**APPENDIX**

**Factors and Vignettes**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Factor** | | |  | **Dimensions** |  | **In Vignette** | | | |
|  | | | | | | | | | |
| **Context[[1]](#footnote-1)**  *The business of the primary organization. The underlying activity or purpose surrounding the exchange.* | | |  | Movies |  | browsing movies…a movie guide…movies you look at…movie guide. | | | |
|  | Social |  | looking at….social networking…the content of your friends pages… | | | |
|  | Medical |  | researching on…medical research …the medical articles… | | | |
|  | Retail |  | shopping on…retail ….the clothes you look at… | | | |
|  | Search |  | searching on …search engine…the search results… | | | |
|  | News |  | reading…a national news…the articles…national news | | | |
|  | Videos |  | browsing videos on ….a video sharing…the videos you look at….video sharing | | | |
|  | Travel |  | searching on…travel…the flights and hotels you browse… | | | |
|  | Banking |  | Working on…your banking statements…online banking…an online banking | | | |
|  | Payment |  | Checking your balance…your payment history…online payment services…an online payment services | | | |
|  | | | | | | |
|  | | | | | | | | | |
| **Information**  *The type of information received or tracked by the primary organization.* | | |  | Click | | |  | where you clicked and looked on the page | |
|  | Search Terms | | |  | search terms you have typed | |
|  | Keywords | | |  | keywords on your current webpage | |
|  | General Online | | |  | your general online activity | |
|  | | | | | | | | | |
| **Tenure.** *Time with organization* | | |  | Months/Years (*continuous)* |  |  | | | |
|  | | | | | | | | | |
| **Frequency**. *Frequency of use.* | | |  | Hours per week *(continuous)* |  | Very frequently…frequently…occasionally…infrequently  …rarely… | | | |
|  | | | | | | | | | |
| FACTORS SPECIFIC TO TARGETING SURVEY (I) | | | | | | | | | |
|  | | | | | | | | | |
| **Data Enhancement**  *Additional information supplement known tracked information* | | |  | Friends | | |  | the online activity of your friends on the website | |
|  | Demographic | | |  | your age and gender | |
|  | Name | | |  | your name | |
|  | Location | | |  | your location | |
|  | | | | | | | | | |
| **AdType.**  *What the organization does with the information* | | |  | Primary Org Ad | | |  | their own products and services | |
|  | 3rd Party Ad | | |  | a new website’s products a new website | |
|  | Familiar 3rd Party Ad | | |  | a familiar website you visited recently | |
|  | | | | | | | | | |
| FACTORS SPECIFIC TO TRACKING SURVEY (II) | | | | | | | | | |
|  | | | | | | | | | |
| **Age**. *Time stored* | | |  | *Continuous* months | | |  | 2, 4, 6, 8, 10, 12 Months. | |
|  | | | | | | | | | |
| **Personalization** | | |  | Name | | |  | Your name | |
|  | Location ID | | |  | Your location | |
|  | Demographic | | |  | your age and gender | |
|  | Technology ID | | |  | a unique identifier for your computer | |
|  | | | | | | | | | |
| **Collection**  *Who collects the information* | | |  | Primary organization | | |  | the website …website | |
|  | 3rd party tracking | | |  | an outside company's invisible tracking program…tracking company | |
|  | | | | | | | | | |
| **Second Use.**  *What the collecting organization does with the information* | | |  | Retargeting | | |  | uses the information for future ads when you are online | |
|  | Data exchange | | |  | sells the data in an online auction | |
|  | Social advertising | | |  | uses the information for future ads targeting your friends and contacts. | |
|  | | | | | | | | | |
| VIGNETTE DESIGN | | | | | | | | | |
|  |  | Targeting | | | | | | | Tracking |
| Vignette Framework |  | You are {Context\_alt} {Context} website that you have used {Frequency} for about {Tenure}.  The {Context\_alt3} site places an advertisement for {AdType} based on {Information}.  In addition to your activities on the {Context\_alt3} site, the advertisement also uses {Data Enhancement} to tailor the ad. | | | | | | | You are {Context\_alt} {Context} website that you have used {Frequency} for about {Tenure}.   On the {Context\_alt3} site, {Information} {Information\_alt} collected by {Collection} and will be stored for {Age}.   The data collected also includes {Personalization}.   The {Collection\_alt} then {Second Use}. |
| Sample Vignette |  | You are working on an online banking website that you have used frequently for five months.  The online banking site places an advertisement for a new website’s products based on search terms you typed.  In addition to your activities on the online banking site, the advertisement also uses your location to tailor the ad. | | | | | | | You are shopping on a retail website that you have used rarely for seven months.  On the retail site, your general online activity is collected by the website and will be stored for 6 months.   The data collected also includes your demographic data.  The website then sells the data in an online auction. |

**SAMPLE VIGNETTES:**

**Factors Common to All Vignettes**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factor** |  | **Dimensions** |  | **In Vignette** |
|  | | | | |
| **Context**  *The business of the primary organization. The underlying activity or purpose surrounding the exchange.* |  |  |  | CONTEXT A…CONTEXT B….CONTEXT C |
|  | Movies |  | browsing movies…a movie guide…movies you look at…movie guide. |
|  | Social |  | looking at….social networking…the content of your friends pages… |
|  | Medical |  | researching on…medical research …the medical articles… |
|  | Retail |  | shopping on…retail ….the clothes you look at… |
|  | Search |  | searching on …search engine…the search results… |
|  | News |  | reading…a national news…the articles…national news |
|  | Videos |  | browsing videos on ….a video sharing…the videos you look at….video sharing |
|  | Travel |  | searching on…travel…the flights and hotels you browse… |
|  | Banking |  | Working on…your banking statements…online banking…an online banking |
|  | Payment |  | Checking your balance…your payment history…online payment services…an online payment services |
|  |  |  |  |
|  |  |  |  |
|  | | | | |
| **Tenure.** *Time with organization* |  | Months/Years (*continuous)* |  | a week…less than a month…2..3…4…5…6….7 months |
|  | | | | |
| **Frequency**. *Frequency of use.* |  | Hours per week *(continuous)* |  | Very frequently…frequently…occasionally…infrequently  …rarely… |
|  | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Rating #1 – for PRIVACY EXPECTATIONS SURVEYS** | | | | |
| This organization has met my privacy expectations. | | | | |
| Strongly Disagree |  |  |  | Strongly Agree |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Rating #2 – for PRIVACY NOTICE SURVEYS** | | | | |
| This website conforms to the privacy notice. | | | | |
| Strongly Disagree |  |  |  | Strongly Agree |

Context chosen based on the following rankings:

[*http://www.google.com/adplanner/static/top1000/index.html#*](http://www.google.com/adplanner/static/top1000/index.html) *OR by country* [*http://www.alexa.com/topsites/countries/US*](http://www.alexa.com/topsites/countries/US) *OR http://www.alexa.com/topsites/countries*

**I. Pilot I – Targeting Advertisements**

**Sample 1:**

You are working on an online banking website that you have used once a month for about five months.

The online banking site places an advertisement for a new website’s products based on search terms you typed.

In addition to your activities on the online banking site, the advertisement also uses your demographic data to tailor the ad

**Sample 2**:

You are searching on a search engine website that you have used infrequently for about five months.

The search engine site places an advertisement for their own products and services based on where you clicked and looked on the page.

In addition to your activities on the search engine site, the advertisement also uses the online activity of your friends on the website to tailor the ad.

**II. Pilot II – Tracking Data**

**Sample 1:**

You are shopping on a retail website that you have used once a day for about seven months.

On the retail site, your general online activity is collected by the website and will be stored for 6 months.   The data collected also includes your demographic data.

The website then sells the data in an online auction.

**Sample 2:**

You are working on an online banking website that you have used infrequently for about a week.

 On the online banking site, where you clicked and looked on the page is collected by the website and will be stored for a month.   The data collected also includes a unique identifier for your computer.

 The website then uses the information for future ads targeting your friends and contacts

1. See [*http://www.google.com/adplanner/static/top1000/index.html#*](http://www.google.com/adplanner/static/top1000/index.html) *OR by country* [*http://www.alexa.com/topsites/countries/US*](http://www.alexa.com/topsites/countries/US) *OR http://www.alexa.com/topsites/countries* [↑](#footnote-ref-1)