SOLIDMonitor
key findings

FLANDERS

MathiasMaes.be- PhD Researcher imec-mict-UGent

Vlaamse overheid

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SOLIDMonitor

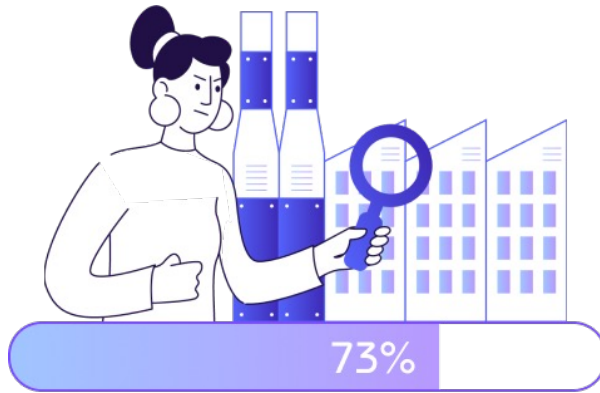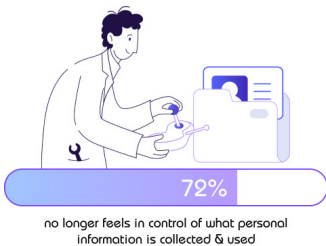Current attitude & practices regarding:
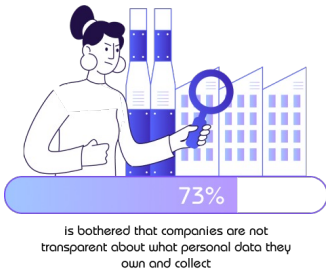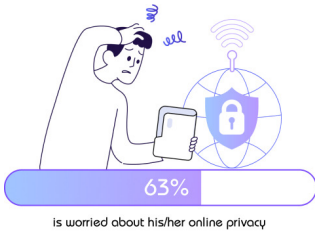
- Privacy
- Data sharing
- PDS (adoption potential)
- Institutional trust
- Domain validation: media

SOLIDMonitor - privacy

73%

is bothered that companies are not transparent about what personal data they own and collect

63%

is worried about his/her online privacy

72%

no longer feels in control of what personal information is collected & used
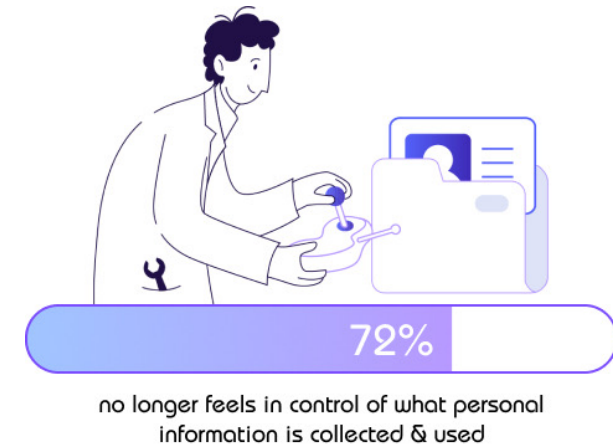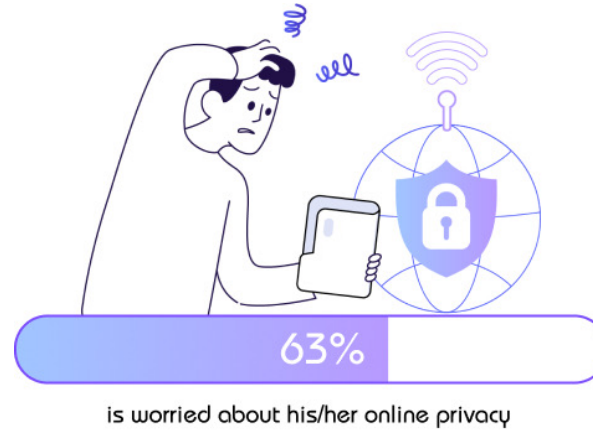
SOLIDMonitor - privacy

- **Privacy concerns** are strongly present and consistent with a growing frustration regarding lack of:
  - Transparency
  - Control

- Symptoms of **privacy cynicism**: feelings of uncertainty and powerlessness towards data practices

  $\approx 1/4$
  - *'I doesn't matter whether or not I try to protect my data online'*
  - *'I have given up trying to protect my data online with current methods'*
  - *'I don't feel like spending a lot of time online trying to protect my personal data'*

- Signs of **digital resignation**:
  - rational acceptance of loss of privacy, uselessness of protecting oneself online

63%
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72%
no longer feels in control of what personal information is collected & used

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SOLIDMonitor – data sharing

65%
believes that when sharing personal data, it should be clear what benefits are associated with it
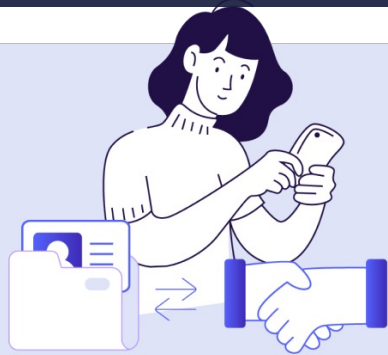
55%
wants an explanation with information on how an organization/company would use or share personal data

7%
currently feels completely comfortable with sharing his/her data online

You easily share data...

24%
in exchange for free products/ services

26%
to save time

21%
to receive personal recommendations

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SOLIDMonitor – data sharing

65% believes that when sharing personal data, it should be clear what benefits are associated with it

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You easily share data...

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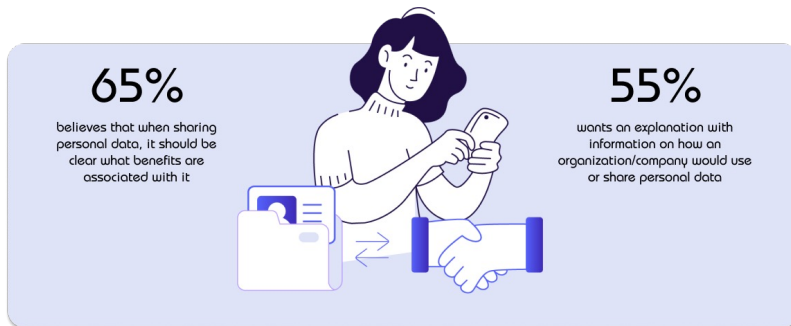
- **Only 7% of Flemish people feel truly comfortable with sharing data online today. What could make them more comfortable?**

    - People want to know what benefits data sharing gives them (values)
    - And what companies use it for and share it with (transparency)
    - Clear and internal instructions on how to share data (ease of use)

- What are contributing factors:
    - Reputation of company/org
    - Previous experience with company/org

- Some data is more sensitive than other:
    - People are okay with, for instance, sharing interests
    - Health and finance data is unsurprisingly considered less comfortable

SOLIDMonitor – PDS

7 op de 10

Flemings favors the use of personal data vaults.

5 op de 10

predicts they will use it in the future.

70%

Would find personal data vaults useful in their daily lives

70%

expects that learning how to use personal data vaults would be easy for them

69%

sees personal data vaults as a reliable way to manage personal data

61%

is confident private data will be secure in their personal data vault.

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SOLIDMonitor – PDS

7 op de 10
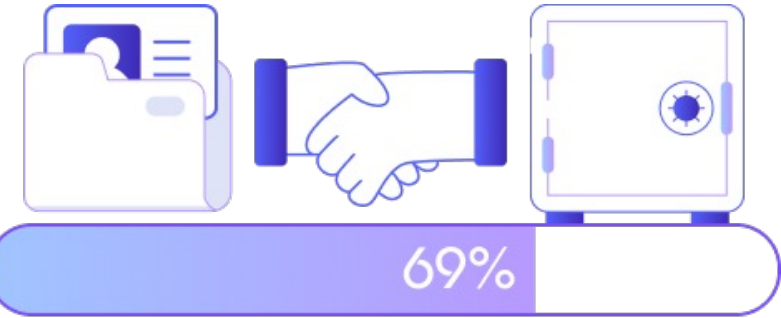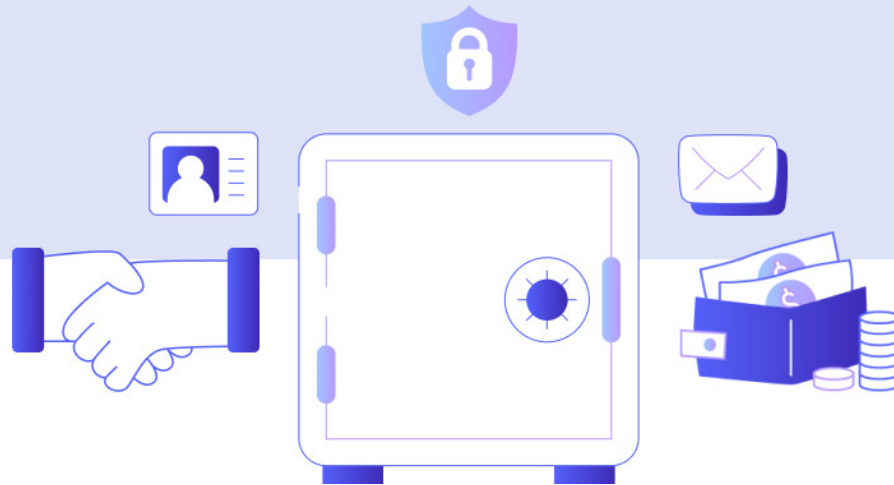Flemings favors the use of personal data vaults.

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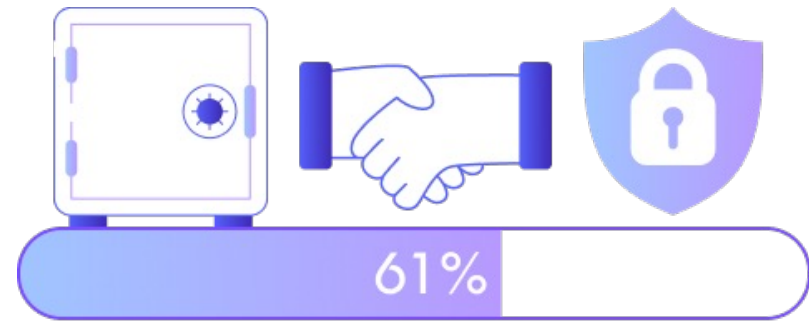Would find personal data vaults useful in their daily lives

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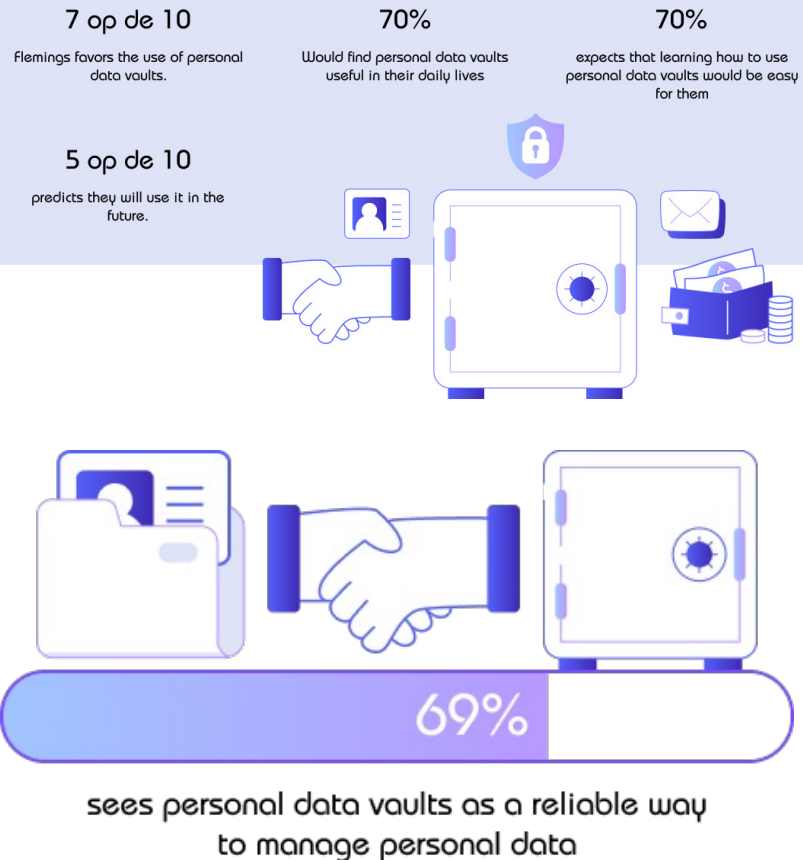
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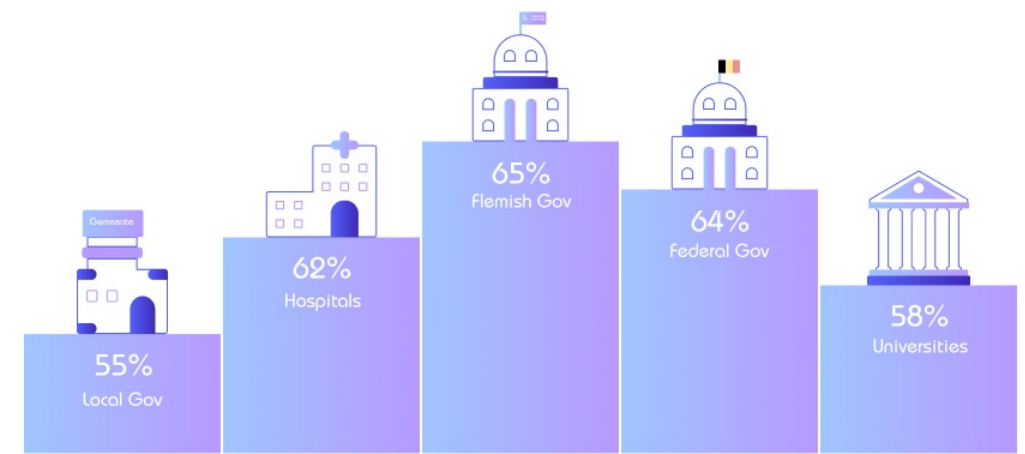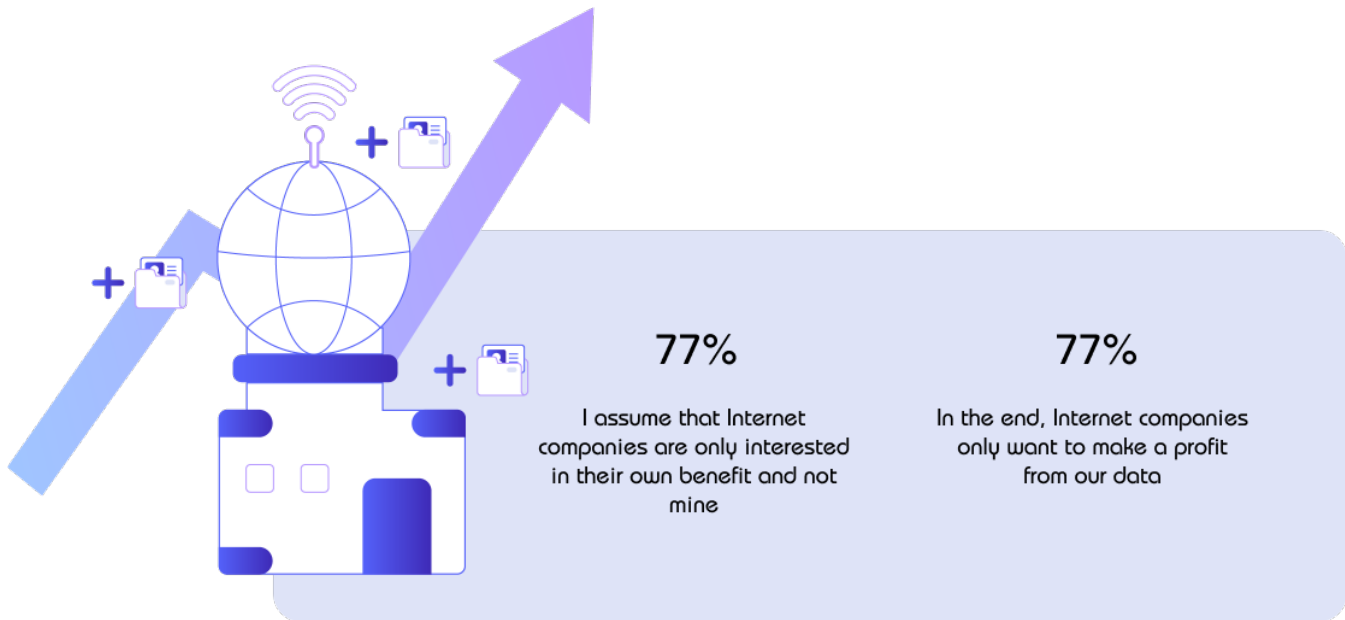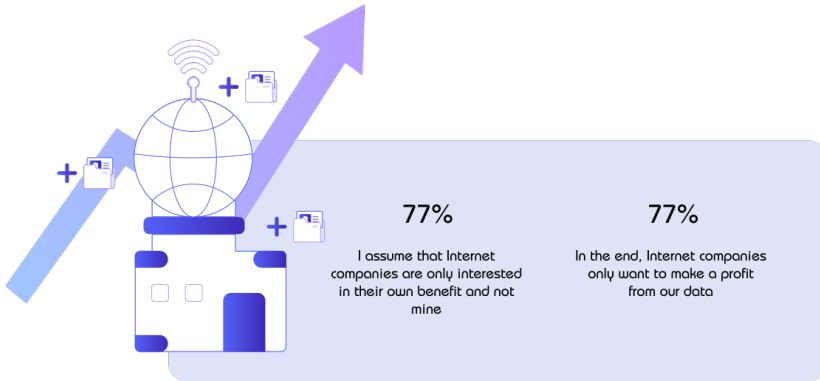- **7/10 has positive attitude towards PDS**
- **5/10 already sees themselves using PDS in the future**

- Sees PDS as potential instruments for:
    - Increased transparency
    - Increased control
    - **A power shift away from Big Tech (76%)**

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SOLIDMonitor – institutional trust

77%

I assume that Internet companies are only interested in their own benefit and not mine

77%

In the end, Internet companies only want to make a profit from our data

55% Local Gov
62% Hospitals
65% Flemish Gov
64% Federal Gov
58% Universities

Trust in companies/orgs as potential providers of PDS

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SOLIDMonitor – institutional trust

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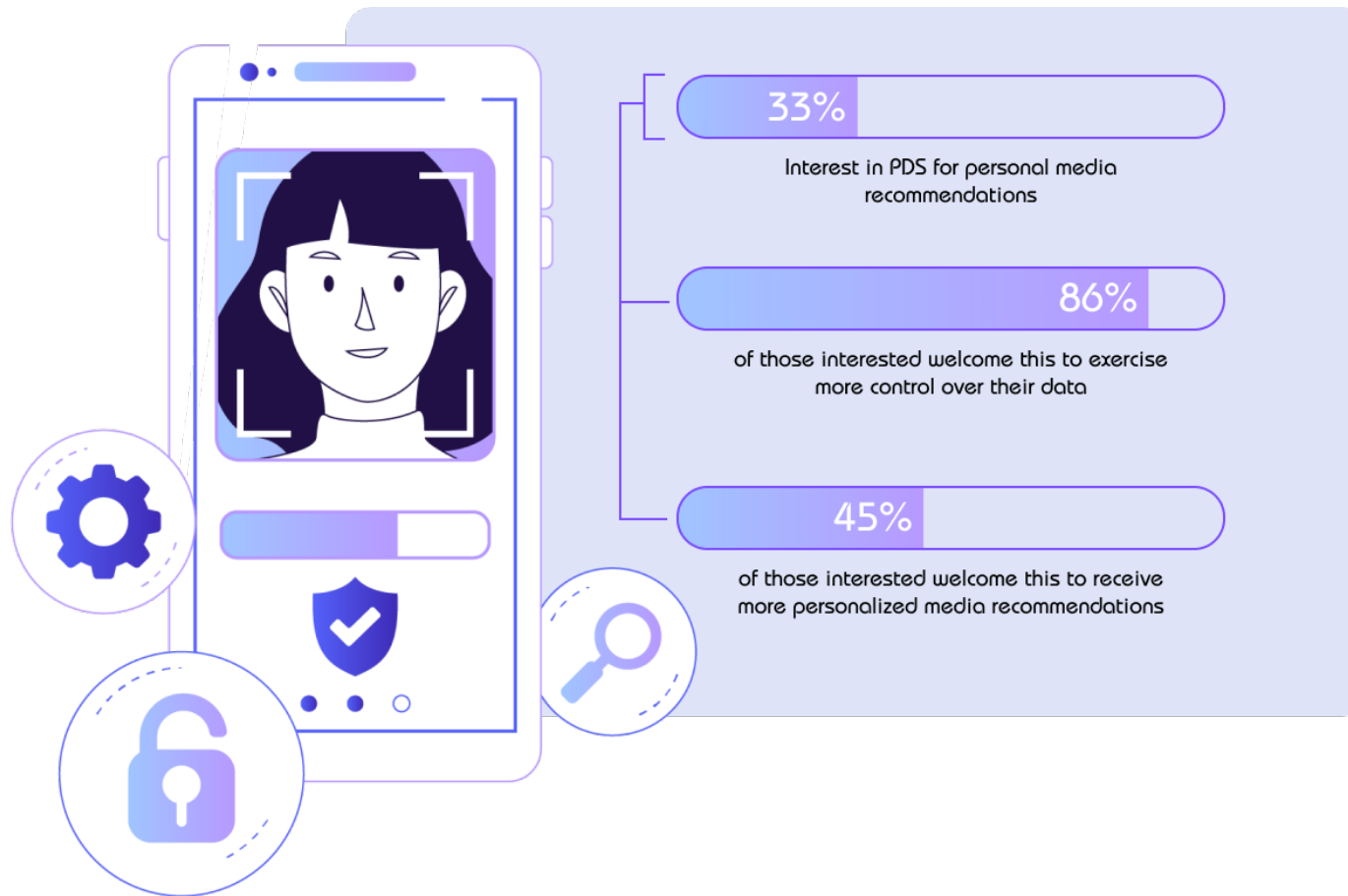
- **77 % mistrust in Internet companies and how they use personal data**

- **Large traditional institutions** such as governments, hospitals, banks, insurance companies,… score highest on trust **in handling personal data**

- Unsurprisingly, social media organisations and international Internet/media companies are highly distrusted in handling personal data

- **Similar results in trust as potential providers of PDS**
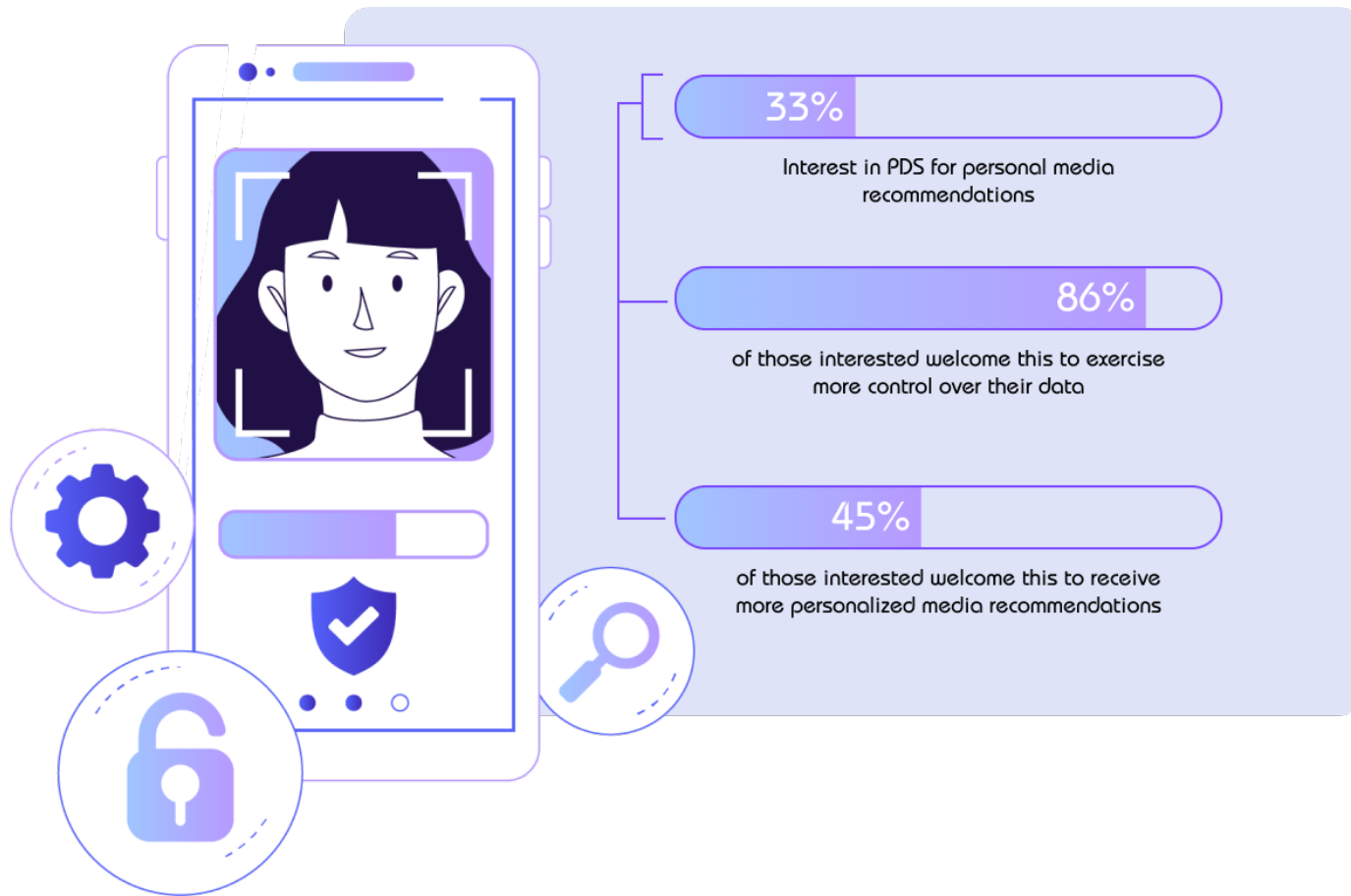   - **Flemish government scores highest (65%)**
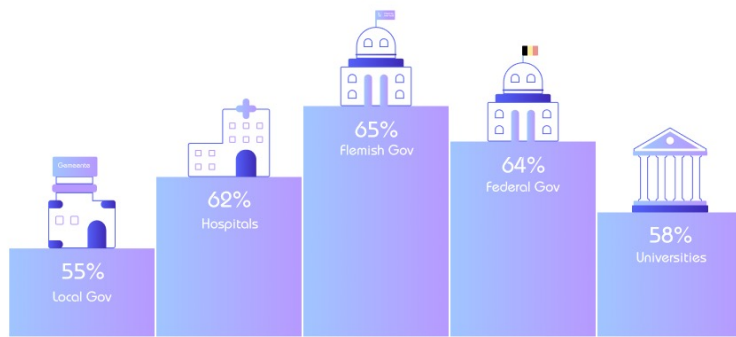
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SOLIDMonitor – Media use case

33%

Interest in PDS for personal media recommendations

86%

of those interested welcome this to exercise more control over their data

45%

of those interested welcome this to receive more personalized media recommendations

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SOLIDMonitor – Media use case

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Media enquiry seems to confirm:

- **Transparency and control are more important** to interested people then personalised media recommendations
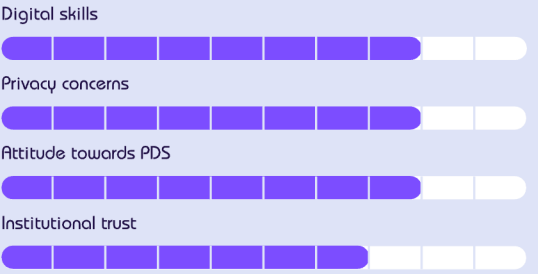
For personalised media recommendations:

- Data from news websites and interests enjoy most willingness to share (37%)

- Internet usage data on the other side of the spectrum (12%)

Privacy Pioniers – 34%

Privacy Pioneers (Privacy Pioniers)

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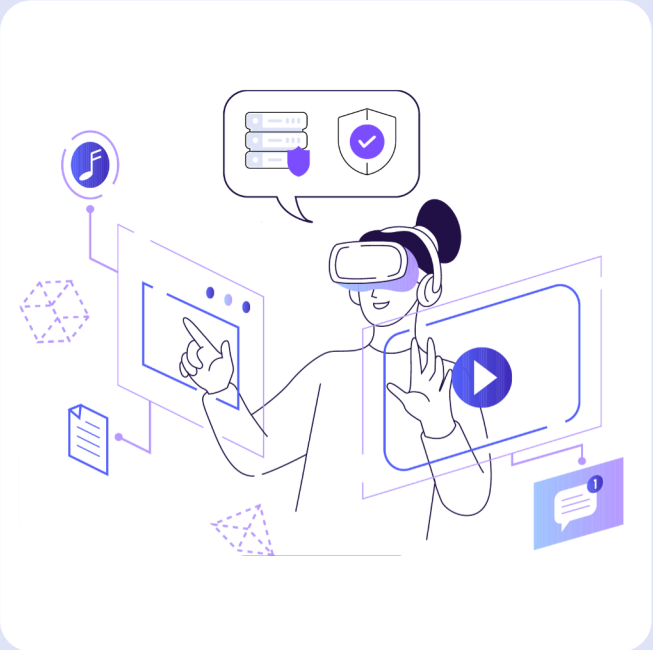
Positive - techies - concerned - demanding

Digital skills

Privacy concerns

Attitude towards PDS

Institutional trust

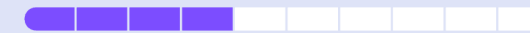| GEEN RELATIE	LAT-RELATIE	PLATONISCHE RELATIE	HAAT-LIEFDE VERHOUDING	PASSIONELE MINNAAR
4%	21%	20%	45%	10%

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Argwanende Achterblijvers 26%

Suspicious Stragglers (Argwanende Achterblijver)

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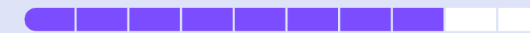
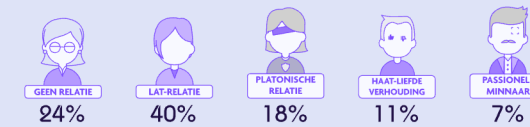Negative - technoskeptical - reluctant - suspicious
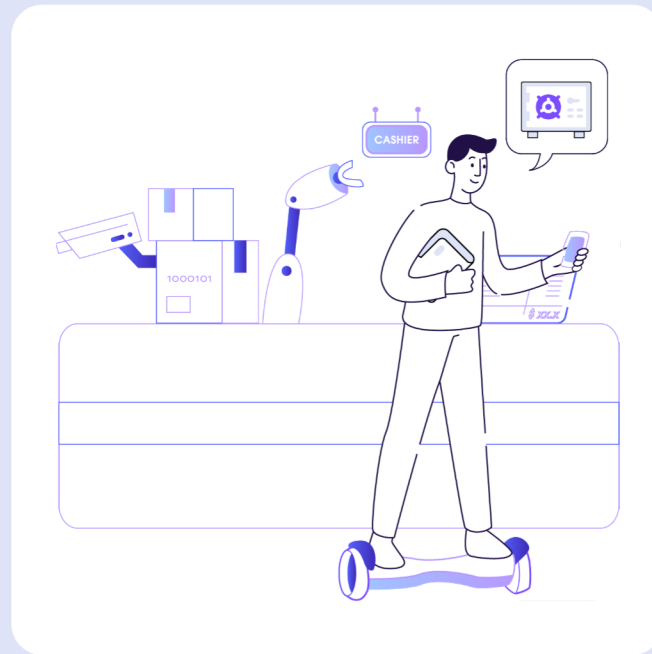
Digital skills

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GEEN RELATIE	LAT-RELATIE	PLATONISCHE RELATIE	HAAT-LIEFDE VERHOUDING	PASSIONELE MINNAAR
24%	40%	18%	11%	7%

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Onbezorgde Opportunisten 40%

Worriless Weathercocks (Onbezorgde Opportunisten)

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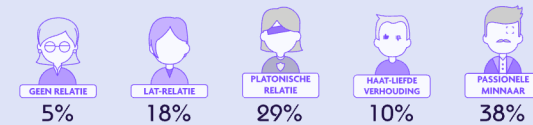Optimists - Techies - laissez faire
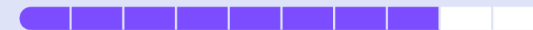
Digital Skills

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GEEN RELATIE	LAT-RELATIE	PLATONISCHE RELATIE	HAAT-LIEFDE VERHOUDING	PASSIONELE MINNAAR
5%	18%	29%	10%	38%

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SOLIDMonitor
What's next?

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INNOVATION

Gefinancierd door
de Europese Unie
NextGenerationEU

SOLIDMonitor – What's next?

- First edition forms a basis, a foundation for future editions, but…
  - Extra focus on value creation for users apart from agency
  - Contextual differences in data sharing asks for more use case-minded approach

- Ongoing and future research:
  - Use case evaluation criteria: how can I assess a use case from a user's perspective?
  - Experiments on consent and control: do people share less or more through PDS
  - What areas should we focus on to increase user adoption/acceptance

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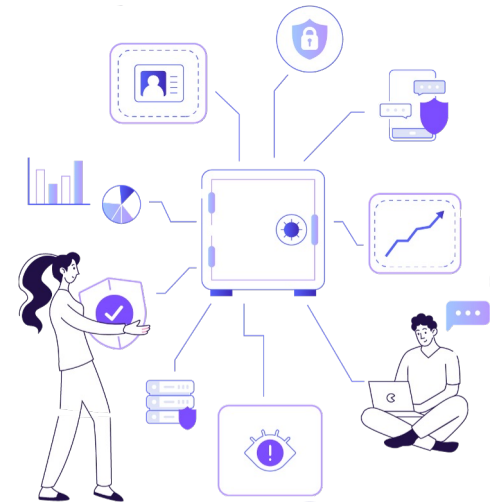
SOLIDMonitor – Preliminary results

- Adoption determinants:
  - Building trust in PDS is the crucial factor towards acceptance
    - Security/reliability, but also support networks
    - Ease of use is not a factor right now, but will likely become most crucial as the tech matures

- Use case evaluation criteria:
  - What determinants come into play when assessing a use case from a user's perspective
    - Creation of a use case model canvas (visualisation tool)
    - Parameter identification: *data types minimum, perceived short-term/long-term benefits, value identification, personal relevance, trust in stakeholders,...*

Full report available at:

https://www.solidlab.be/reports/

Next release: 6 December 2023

Preliminary results at Trefdag Digitaal Vlaanderen (Oct 26)

Do you have further questions or a use case you want to have assessed? Contact me!

Mathias Maes / Researcher imec-mict-Ugent / Contact: www.mathiasmaes.be