N: I don't know.. yeah I mean on one hand freedom is giving you Internet is giving you the freedom to learn stuff, because there is a lot accessible, but on the other hand it also makes you unfree in some ways. They can't life without the internet, or if there is people collecting your data, gathering your data, I think this is also, if I don't change my behaviour it makes me unfree..

0:21:46   S: Ok thank you

0:21:50   N: I think the Internet should be more legalized

Interview transcript Nr. 6

Age   31
Nationality   Germany
Academic background   Magister
Gender   male
Place   Humanisten
Interviewer   Sarah (S)
Interviewee   L

| 0:00:00 | S: First there is some general questions about your Internet use, can you tell me for which purpose you use the Internet? Or do you use Internet? |

0:00:16   L: I use Internet for a lot of purposes like mailing, reading the news, keeping me and others updated, looking for information

0:00:26   S. You use it on a daily basis or all the time?

0:00:30   L: Absolutely, daily not all the time, but like a couple of slots a day.

0:0040   S: Do you have some social network account?

0:00.46:   L: Yes

0:00:46   S: Which one do you have?

0:00:47   L: facebook, xing, you don't know in Sweden, LinkedIn, I think that's it

0:01:03   S: Are you active on this, like on facebook, do you post things?

0:01:08   L: yeah I post maybe once a week , LinkedIn I update my profile maybe once a year same on Xing.

0:01:24   S: Do you use, also on LinkedIn they want to use, they need your real name but on facebook are you active on your real name, so everybody can find you on facebook?

0:01:34   L: Yes and there is just one more person with the same name somewhere.

0:01:38   S: So then it's really easy to find you. And do you sometimes communicate your opinion on online blogs or on facebook or on twitter,…

0:01:50   L: yes I do so on political things

0:01:54   S: it's in public spaces as well? And you do this as well with your real name or are it…?

0:02:00   L: yes it's my real name, yesterday I was posting about a discussion I was following at the Gothenburg student house, I was commenting on that public

0:02:16   S: And do you sometimes put pictures of you and your friends?

0:01:23   L: yes

0:02:25   S: And is it.. how is your privacy settings on facebook ..

0:02:26   L: No naked pictures (laughing)
0:02:28   S: But is it I like can I watch your pictures even if I'm not your friend?

0:02:37   L: I think you can't see that much, I think you can see my profile picture and that's it, I should check but I'm not sure.

0:02:46   S: Which email provider do you use, is it one of the big, like Gmail

0:02:54 L: I was using my whole life gmx.de and but now I forward gmx to Gmail I was a little bit worried about that, but it's very useful, so I have a Gmail account and you can have Gmail apps on all your mobile devices like mobile phones

0:03:18 S: and why have you been worried about it?

0:03:21 L: Because it's a part of Google and I don't trust them, but obviously I do, because I have my emails at their place, that's strange I trust that gmx thing is a very secure and thing and I think they have strict data protection but Gmail I don't think they care about it.. it's a little bit stupid actually.

0:03:50 S: But what did you make think like this that Gmail is not trustful. Like what is…

0:03:58 L: I don't know they have their company in America this is a reason

0:04:04 S: Sometimes when you act online you actually think about your privacy and what is happening with your data? You just think about it or are there some happenings that make you think about it..

0:04:16 L: I think the last years are influencing our data handling a lot, the NSA scandal and so on but still there are two different parts of thinking and taking action. To bad..

0:04:35 S: You named the NSA and Snowden what do you know about all this, can you explain me on a short..

0:04:43 L: Oj it's difficult but I mean we knew before that the state, the government and secret services are using internet data for their issues like investigations, but we always thought, we… I mean, you… thought maybe that they use it just for sensfull purposes, like investigation against criminal things or terrorism or stuff, of course it's very naive to believe that, but we were willing to believe that, but Snowden showed us that's not like this. We now know that they are collecting all information for which purposes ever and it's not controllable, and there are people working without any legitimation, so this is a little bit on the line..

0:05:40 S: And are you concerned about all this, or is it like just some news coming

0:05:45 L: I am concerned but not on a private level, I think, I mean I have nothing to hide some far, but you never know who takes over power, just go back into history who ruled in some countries in the last 30-50 years there is not just good people on earth, imagine a movement like Nazis take over the world and they know with just pressing one button who is who, this is an awful imagination, so this is a powerful thing to control data, on the private level I'm not worried about it, because I have nothing to hide, you don't know what happens in the future.

0:06:25 S: and you said you have nothing to hide, I mean, as Snowden said they can still read your daily email or they could

0:06:38 L: They would get bored very fast. (laughter)

0:06:40 S: but do you think this is a intrusion of your privacy when someone can read your,

0:06:48 L: I don't know I mean I don't care, I don't care if someone in silicon valley or wherever on earth is reading my mails, but it might become a problem when you write about more secret things. Just now I have nothing to hide, and as a professional private you don't know if you have professional data you want to hide or you work in a political party which is on the wrong side and you just don't want others to know what you think and write. I was working in politics for two years and I mean it was not that important things but still we were writing really a lot of mails and also interesting information, not for everybody but some people would have been very interested and if you know somebody could read this things all the time, this is a strange feeling.

0:07:50   S: but is it for you a difference if it, I mean there is like a computer that is storing your and is profiling you all the time this is now revealed is it a difference if there is really a person looking at it, does it bother you more, if there could be a person watching you?

0:08:09   L: No it's not the person behind it might be a very boring person doing a very boring job, so I'm sorry for him. But the system behind is the horror part or computers searching for words, actually you should write bomb in every email just to confuse the system.

0:08:28   S: Yeah maybe there would be an impact you never know… A little bit going away from the NSA with other security, settings or stuff, do you think your data in general is safe online…

0:08:40   L: no, no, no I don't think so, since I don't have money on my account they can use my credit card number if they want they can steal those five euro, no it's a little bit more, you need to be careful it is always money things.. I check my bank account very often just to make sure that there is the amount of money it should be, but it happens quiet often that money just disappear from your account, through your credit card, so check it! But yeah..

0:09:19   S: But did it actually happen to you that someone hacked your email or your facebook or your bank account once?

0:09:24   L: I don't know, I don't think so..

0:09:30   S: Do you do something concrete to avoid.. you said you check your bank account but do you do some other special security things, like you have a really really complicated facebook password?

0:09:49   L: Yeah I have a complicated password but well it's for a lot of different things, if you have access to this password laying on my dropbox then you have really access to a lot of things if you combine a little bit, so it's not so difficult. It's like ten variations of the same or maybe six

0:10:08   S: Did it sometimes happen to you that you didn't register for an online service because you had to leave your address or mobile phone number..

0:10:15   L: It happens all the time since I live in Sweden..

0:10:19   S: But you still register for this things or you don't?

0:10:20   L: You need to in this country data protection is like nothing so yeah it's in Germany too, if you register for a library or something I mean it's a library..

0:10:34   S: There is a lot of personal data online. Can you maybe, it's a little hard question, can you say where is the border for you, which things are private for you and which things are, like when someone would see it then it's a privacy invasion, I mean there is like border..

0:11:00   L: Really private things about relationship I would not post, or write in public, of course I write it in the mail so ja such private things… or about family or such things, I would not do that. Children for example I would not post children. There are people posting their children all the time, I dislike that. I don't have children but if I would have I would not post them, probably..

0:11:40   S: but.. and I mean you think… also.. why are you still acting on the Internet when you know that someone could hack your things or someone is spying.

0:12:00   L: I think it's part of our life in the meantime so it's like we are so used to it and it gives us the feeling of being somebody maybe, not to post would be a big punishment for people, I'm not addicted to that, but of course if I post something, not so often, but sometimes I'm also looking on the reactions I want to see which output do I have, so it's a marker not for my self awareness self feeling, but a marker for.. do people care what I say, so I post.. also to send out political messages..

0:12:45   S: So you think there is maybe more positive things than the risk of having or that you could be hacked or someone could use your facebook profile.

0:12:55	L: I mean more positive things… of course I think so. Not to do it… if I would not use it, this is the same old questions, if I would not do it, the other would do it anyway, actually to be very strong and correct you should maybe not do it, as I said talking and action are two different things
0:13:23	S: So do you think people in the future stop maybe doing it, or how do you think it will develop all this data gathering and behaviour of people online
0:13:30	L: people need to learn to live with it, I think it changed our lives really… facebook really changed a lot, just like people spending like half an hour or even more all the time hanging on facebook or the telephone also the way we think I guess has changed so and this is probably, you get used to it, and then it will become more normal and less attractive in a different way. But I can't I don't know what will be the future..
0:14:10	S: You think like people.. no were is really a lot of things about NSA or in the newspaper or in SPON or everywhere so you think people start to think different because of all this spying think people maybe start to act different..
0:14:30	L: I think people are not willing to change their private behaviour but they will have a look at what politicians or secret services how they are acting what they are doing. It's not so much the focus on how private people will change their behaviour more in how is it controller who is taking advance of it. Taking out information. Maybe..hopefully they would be a bigger awareness of that, information will always be if you are interested in someone you can always do private investigation, it's much more complicated you can also control people, like in east Germany they controlled a lot of people if you are really interested in, the different now it's you can easily control/ follow almost everybody, this is a different.. this is as I mentioned before quiet dangerous but I think there will not be an Internet roll back, we need to find a way through it, I guess
0:15:43	S: You think it's a scary that someone can do a profile of you, is this scaring you at there is profiling.
0:15:50	L: they could have done it before too but it had been much more work, someone need to come to my house and take photos.. but it's scary… maybe
0:16:02	S: Do you think that, NSA.. they say that they do it against terrorists and it's for the national security and stuff is this a legitimating to take such big data
0:16:16	L: No it's not a legitimation
0:16:19	S: If there would be a hardware that would be developed now like a Smartphone that is not tractable and everything you send out is encrypted and if you use apps there is not data going… would you consider to buy this?
0:16:38	L: Yeah of course I think everybody would but it's not possible I mean it's the Internet and it's connected… probably… do you have one?
0:16:45	S: No… would there be also… can it be more expensive and and you would still buy it…
0:16:58	L: Yeah of course I would buy it..
0:17:00	S: this is interesting because people say sometimes it's not more worth
0:17:04	L: I would not pay ten times as much but double maybe… I don't know how to say it, but I think
0:17:15	S: I don't have more questions, no but maybe you have something to add that I didn't ask
0:17:24	L: A lot of questions…no it's an interesting field actually and
0:17:38	S: I have one more question that get really influenced by this… or they are people maybe scared about being spied and stop use facebook or they don't want to write mails…

0:18:00   L: Nobody is scared writing emails, but facebook there is a lot of people who got scared

0:18:12   S: Whatsapp was also bought by facebook, so maybe..

0:18:16   L: I'm not using that one

0:18:17   S: Ok for some data reasons…

0:18:20   L: It's my… I don't know I say that, actually is because my mother asked to use it, and I don't want to use it because my mother uses it, so.. actually can't use it

0:18:38   S: So it's not a big deal about data

0:19:00   L: I think Internet advertisement will go back a little, but if you see companies are spending a lot of money in that, but the more advertisement it is, it has less impact on us, people getting much more aware of individualized advertisement, I don't know if it's really that successful as it seems… Of course if you are a young man and you click on car pictures you will have a BMW advertisement on your facebook and yeah it's great but you still can't buy it…Individualized advertisement it was always before, if you watched soccer in the 80ties you hade also shaving advertisement and cars and whatever.. yeah..

0:20:20   S: It change with the technology

0:20:30   L: You need to be aware of it, so we need to teach our children.. advertisement is there since a long time… you need to be critical

0:20:40   S: Thank you very much

Interview transcript Nr.7

Age	33
Nationality	Italy
Academic background	PHD radiochemistry
Gender	female
Place	Humanisten
Interviewer	Sarah (S)
Interviewee	A

0:00:00   S: First I have some general questions about your internet use.. can you tell me for which purpose mostly you use Internet?

0:00:13   A: In the beginning mostly it was mostly emails and that was when I was in university, but then I moved abroad and then it started to become really important in my live, to keep in contact with people I left so I start to use a lot Skype and for example.. and then to read about the country I have left so I was I would say that to keep in touch and to keep up to date.

0:00:40   S: Do you have some social networks?

0:00:44   A: I have profiles on different social networks but I can't really say.. I check them regularly but I don't really use them active

0:00:57   S: Can you say which social network you use?

0:00:58   A: I have a facebook profile and a LinkedIn profile that's about it, because I never really got to the others

0:01:09   S: Are you with your real name on facebook, so I could find you when I would search for you?

0:01:12   A: yes that's right

0:01:15   S: And you said you are not so active

0:01:18   A: I like to read about the others for example and it's ok to use it to communicate with some of them ,because that's the way to send messages to each other, but I'm not the kind of person who keeps posting pictures or updates

0:01:30   S: But you use messenger to write some mails..and you said it's really important the internet, because I wanted to ask you which role it plays for you

0:01:45   A: yeah it became really central since I moved abroad.

0:01:48   S: And do you use it as well for searching for jobs and stuff

0:01:50   A: Absolutely that's the main way to look for jobs, but also anything actually, information and everything I don't think I can be detached from the internet anymore

0:02:06   S: Which email provider do you use?

0:02:10   A: Right now it's Gmail…

0:02:15   S: And you use also Google calendar and stuff like this connected things to Gmail..

0:02:19   A: no not so much, I think I started something with Google plus but it didn't go through with it…I have a blog also, so I think now how to really couple it to Google plus.

0:02:35   S: Do you sometimes post like your political opinion or your religious beliefs

0:02:40   A: No I'm very shy

0:02:42   S: Even if you have a blog?

0:02:45   A: On the blog is more about cultural views than actually politics or religion, because I am a bit sensitive to like… careful to not touch topics that can cause a lot of troubles among people that read it.. it happens and I didn't really like it when it happened.

0:03:07   S: So it's more about the people that reacted on it or..

0:03:10   A: This is among the Italian it's Italian written I don't know if it's special to the Italian society, and it happen really often it becomes really nasty..

0:03:25   S: So you didn't before and now you stopped…

0:03:29   A: yeah but it was really long time ago..

0:03:32   S: And do you think sometimes when you are online that… about your privacy and how do you think about it.. or what

0:03:39   A: Sometimes I think I should think about it more, because I am aware of all the ramification of the problem, I know that people can find everything and so on, sometimes I think is it dangerous, do I expose myself too much, that's something that is in the back of my mind. But I'm not obsessed.

0:03:59   S: So you think about it and you say you are aware of all this things but does it influence on how you behave, do you.. I don't know

0:04:07   A: Probably the reason why I don't really post too much, so my personal political views for example facebook a lot of my friends do and I don't, it might maybe due to that, I think that maybe one day you can be called on something that you did and it was in that moment and you were very angry and then one day somebody would say "you know" yes something like that I think

0:04:35   S: Ok and which data do you consider as private when it comes to online is it addresses or…

0:04:40   A: Addresses and direct contacts to me

0:04:49   S: Do you sometimes post your address somewhere or write it to some online services?

0:04:54   A: no, ah ok I think maybe… ja.. maybe Google mail have all my info, but that's it

0:05:02   S: And it's nowhere public your address…. Ok.. and did it happen to you that someone hacked your… one of your accounts?

0:0516   A: No..

0:05:19   S: Sometimes when you need to register for some online service you need to leave your address and your phone number and your credit card number or something, did it ever happen to you that you didn't register for an online service because you had to leave..?

0:05:33   A: yeah I think so, I don't exactly remember for what.. but I think this is a thing that maybe would stop me

0:05:39   S: Sometimes, you also say credit card information is quiet sensitive, do you sometimes buy some things online and leave your..

0:05:44   A: I do buy things online, but I only use very big providers.. I would say safe, I don't know if it's safe of course

0:05:56   S: Everyone is saying they use the big sides and it's quiet interesting I think… can you make an example of what you would consider as a violation of your privacy when someone does something to you.. I mean online

0:06:10	A: I don't know I guess… for example my blog, I'm not there with my real name and I think it's easy that people could somehow investigate and find out, I really feel violated from that, of course it's possible, maybe it's not even a crime, I don't think it's something that people should do, it seems that they are a little bit obsessed.
0:06:50	S: So you in genera, do you think that the things you have online that your emails and stuff in general it's safe? Or…
0:07:05	A: I guess it's safe as long as somebody don't really put their mind in a really criminal mind in it. I'm sure that people have all the possibilities to do that, but maybe it's not really attractive to do it to a random stranger, there should be some motivation.. I guess it's safe in that sense..
0:07:26	S: So you don't think you are a motive of someone..
0:07:30	A: no, I don't think so (laughter)
0:07:35	S: How would you react when I would say that someone could listen to your Skype and read your emails and do everything that you do online, does it scare you?
0:07:50	A: I think it's scary as long as there is a link between you and this person, somehow, what I mean I heard about this possibilities and I think what makes it safe in a way, it's the huge amount of people. It's like why should you be interesting among them. They are listening to everybody all the time, it can't be really dangerous or interesting.. I don't know
0:08:16	S: does it concern you, like does it bother you that someone could listen to your Skype conversation with your family home or..
0:08:24	A: not really if it's just this big somebody that somehow is very very far away, I don't really care.
0:08:38	S: Does it make a difference for you if there is a computer that makes a profile of you that every action you do or what you say.. or if it's a person, which one is worse
0:08:45	A: I guess the person is worse because there could be some logic behind, with a computer is more kind of commercialism like.. and I'm aware of it I don't like it, that's also one of the reason why I know all the possibilities that they can get my taste while I like things.. such things I don't really like, then I tend not to do it really much, I noticed anyway that there is that going on, because I know their add I get matches me, so I noticed it happens, I'm not extremely bothered by it.. I feel like I still retain my freedom of choice.
0:09:30	S: Do you.. did you hear about NSA and that they… about Snowden what he said
0:09:40	A: Yeah there was something somehow very upsetting, but my reaction was more or less what I said before, I feel like this is something that is more dangerous to people that matters somehow, so I don't really consider myself among them. So I don't really think, I didn't feel threatened, but upset..
0:10:00	S: You felt upset, so did you change something how you did things?
0:10:15	A: No I don't think so..
0:10:17	S: And do you think the reason what they say, I mean they say it's for security and there will not be so much terrorism anymore, do you think this is a legit reason to do this huge surveillance?
0:10:30	A: I would say no, it's not a good reason, and at the same time I think sometimes we are a little bit idealistic and spying has always be existed, so maybe you think more about things when you just in front of them .There is a lot that's going on and you just don't think..
0:10:50	S: Do you know someone that really get upset and stopped using things like Skype..

0:11:00   A: Yeah I heard about.. for example a friend of my stopped using whatsapp for a while, made a big announcement, that he don't use whatsapp anymore because it's dangerous and then some days later he came back to use it, I think there was a little bit of an emotional way, also..

0:11:16   S: Why do you think that people still use this facebook and whatsapp even if they know that maybe someone could read the messages that you write to your friends or something

0:11:30   A: I guess because they don't really.. sometimes I don't think they wanna think about it, sometimes I don't think they feel like they are really the aim, they are not the targets

0:11:40   S: Do you think there is also a question about how much the positive aspects of this service, for example you can stay in contact with your friends is it like overweighting the negative thing that you could maybe be spied on

0:11:55   A: Frankly I don't think the world will be a worse place without facebook, so no but for example I think Skype really made my life abroad possible. When I moved it was very recent and it was not possible to maintain contact in the same way, I can't think how it was before, for example to maintain relationship for example with your boyfriend without Skype, and when there was not such way, I think that's absolutely a positive thing and I'm glad over it. But I think now we are sharing just for the sake of sharing and frankly I don't know if it's really necessary

0:12:30   S: Do you think it makes a cultural differences, when you are of a country like Italy, then you are more aware about posting political things for example than a Swedish or a Swiss person.

0:12:50   A: I think absolutely politics absolutely.. I don't know if it's something unique to Italy, but speaking politics it's a really hot topic and you can feel that it's not exactly something you can talk about freely because it might be consequences, it was always, also before.. also in one on one basis in society.. sometimes it was feeling like a potentially violent situation.. we felt that. I noticed Swedes are much more free of talking about their views they don't feel like they are charged because of that

0:13:30   S: If I would say that for example that there is a Smartphone or a mobile phone that you could buy that is not tractable so nobody can find you and your codes are encrypted and your emails are … like it's really secure from spying and stuff.. would you consider to buy such a technology

0:13:50   A: I would say so, I would think so

0:13:57   S: Do you think that when it costs more than a normal mobile phone would you still buy it?

0:14:00   A: If it's still in an accessible range you know, just from a normal model, then I think I would consider it. But I'm not really obsessed about it, it's just when it comes as a possibility why not.. but if you have to go out of your way or… I don't really think I have the motivation for that.

0:14:20   S: And do you think.. and how do you imagine like how does it develop in the future like all this data handling do you think people still post a lot of things, or do you think they get more concerned about..

0:14:30   A: I think some things has changed when it comes to pictures of kids, maybe it's also unique to Italy I have not idea, but I noticed that that has decreased and more people are more aware of that, and do it less or mask the children. I think something slowly had changed, so

0:14:55   S: So you think it gets more away from publishing your life for everyone that is online or..?

0:15:05   A: Yes I think so..

0:15:13   S: I don't have so much questions left, but maybe you have some thoughts or something you want to add…

0:15:22:   A: I was thinking about this Smartphone that you were speaking about, I resisted so long to buy a Smartphone, my friends had it and I was fine I couldn't care less, I had a super old Nokia and the battery lasted for days and I was fine with it really, and then I moved here, and I got I needed a Swedish number, so I got the one from my boyfriend and that was a Smartphone and now I'm completely addicted to it..

0:15:50   S: I understand…You are always online when you have a Smartphone and check everything on it ..it changed a lot

0:16:05   A: In a way I really don't like it, because in a way people like expect you to answer.. if you don't answer an email you can't no longer say, sorry I had a long day and I came home late, because you might have had a short chance anyway to answer. And I feel like is rough, I feel like then people have probably lost some freedom there. It was the same when we jumped from normal fixed landlines, because when you were not home, you were no reachable. Now you have to be reachable, if you are not, something is wrong with you. That's affecting us on a bad way, but on the other hand it's fantastic.

0:16:52   S: Yes…

0:17:00   A: And information all the time, because I realized, that's maybe another thought I know that I have been to school because I'm older, I was in school when Internet was not so easy to get it was not so available and so cheap and so fast, also. So I didn't go to school looking for information that way, I think it changes the approach to studying entirely, and I know now that I'm studying another language, I saw how hard it was to learn English when it was no way like Google and you had a word and had no clue like how do you say this in English and you have nobody around to tell you, for example..

0:17:44   S: Yeah it changed a lot it goes so fast, I think it's interesting to see what people think what is going to happen, it grows all the time, sometimes maybe it stops

0:18:00   A: yeah I wonder where is the limit?

0:18:06   S: Now with the NSA there is maybe a little bit more awareness but maybe not enough that it changes

0:18:10   A: There could be also a little bit more if something more happens in the future that could raise your awareness that make people like me also feel like, we could be targets, so it's like… because I think it's something that happens and it's perceived as far away somehow.. That's another thing I noticed that older people have joined facebook a bit later, and they tend to have an attitude when they speak about in the news, maybe it's only in Italy, and they really seem to see it as a source of evil, and every time like a girl disappears or get murdered they think oh it must be in facebook to find the answer. They noticed that it was more true because they are older, like in the end that's never the case when somebody is young that he has found the source of the problem in the Internet, but it might be the case for an older person. They are not so ware it might be a bit reckless.. I don't know

0:19:25   S: Younger people are also less concerned maybe, they just post, like you said, for the sake of sharing you share… it's interesting

0:19:40   A: Maybe it's true that they are maybe less careful because it's actually an age thing, it's in everything. So it's possible that they might be targeted by criminals or.. or maybe cyberbullism, something that affects only the young ones, not the older ones..
I was more thinking like because they really think you can meet dangerous people that hide behind the computer, that's normally not the case, I don't know how to say. It has happened to some people…

0:20:28   S: Thank you very much
Interview transcript Nr 8

Age   26
Nationality   Sweden
Academic background   Economics
Gender   male

Place   Humanistic
Interviewer   Sarah (S)
Interviewee   Q

0:00:00   S: Thank you for coming to my interview. This interview is about Internet Use and privacy.. and if you have questions you can ask all the time if something is not clear or if you wonder about something
How old are you?

0:00:27   Q: I am 26

0:00:40   S: What is your academic background?

0:00:40   Q:I have 3 years of economics and I've been working in the coffee industry with wending machines since my departure of school..

0:01:00   S: Can you tell me a little bit about for which purposes you use the Internet?

0:01:07   Q: All kinds of, search for information, communicate with friends, I use it to shop for gods and research, purchases for my company, among other things

0:01:20   S: And how often do you use the Internet, is it daily or..

0:01:30   Q: Every day

0:01:33   S: As you already mentioned it's for work and for private purposes… ok.. are you active on some social network sides

0:01:46   Q: Yes, facebook, then Google plus, I think, although I'm not active on Google plus just have an account there

0:02:03   S: And others like

0:02:05   Q: LinkedIn, on twitter I think I have an account, but I don't use it, the same goes for happypancake.com

0:02:22   S: Like how important is Internet in your live or is it important to have Internet every day?

0:02:34   Q: So much of my function and daily life to be depends on the Internet even if it's going somewhere by car and looking in the app with the GPS, or finding information about a purchase or sending a message to a friend, so it's pretty important

0:03:00   S: So it takes a lot of time also in your life to surf in the Internet

0:03:10   Q: Yes but it saves also a lot of time, it saves more than it takes I think.

0:03:17   S: Which Internet provider, no not Internet provider… which… email account do you use? Or which company is dominant? Is it like Google or gmx or.. what else ?

0:03:40   Q: You mean what server… I use a lot of different I use Google of course, for email I use Gmail, my private email, the company Gmail which is privately owned, company owned email account Gmail server, I use facebook a lot of communication I use also what is it called, I-messages, because I have an Iphone.. text messages, I use..

0:04:40   S: Like other messenger services like whatsapp?

0:04:50   Q: Whatsapp and foursquare and Instagram, LinkedIn facebook of course, like mentioned. I also use cloud sources like dropbox and Google drive, I use runkeeper for my training schedule, so yes it's a broad variety, I think

0:05:20   S: Yeah it's a lot, do you sometimes communicate your opinion online like on facebook or maybe you have a blog, I don't know..

0:05:30   Q: I don't think I broadcast my opinions often on the internet

0:05:38   S: So it's more for communication?

0:05:39   Q: Yes it's more for communication or research for my own purpose

0:05:48   S: And you mentioned Instagram for example, so sometimes you post also pictures on the Internet I suppose

0:05:54   Q: yes

0:05:59   S. When it comes to Internet especially when you have so a big space and you can share a lot about your personality so sometimes people maybe start to think about who can read this, who can take this data, so does it happen to you sometimes that you think about privacy, and your own privacy.. how do you think about that? Or what's the reason what you make think about privacy, it comes just up.. or…

0:06:44   Q: It's basically for the future, you don't know how the future will look, it could be a future employer who searches for your name and finds out about your religious and political views by a blog about certain aspects, it can also be for criminals who try to hack take your ID and such, I also… which I'm not so concerned about for my own person, but on the broader meaning of the society I am little concerned about the governments espionage on the citizens as to their effeteness on spreading public opinions, by knowing their social life

0:07:53   S: do you think there is some privacy issues by being active online? You mentioned like maybe you can be goggled, your future employee or.. can you give an example what you would see as a privacy issue for yourself maybe, sometimes that happens in the Internet.

0:08:14   Q: For me it's most likely that probably an employer would if they don't agree with my political stands, or something like that they would discriminate me in my job appliance, or.. perhaps not give me that promotion that I should have. But it can also be, which I'm much more worried about, like criminal could try to make money of you or start up a fake facebook account or something like that, you try make your friends trying to send money to you. Or they use your identity online to do sexcrime or something like that.

0:09:12   S: Do you do something against that this is not likely to happen, or do you just think..

0:09:22   Q: I'm very careful about talking about politics and such online, especially in a facebook kind of forum where I'm really easy identified and searched on. I am not doing so much about the criminal part, risk of highjack or something like that or.. I'm using my name, as I think there is, there is about a benefit an a disadvantage to have a public profile so, and it's right now the benefits overweighs the risks.

0:10:25   S: on your facebook account as well as on your other accounts you are active on your real name so someone could find you?

0:10:35   Q: On facebook yes

0:10:43   S: Which facts about you would you concern as private that you would not write, you said before about politics you would maybe not write. Where is the boundary?

0:11:00   Q: I think it's like, if it's I would not say that I never write anything politic, but I am very careful to where, if it's a question where people feel really strong about it, I'm really careful about, it's hard to draw a line, but I would think things that is not black and white questions, where a lot of people would have arguments against my own political assessment, even if I think they are bogus it's very hard to convince someone who you don't can't argue with who just critics your comments on facebook, so I think it's quiet pointless to have such debates on facebook for example.

0:12:00   S: And information about your person, like, I don't know, some facts about like religion, or I don't know, there is a lot of things ask mostly when you go with such a profile, so you.. do you have an example what you don't say to this?

0:12:30   Q: My religious views or political stands liberal conservative, socialist, I do not add these to my profile, mostly, when it comes to religion I do not add that as well, I will not tell anyone if I am an atheist or not and however if there is a, for example a fanpage for ecological food which stand for a political statement but not so sharp then I would not hesitate to have a point about it. But I would not fill out a profile and add stuff that is basically, I think if you read socialist or liberal or something on profile pages, that is not representative for the person, you have to ask or discuss to the person to talk about political views, again it's pointless to have something like that in a profile

0:13:40   S: Do you give other data like telephone number or email address to this providers or are you more sceptical about it

0:14:06   Q: it depends on the provider, facebook I would but it will only be visible for friends and for less serious communities or which is not so much indicated on communication or such, I would not add my number or at least have it hidden for everyone

0:14:45   S: In the last year or in the last years there had been a lot of changes in the internet and a lot of new things came out, so did your view about privacy on the Internet change in the last year? For some reason or is it all the time the same things?

0:15:10   Q: I do not know if my view changed, because I have always long before the NSA affair been aware that governments in general aren't always good, and that people and agencies in the governments name will often do things that, will step on a couple of corps a couple of corps over a couple of corps if they think their goal is the bigger good of the country, so I kind of always been aware about it

0:15:58   S: Do you think it's good, like, you said this data is for good thing or.. so you think this state surveillances is a good thing or does it bother you that you know about it?

0:16:15   Q: I think it's an inevitable thing for a state or a government to do this things, even if it's illegal or legal to do this, as I said a state will walk over corpses to fulfil their own agenda as they think it's like an instinct to break such a rule, and they will break the law if it's necessary, and with information society and camera surveillance and such, there is no reason why the state would not monitor such, so I don't think he law can be.. if the government have to use it because it's a psychological thing of an organisation with a lot of people

0:17:35   S: sometimes when you need to register for an online service like when you join a social network or whatever, you need to leave your personal data, but did it happen to you that you didn't join something on the internet because you had to leave your phone number or your credit card information, that you thought no this is too much data for this company.

0:18:12   Q: yes if it's a company which I can't feel it's a serious company, then it's really hard to check that by a webpage, but in general when they start asking credit card or something like that, I pretty much never accept, but name and phone number is not something which I think it's a private information because it's public information.

0:18:55   S: do you think in general data you provide to the internet or some providers is safe, or do you think there is a risk that they would make money out of it or facebook would publish your pictures or.. or you think this is safe?

0:19:20   Q: That facebook would publish my pictures it's a very very slim chance, that the data is not safe it's a fact, there is no database online that is completely safe it's impossible, the inscription keys is pretty safe but you know, when it's hacked when a hacker knows that it will be on the data somehow open. So yes I think it's quiet possible, and also I know that some customer services are a little too customer friendly when it comes to security I know a lot of hackers had got their accounts from air France for example from the customer service just by calling, hi I am this person and they got the information. And said emailadress.. So I don't think any database it's secure I think there is different level of security, bank and accounting

services are way way way more safe than with when it comes to for example facebook or playstation network or whatever, that's not any safe..

0:21:15   S: You say that you don't consider it as safe, even though you provide a lot of data to them, why do you still provide data to sides that are not 100% safe, why?

0:21:40   Q: Because data that I provide I am not fear to loose; if someone knows hacked my account and know my profile image and can see my pictures that's not concerning me. What's more concerning me it's that persons use my account to evil acts or post messages or harass other people or order stuff in my name, or perhaps things with my emails just like that is much more of concern, but my phone number email address is public knowledge I'm not concerned

0:22:39   S: do you do something's that it's not likely to hack your email account, do you have privacy setting or do you know about privacy settings on facebook?

0:22.47   Q: I use a server that generates strong passwords and also saves them, so I don't need to keep track on all my passwords so it's by guessing it's probably not possible to guess my password for facebook for example, but hackers will always find things to access databases, so I don't think it's possible to hundred percent possible to secure your accounts

0:23:20   S: or you just leave theses things

0:23:30   Q: Living and not having a facebook it's a too big.. I am too depended and my friends are too dependent on the Internet and the benefits overshadows the risk

0:23:55   S: So you talked about that someone could hack some of your accounts, but did it actually really happen to you that this happened once that someone took your facebook or email..

0:24:12   Q: I can't remember, it's possible that once on a little social network could have been hacked, but I don't use it.. but not my knowledge

0:24:35   S: So it never happened then. How would you react if someone would mention that there is someone or something that could read and listen and see everything you do online?

0:25:00   Q: it depends on, if it's a criminal or a mostly a criminal I would think then I would be basically stop using the system which because then it's possible to target me specifically it's much more likely that I'm targeted specifically. If there is a government viewing me which I'm actually overwhelming sure there is, then I do not the only thing I can do is basically not write politically inadequate things online. Because basically for a government to have an interest in you then you have to write something that is incriminating or could be political incorrect or something like that.

0:26:17   S: but if I say if while your Skype with one of your family members or friend and someone would listen to it just randomly because he works for the government or something. This would not bother you as well?

0:26:46   Q: It's not something that I can control, if there is a risk that I'm being tapped, my phone or Skype or my email has been read it's I cannot completely stop using a service because there is a chance that someone… it's like not driving a car because you could crash with a car.. the benefits is higher too high to…include such a…

0:27:23   S: Does it make a difference for you if it's a computer or a human being that does this?

0:27:33   Q: A computer which tracks my metadata or emails and calls and safes them perhaps screens my emails for dangerous words like bomb or something like that, I guess that is less because.. but then a person if there is an actual physical person listening and reading all the emails they basically have a pretty deep insight in your life so while a computer will probably most likely screen you away because you are not interesting unless you start existing in a position where there has been violent demonstration or a murder or something like that.

0:28:45   S: you said a person could get a really big insight in your life by reading your mails, do you feel this is like violating your privacy?

0:29:00   Q: Yes I think all these, I mean collection of metadata and collecting from simple metadata to wiretapping a phone call it's a severe breach in privacy and I think it's a harsh crime, and if we are willing to let the government do this, then it is problematic for the whole democracy, because such a person can very easily destroy all opposition both physically but also mentally, basically if there is a politician who has an affair but it's very popular in the opposition then it's very easy to destroy his cause just because he has an affair and because he discriminate the opposition. I think that is the biggest risk today but that is also the biggest danger of the metadata collection as such.

0:30:31   S: Coming back to surveillance and state what do you know, can you give me a short resume what you know about the NSA scandal and what Snowden said about it… it was a lot but maybe you can tell me a little?

0:30:56   Q: I know that Snowden worked as a consultant with access to metadata and also different wiretappings and information people, I know that he collected a lot of this information and made it public and left the country which was pretty smart from him. He said he did it because there should be people that can decide if this surveillance should exist and not the government. There have been some new media trying to destroy his reputation by saying he is white trash and he divorced his wife and.. also I know that basically it has been an international political.. mostly released the document, which displayed the involvement of major internet companies like Google and facebook and how they transmitted information to the NSA and CIA, so much detail I don't know

0:31:59   S: You said there is a lot of collaboration from Google and facebook, it's the PRISM and they denied it a long time, but then they said they knew it.. so there is a lot of news. There is a lot of information about it and you know already a lot, when you get to know all this how did… did you react somehow to this, or did you just read it and then?

0:33:40   Q: For me it was not surprising when the technology is available and especially when they sign a law the Patriot Act which is based on the stupid American patriotism which is another stupid thing which gives basically the NSA and CIA free hands for surveillance in the USA for whatever they want. Then it's not surprising for me that NSA basically tabs big companies of their information or databases. I don't know when you talk to Google or when you are in Google or facebook or Microsoft lead that you don't have any choice but to give the information and even talk about it that you have give the information, so no I didn't find it surprising.
I think they have the tools and even if it's illegal they will be used by people thinking they are doing good and if then it's also legal by some idiotic Texas idiot law then it's most certainly gonna be used. No I was not surprised when I found out

0:35:50   S: Do you think did this revelations influence other peoples online behaviour in some way?

0:36:00   Q: I think those people who would call me a cynic when I would tell them, basically everyone that always think of the USA as a free country I think they might be affected, but I think most people who knows about how it's possible to collect data and meta data will not be surprised that an enormous government with the resources they have, have this collection

0:36:50   S: If there would be software like a program or even some hardware like Smartphone for example which is securer and it's secure against spying and that you can't be tracked… would you buy this? Or would you consider buy such a tool?

0:37:20   Q: I would absolutely consider buying it a computer or a mobile phone or a tablet there is not just the privacy that you take into account, for my case I get a free phone from the company I work, even if it's not the phone I want, it's the phone that I'm gonna use. But of course if there is a possibility to buy a phone which is as good as any other phone and have the privacy settings to make it impossible to track meta data or to track you, then it would be of great interest.

0:37:59   S: how do you think the online communication and data handling and all this things we talked about now, will change the future? Do you have some perspective?

0:38:56   Q: It basically can go two ways the first way is that I think people will start to buy software more and not rely on free services which makes meta data kept local on the phone or the computer which I don't find so likely right now. It depends on if there will be a new scandal where the collection of metadata has actually made a difference in a persons life, where they have been arrested, where they have been targeted in a scandal intervention or something like that, and that can change the public view about an idea on which price they actually pay by using such free software.

But more likely people will continue to use free services, probably use more free services as more becomes available in different areas. It could be like Google docs might be more popular while it becomes more developed. Microsoft office, which is quiet expensive when you can do the same thing for free. There is also the possibility that basically different networks are created and networks only exists between you and your friends this is not so likely it needs new infrastructure which you have to create privately with your friends or your company which can't use the public freeways, so it's not so likely but it's a possibility.

But I think the development which I said, free software will be more dominant and I think that sadly government spying and interventions will increase and they will be much better to hide it also.

0:41:10   S: Now we come to the end of the interview if you want to add something you can do this, otherwise we are finished for today. Thank you very much

Interview transcript Nr. 9

Age	25
Nationality	South Korea
Academic background	Interpretation/translation and communication
Gender	female
Place	Humanisten
Interviewer	Sarah
Interviewee	T

0:00:00   Sa: Thank you for coming, first I will ask you some questions about your Internet use, can you tell me a little bit for which purpose you use the Internet?

0:00:14   T: Mainly to search news, usually like news from Korea, to keep up with the news, connect with social media, and to keep me updated mostly with news and my social contacts.

0:00:50   S: and you say social networks which of the social networks do you have an account on?

0:00:55   T: on the computer I use facebook and there is like Smartphone applications, it's like whatsapp it's called Kakao talk and it's mostly Korean people they use that a lot, and it's like whatsapp you send pictures and messages to connect

0:01:20   S: And do you have profiles on twitter and LinkedIn and…

0:01:25   T: I don't have a profile on LinkedIn but I have one on Twitter

0:01:30   S: And are you active on this accounts?

0:01:32   T: Well with Twitter I only read and follow the news, usually, because usually it is more reliable when it comes to news, actual news, because.. it could be biased, but I usually compare Twitter and actual news on the Internet

0:02:04   S: And on facebook to you post pictures and status updates or something?

0:02:06   T: yeah sure

0:02:09   S: ok and when you said about twitter and also facebook as well do you have your real name there that everyone can find you?

0:02:24   T: yeah full name

0:02:26   S: So if I want to find you on facebook I can do it..

0:02:28   T: Ja

0:02:30   S: And even on twitter

0:02:31   T: Ja

00:02:33   S: How important would you say is Internet in your life is it always on or is it sometimes offline

0:02:44   T: I must admit that I am online all the time mainly because I am here in Sweden, I moved from Korea and I want to feel connected to people in Korea, and keep up with the news and everything. I guess Internet is a very good way to feel connected with them in Korea and see how they are doing and what's going on what's happening, sometimes during the exam or if I have something important to do I try to go offline, but it's really hard

00:03:43   S: Do you sometimes communicate as well like political opinions online or religious..

0:03:51   T: yeah sometimes, usually I try not to express political opinions on social media because it could be misinterpreted. But when it's a really big issue and I feel personally engaged then I

post my opinion or copy and paste the news on my timeline with some comments. Like some opinions about the news.

0:04:32   S: And do you.. I mean you said you don't try to do it on facebook but do you sometimes do it on like blogs or on newspapers you can comment sometimes..

0:04:45   T: yeah.. No I don't do that on newspaper or blogs, I usually do that on social media.

0:04:57   S: Is it public then or is it like

0:05:02   T: No it's not public it's for people I am friends with

0:05:09   S: So it's your privacy settings as well on facebook it's only friends

0:05:11   T: yeah

0:05:14   S: Can you tell me which email provider do you use? Is it like Gmail or one of the big ones?

0:05:18   T: I have an account in msn, hotmail, and Gmail and I had yahoo but I barely use it at the time, and I got this account that I got from GU; student account, I mainly use msn and Gmail

0:05:45   S: Sometimes when you are active online, do you think about privacy?

0:05:55   T: Ja I do that a lot

0:05:59   S: Can you tell me how you think about it or you know why you think about it?

00:06:05   T: I mean for example, let's take facebook, because I set my privacy setting like only friends and only friends of my friends can search me on facebook, because sometimes I get irritated with the spam account, they like to get friends with me and post wired stuff on my timeline, so I changed that.. I don't know I haven't thought about it, but I don't think I feel comfortable that everyone can see me like my picture and my ideas or my opinions without my permission, it's kind of a.. I consider them as my property, but they can get access to that without my permission, without me being realized, without being aware, I feel that it's a bit creepy that everyone can have eyes on someone else's live..

00:07:54   S: So you mean by them, people that are not your friends on facebook?
0:07:58   T: yeah

0:07:59   S: But you think with your privacy settings on facebook this is avoided?

0:08:04   T: ja in a way

0:08:05   S: And is it a special is it only on facebook you think also about privacy in general?

0:08:14   T: yeah also in general, when I think about when I communicate with emails or sms I never send like bank account numbers or personal number, or something that is important, I never communicate that through written text in the internet, probably without thinking about it, I'm care much about privacy a lot..

0:08:50   S: And you said that maybe it's a little bit strange people could see your pictures and so on, but which information do you consider as private, is it pictures or as well other things you do online?

0:09:06   T: Pictures of me, my face pictures of my friends and family and also pictures of my house and what I'm doing and also as I said my opinions about anything about politics or religion or anything. It's also very private.

0:09:33   S: What about your address your mobile phone number, is it somewhere?

0:09:38   T: Yeah I didn't write my mobile number or my address on facebook..

0:09:50   S: So you are not public with your address somewhere?

0:09:51   T: No

0:09:52   S: ok and can you maybe say, something that you would consider as a privacy violation, it doesn't have to be you, like anyone else as well

0:10:12   T: I would say anything that.. any attempt to access to information that the provider or the owner didn't approve that is like privacy violation

0:10:40   S: As well as like someone could watch your picture that is not your friend than it's a privacy violation as well?

0:10:48   T: Yeah if I set my settings that way but still if someone that is not my friend can see it that would be a privacy violation

0:10:59   S: Ok and did it happened to you that someone hacked you account maybe?

0:11:05   T: Luckily that didn't happen to me, yet.. but one of my friends, I got an email from facebook that my friend want to do something but that was really strange, so I called him that I got this email from you, and he said he didn't send it, so obviously his account was hacked

0:11:40   S: Ah so then his account was hacked and then..

0:11:42   T: Yes, I guess to prevent this from happening I usually change passwords quiet often at the time

0:11:58   S: Do you think your view of privacy changed in the last year or the last.. maybe in the last five years and if yes how it changed and if no why

0:12:14   T: I guess my view changed a little , I don't know about Swedish government or Korean government about this online surveillance I guess it was Gmail or Google that actually published a statement that they are actually looking at peoples emails. That kind of made me more aware of privacy settings and people use the account from other people, but at the same time well probably my view has changed but there is actually anything I can do against it, to keep Google or whatever provider it is to look into my emails, there is nothing I can do. I would say my view has changed in a more conservative way, but didn't lead to any actions.

0:13:39   S: Did you consider to change maybe from Gmail to some other..

0:13:44   T: I would say that's pretty much the same or I mean the problem is still there it exists everywhere, just to change the account wouldn't solve the problem, so it's kind of helpless

0:14:03   S: Do you still write everything you think in your email or did this change maybe?

0:14:07   T: When I read this news about an employee writhing something about his workplace and the boss saw that and he was fired, I mean this kind of things reading on a daily basis.. I must say that made me more careful, expressing my opinion especially about sensitive issues.. political issues or religious issues, well I still do but I think a lot before I write it down.

0:15:03   S: Ok and sometimes you need to leave a lot of personal information to like register for some things online like address and stuff did it happen to you that you didn't register for something because you had to leave your address or email address?

0:15:22   T: I don't know which one but I had to like email is not a problem for me, but you know the address and the phone number, when they start asking for more detail for something little, for example an app I don't get it

0:15:43   S: You know where it was, you know a concrete example

0:14:46   T: I guess it was some kind of app, to call someone, you know like this kind of app that you can actually video call someone, I guess they asked too much detailed information, so I thought I could get another

0:16:21   S: And what about credit care information, when you buy something online, is it a problem for you to leave this information to.. I don't know maybe to something you shop

0:16:26   T: What do you mean by leave the information?

0:16:42   S: Sometimes when you buy something online, you need to write your.. I mean on Amazon for example you have an account where you leave your credit card information there and when you need to buy something they just take it away from your card, you don't need to write it every time

0:16:56   T: I bought some stuff on Amazon but I never leave my card information on the net.

0:17:05   S: SO you just put it in or…

0:17:10   T: I don't fell comfortable with it

0:17:12   S: And do you think in general like all the data that you have online like pictures or emails is it safe online?

0:17:24   T: I always think when I die where will all this online traces, all the things that I left on the internet what would happen. Ja, it's usually I try to delete old pictures or old posts on facebook, way old pictures, but sometimes you cannot delete pictures when someone tagged you and that's irritating because sometimes I don't like this picture on facbook and I can't do anything about it, and they will be there forever, I don't feel good about it

0:18:29   S: You said when you die, you mean when you die.. is it concerning you that it's still there or is it like

0:18:39   T: I mean I heard that nowadays there are new jobs/professions to get rid about all the online traces when someone dies, it's like a new professions they keep track of all the online traces and when someone dies they get rid of all the traces and I think it's really good. Someone, when the person is gone the stuff that he produced is still there.

0:19:25   S: You said before that you know that Gmail for example they provide data to data surveillance like to spy purposes for example, do you know something more about it, like about the NSA and Snowden?

0:19:45   T: Yeah a little bit, but I mean in Korea it didn't happen it's the national security agency, they did online surveillance on peoples account and Snowden who reveal that to the world now he is in Russia

0:20:18   S: Snowden for example said that everything you do like really everything your search engine things they can really track it if they want or they can see you on Skype if they want so and does it like bother you this fact that it could happen?

0:20:44   T: Yes and no, it bothers me because nothing, nothing is confidential, but at the same time, I think is the same phenomena even without Internet. I mean if we say something to another person then you never know if this person will tell with another person about it, so for me it's the same phenomena with different medium. In this sense it's not really intimating me and at the same time if someone has to find a criminal or for that purpose it's in a way good. But of course that would make me really careful in what I do on the Internet.

0:21:54   S: Does it make a different for you if it's a man or a human being that could watch this or if it's a computer that safe everything you do online?

0:22:05   T: That's an interesting question. Depending on what you are gonna do with the profile… ja, so basically in principal it doesn't make a difference for me.

0:22:52   S: And you said sometimes it's good because of the state security do you think this is a legit reason or like is it a good reason that they can do this whole spy thing, is it..

0:23:14   T: Probably I'm contradicting myself but I don't think it's legitimate I guess they can do that if it's needed, but they as I understand NSA they collected like all the information without the person agreeing I guess that is not a legitimate reason.

0:23:46   S: I mean if I would say that there is for example a telephone a Smartphone that is not traceable and everything you send is encrypted, your emails are encrypted and everything.. like would you consider buying such a technology?

0:24:01   T: Why not?

0:24:02   S: Would you pay more for it?

0:24:08   T: Pay more..ha… if I would.. work for a government or whatever I mean

0:24:31   S: But I mean if you are a person like now.. like not really political person maybe like

0:24:39   T: Not traceable and.. I might consider it.

0:25:00   S: Now we can look a little bit in the future.. how would you imagine this data handling and surveillance and you said people leaving traces on the internet, how do you think it is developing in the future? Also the people how the act on the Internet? If they still post political things online

0:25:43   T: I guess there might be a risk that the people there might be a risk that there will be a dissonance between what we actually are and how we behave on the Internet, if we go on like this. Because now the people are more and more aware of the surveillance and what they say will be known to the whole world than that might cause people to act or think in a different way. Probably with some mask I don't know. And so we probably will have different realities here and on the Internet and you know they say like the big brother is watching. We will probably have double realities, actually on the net and on the actual reality so that will probably affect our life in a positive or in a negative way, but I'm not so sure about the positive part

0:27:24   S: I need to go back again to this spying scandal.. do you know people your friends or your family that get really affected by this, that they like stop using facebook or whatsapp or people just for this reason.. they did some action like I don't know

0:28:00   T: Not yet, but not because of the online surveillance but because they simply don't like different worlds, so they don't use I don't know facebook or whatsapp or Smartphone so they live in an analogue way using facts and letters and telephones

0:28:46   S: Do you think there is a difference from Korea to Sweden about people how they handle their data or about how they post on facebook or stuff

0:28:57   T: Yeah I guess there are some surveillance on Korea especially the politics. If you post something on facebook or twitter you might have some consequences. I mean like south Korea is not like north Korea or not even like China we have the freedom of speech but I remember like last election it was forbidden to express any opinion about the presidential candidates on twitter. I don't know if that's a new law or it's an old one but any way you are not supposed to say in favour to a specific candidate or in a negative way before the election, so that was kind of creepy, Korea is still a democratic country, but the government still control like social networks

0:30:23   S: And did it had some consequences like people get arrested?

0:30:29   T: Well not arrested but they were investigated, I guess it was not the NSA but the intelligence service in Korea who is in charge of online activities

0:30:49   S: This was already my last question, do you want to add something?

0:31:23   T: Yes we all know about the online surveillance but since we haven't have any direct consequences we still use it even we know

0:31:52   S: You think it would change if there will be direct consequences?

0:31:53   T: Ja I mean people say I don't care because people say it doesn't affect me, but if there would be more victims people would react.

0:32:12   S: Thank you very much

Interview transcript Nr 10

Age   25
Nationality   German/ Swiss
Academic background   Bachelor of Arts in social science
Gender   female
Place   Skype
Interviewer   Sarah (S)
Interviewee   R

0:00:00   S: Thank you very much for coming to my interview.

0:00:40   S: First there are some general questions about your Internet use. Can you tell me maybe for which purpose do you use the Internet?

0:00:54 R: In general for everything, to communicate with people to do research to organize my general life, looking for apartments, shopping, enrol at the university, everything, buy tickets

0:01:25 S: And you said that you communicate with people, do you use some social networks and if yes which one of them?

0:01:32 R: I have facebook but I don't use it so much, I use whatsapp the most, I also got twitter, yeah that's about it

0:01:46 S: Are you active with your real name, like can I find you when I write your name on facebook or ..

0:01:57 R: No I don't have my surname on facebook

0:02:03 S: Which of the Internet providers do you use? Is it one of the big ones like Gmail, yahoo..

0:02:04 R: yes it's Gmail

0:02:10 S: Do you sometimes communicate your political opinions or religious views online in social media, in blogs or somewhere else?

0:02:22 R: Not my religious stuff because I'm not religious, I sometimes do posts things abut politics but mostly before elections take place I think it's.. because a lot of young people in Switzerland don't elect, it sometimes maybe helps that some of my friends see it and think yeah I should do it, so they do it and it's good

0:03:05 S: Is it public or is it only your friends that see it?

0:03:06 R: No only friends, post for my friends

0:03:15 S: Do you sometimes post pictures or movies on facebook or Instagram or whatever?

0:03.:19 R: Yeah but rarely, not so often, maybe twice a month.

0:03:30 S: Do you think sometimes when you are acting online about your privacy when you do some actions?
0:03:40 R: Yeah definitely

0:03:45 S: When do you think about it, or how or why?

0:03:46 R: because it's it's still public, everybody, even if I just post for my friends someone really wants to everybody can just read everything. We have to make a different, I do when I post something on facebook because when I post something that is not meant to be public it can get public because not only your friends can read it, but everybody who wants to, can read it and easily share.. I don't think about it, or I think about it, but I still write everything on whatsapp, which is not public directly but like everybody can get into my whatsapp account and know something about it

0:05:04 S: You said that on facebook there is a chance that everyone can read it or .. does it influence you that you don't post things on facebook because you think it's too private?

0:05:13 R: Yeah definitely like I don't post stuff on like relationship. I'm not a classic like live still evil poster..

0:05:32 S: When I talk about privacy, it's quiet hard but maybe you can describe where is the boarder of.. what is private and what is not private for you in an online in your online life..

0:05:54 R: Well public is facebook and twitter and stuff, where you automatically, you don't post, you don't post it just for a little group because then you can just call the people or write them on whatsapp.. so facebook is public for me, also twitter, like everything I do there I'm aware that it's public. But whatsapp is private for me, because you normally it's just one on one texting so it's like kind of like talking to someone, I don't tell something on whatsapp I wouldn't tell face to face and also if you have groups on whatsapp that's never more than eight or nine people so that's also like I don't.. I tell things that I would while hanging around with this seven friends. And like groups normally have a purpose, so planning something so you don't post a lot of private things

0:07:25 S: And like which things are private for you, like your address and your mobile phone number, or like pictures of your family, is it private for you?

0:07:35 R: Ja definitely like my address or my phone number, that facebook is asking me for about like 2 years now.. not doing that.. also like bank account stuff, I would never send naked photos on social media, I don't take naked pictures, but if.. and yes family pictures, like especially pictures of my little nephew

0:08:27 S: Yes, when you say bank account things and stuff but do you sometimes buy things online? (R: Yes) and then you leaver your credit card information there?

0:08:44 R: Yes but I don't like safe the information like on Amazon I type it in every time, I don't know if it helps, but I have the illusion of it

0:08:56 S: Did it ever happen to you that someone hacked your account, like some of your accounts?

0:09:07 R: No it never happened.

0:09:08 S: That's good do you sometimes.. do you think in general that your data that is online, like your emails and everything on facebook is safe?

0:09:25 R: No it's definitely not like you see it on Gmail, you get adds about stuff you write via emails, and well we all know if someone really wants to have your data he can get it and ja but, but it's not possible to live without all this. They could like this, like more encrypted but it's like pretty hard to like transfer everything

0:10:09 S: Do you have like special strong passwords or something

0:10:15 R: I don't think you can just think of my password, I'm pretty creative

0:10:28 S: And if I would tell you that someone or something can read an listen to everything that you do and write online for example this Skype conversation, how would you react on this? Does it bother you or

0:10:50 R: Well thinking about it in general it bothers everyone of course but like you always have to, like a know that this conversation could be..that someone can listen to it, and that someone could read my facebook and all the stuff but someone who would do that, wouldn't' be somebody that I know. That's why it doesn't bother me everyday, but thinking of it if I ever get into the radar of police or something they just can get every information they want to it's like in a bigger frame. That really is really scary and definitely not right. It should be.. I always say if I would be a billionaire I wouldn't buy an island I would try to make a company that has all the communication stuff for safe, that's what I would do if I had really really a lot of money.. but that's a science fiction idea..

0:12:29 S: And does it make a difference for you, you said maybe this person doesn't know you so it's not so bad, but does it matter for you if there is a person or a computer that saves all your data? And if yes which is the worse thing?

0:12:47 R: there will be a computer in a first step and there will be a person behind it analyzing or whatever I don't know whatever their target is what ever they are watching it, whatever the target is they will read it all so it's always the two I think. I don't think there is someone sitting and always waiting until I do this Skype conversation

0:13:32 S: And talking about, you said talked about police and stuff, do you know about the NSA scandal and what Snowden did?

0:13:44 R: Yes

0:13:45 S: Did you react in some way after you heard about it? Did you change something in your behaviour

0:13:56 R: No I didn't change anything, I wanted to because like there are whatsapp alternatives, as well from Switzerland, but the thing is that I don't have a Google play account where my credit card is registered, I couldn't download it, because I always download free apps, I haven't downloaded yet. It is like I said before, the transfer is a big step, that's why people, it takes people a long time to act, I think everybody thinks it's bad but then something about something else

0:14:59 S: But if I would tell you that there is a Smartphone that send everything encrypted you do and it's not traceable, it's basically safe from NSA and spying and everything that is bad. Would you consider buying such a Smartphone?

0:15:18 R: I definitely consider it but like what the power of all the Google and NSA stuff is, is that everybody has it, so it needs to be, you need to… it has to be possible on a phone like that to life your normal phone life as usual

0:15:56 S: Would you pay more money for it?

0:15.58 R: I would definitely pay more, like maybe like I'm not a.. I don't spent a whole lot of money on the phone, I have just a cheap Samsung phone for about 300 francs, I think I would pay double

0:16:20 S: How do you think the future will look like, do you think people will change to some alternative things you already named or will people share more of their lives or will they get more conservative

0:16:36 R: I think that is a question of education or social status, I think people with a higher education they will… the higher the education level is, the more people are concerned about it, because they normally know more about history and stuff , so they know they can make a link between history and things that happens. I don't think like in another eight years a big amount of people will change their behaviour, but I think the group of people that are really considered and maybe try to find alternatives or even just to go online how far it is possible?

0:17:59 S: Do you think there is a cultural difference in like how much people care, do you see a difference between like Switzerland and Germany? If people are more concerned in Germany or in Switzerland about NSA or is it almost the same everywhere?

0:18:27 R: I don't think it's the same everywhere, I can't really make a difference between Switzerland and Germany because that's not really different to me. But I think Germany, Switzerland and Austria in this area is an area where people aren't likely to post so much stuff as for example Asia or America. But that's a subjective thing.

0:19:22 S: This was already the last question.. you want to add something?

0:19:40 R: I think it's a really important subject to do research for, you are making a difference

0:19:56 S: Thank you very much