

The PRISMS FP7 Project

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- Selective overview
- Adapted from a presentation to the IFIP Summer School, Patras, 9 September 2014 entitled 'Privacy and Security Perceptions of European Citizens' (prepared by Michael Friedewald/ISI Fraunhofer and Marc van Lieshout/TNO, and colleagues); with thanks

The PRISMS Project

- PRISMS = Privacy and Security Mirrors
- FP 7 Project, Security Research
- February 2012 until July 2015
- 8 partners from 5 countries



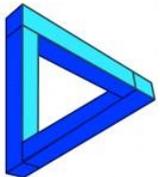
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The objective of the project

- Explore the relationship between privacy and security
 - do people actually evaluate the introduction of new security technologies in terms of a trade-off between privacy and security?
 - what are the main factors that affect public assessment of the security and privacy implications of given security technology?

Pan-EU survey

What are 'privacy' and 'security' and how can the relationship be measured?

- 'Privacy' and 'Security' are fuzzy, multi-faceted concepts
- People may not be well informed (about facts and scientific subtleties), but they voice opinions
- Privacy and data protection are not the same
- Many existing opinion polls do not reflect subtleties and contexts when they ask 'How important do you consider your privacy/security?'

Different types of privacy

- Privacy of the person
- Privacy of thought and feeling
- Privacy of behaviour and action
- Privacy of location and space
- Privacy of personal communication
- Privacy of personal data and image
- Privacy of association

(Finn *et al.*, 2013)

Different types of security

- In the security-privacy ‘trade-off’ debate, narrow definition
 - Mainly related to terrorism, organised crime
 - Maybe border security
- For general public, ‘security’ is usually much more related to
 - Physical security
 - Political security
 - Socio-economic security
 - Cultural Security
 - Environmental security
 - ‘Radical uncertainty’ security
 - Information security

Privacy itself can be seen as a an element of security (Raab, 2014)

Not to mention linguistic issues: e.g., ‘Sicherheit’ = safety, security and certainty

Survey methodology and technicalities

Size of the survey

- Target population: General population, aged 18+
- Number of countries: 27 EU countries (without Croatia)
- Number of interviews per country: 27,195 interviews (~ 1000 per country)
- Interviews carried out amongst a representative sample (based on age, gender and work status) within each country, as well as ensuring a good regional spread

Technicalities

- Survey administration: CATI, quota survey; random digit dialling of landline and mobile numbers
- Questionnaire duration: 20 minutes (target), 25-30 minutes (in practice)
- Time of field work: February – April 2014 (until June 2014 in two countries)

Weighting

- Data at the individual country level is weighted by age, gender and work status
- Overall data include individual country weights, and a population weight has then been applied

Questionnaire structure

- Trust
- Vignettes/scenarios (split-sampled)
 1. NSA surveillance
 2. Biometric access control systems
 3. Smart meters
 4. Internet monitoring
 5. ANPR cameras
 6. ISP data
 7. DNA databases
 8. Crowd surveillance
- Security concerns
- Privacy concerns
- Specific attitudes to privacy and data protection practices
- Values
- Demographics

Vignettes used for contextualisation

e.g. Biometric access control systems

- At a local primary school, a new system for getting into the school has been installed. All pupils, teachers, parents, other family members and visitors have to provide their fingerprints on an electronic pad to identify themselves in order to enter or leave the school

Methodological implications

- In survey, we try to avoid using the terms 'privacy' and 'security' in a direct way
- In survey, all types of privacy and security are implicit
- Some questions focus on personal and general security worries
- One question asks about different types of privacy
- Vignettes cover different types of security and privacy

Selected findings

- *Both* privacy and security are important to people
- People *do not* value security and privacy in terms of a 'trade-off'
- There is no significant relationship between people's valuation of privacy and their valuation of security
- There is a significant correlation between the valuation of personal and general security

Some findings from vignettes (1)

- Crowd surveillance (for football scenario), ANPR (for speeding) and Internet monitoring (to detect extremist activity) is acceptable to citizens
 - People tend to accept security practices when they come close to personal concerns and affects others
- Other security related practices (biometric access control, ISP data market, NSA surveillance) are far less acceptable
 - People are uncomfortable with security practices when it affects themselves

Some findings from vignettes (2)

- Demographics make a difference – but not all the ‘usual’ suspects
 - Education: the higher the education, the more the concern
 - (knowledge makes one suspicious?)
 - No distinction between rural and urban areas
 - (the global village?)
 - Difference between Southern and Eastern European countries and rest of Europe on general/personal security
 - (impact of economic factors?)
 - Gender: - in some cases
 - (effect of the personal?)
 - Influence of age needs further analysis

Some provisional conclusions

- We need to bear *context* in mind – not the top of the mind for many people; there are other day-to-day concerns
- But we can recognise some consistent themes: e.g., respondents in Italy, Malta, and Romania tend to be more in favour of security actions; those in Germany, Austria, Finland, Greece less so
- Covert operations in virtual space raises more concerns than the overt operations in a real environment; public sector activities raise less concern than private sector activities

Outlook

- We have only scratched the surface of the data; much more to analyse in terms of the relationships between demographics, wider attitudes, and underlying values in relation to privacy and security
- Trust in institutions (public/private) will be explored at greater detail; check on various control variables
- Interesting opportunity to create comparable country reports

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