

# SOLIDMonitor

## key findings





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Gefinancierd door  
de Europese Unie  
NextGenerationEU

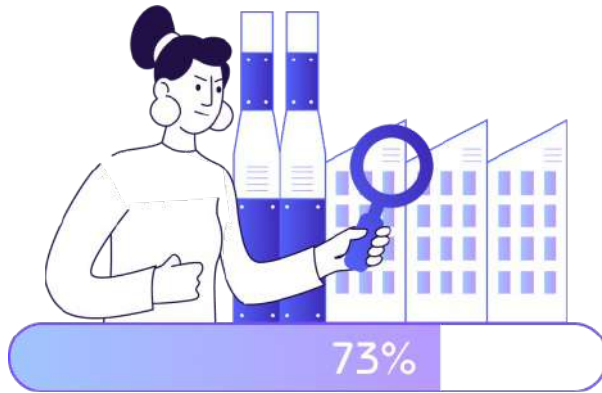
# SOLIDMonitor

Current attitude & practices regarding:

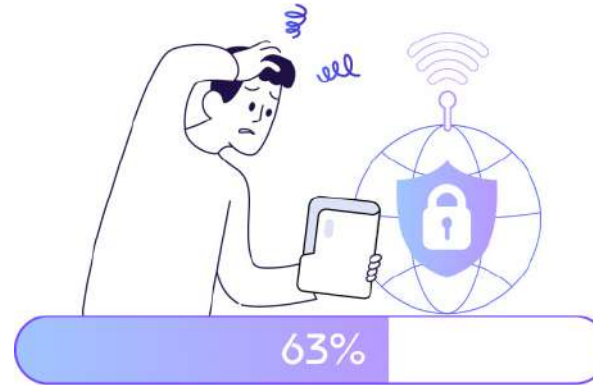
-  Privacy
-  Data sharing
-  PDS (adoption potential)
-  Institutional trust
-  Domain validation: media



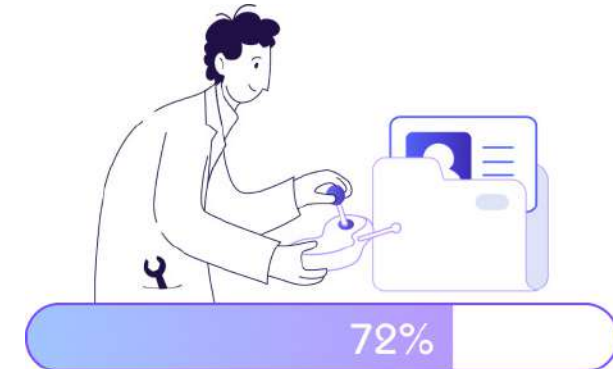
# SOLIDMonitor - privacy



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

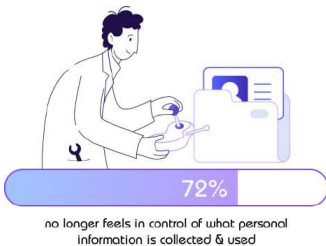
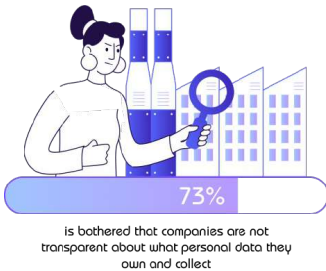


is worried about his/her online privacy



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

# SOLIDMonitor - privacy

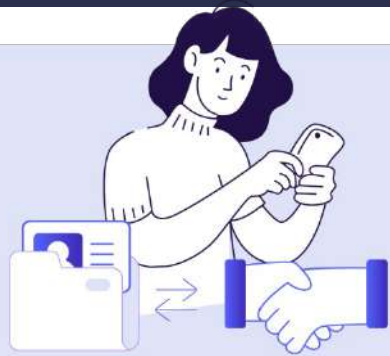


- **Privacy concerns** are strongly present and consistent with a growing frustration regarding lack of:
  - Transparency
  - Control
- Symptoms of **privacy cynicism**: feelings of uncertainty and powerlessness towards data practices  
≈ 1/4
  - *'I doesn't matter whether or not I try to protect my 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

# 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

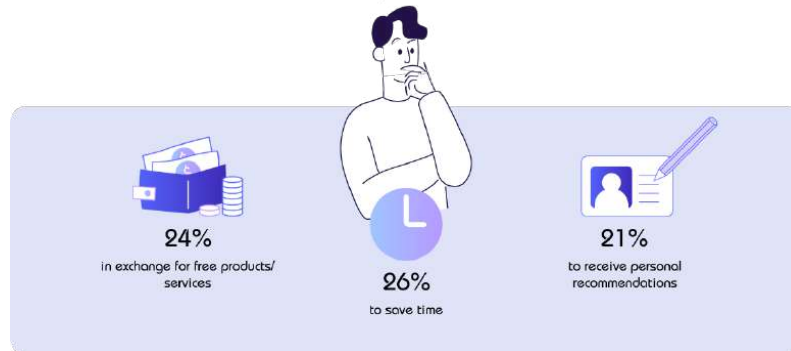
# SOLIDMonitor – data sharing



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

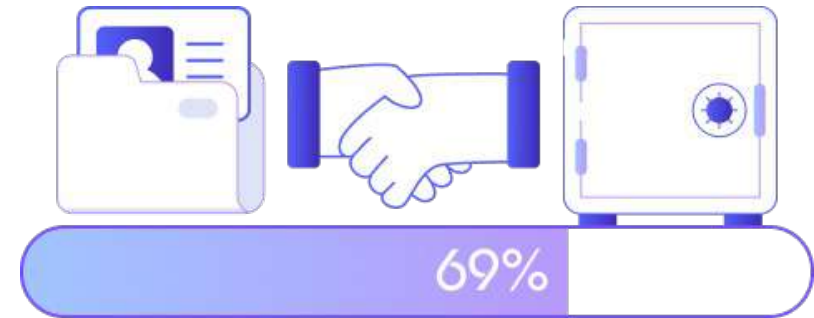
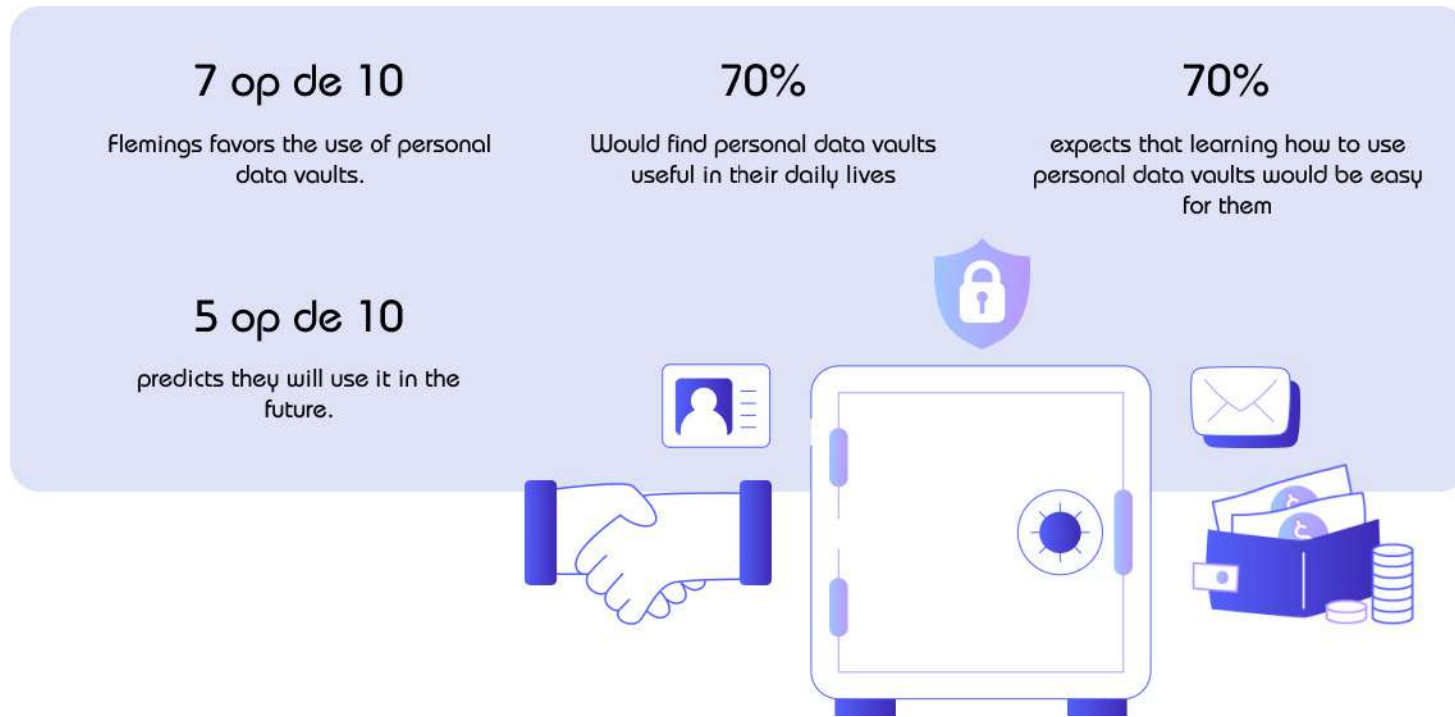
- People want to know what benefits data sharing gives them (values)
- And what companies use it for and share it with (transparency)
- Clear and internal instructions on how to share data (ease of use)

You easily share data...

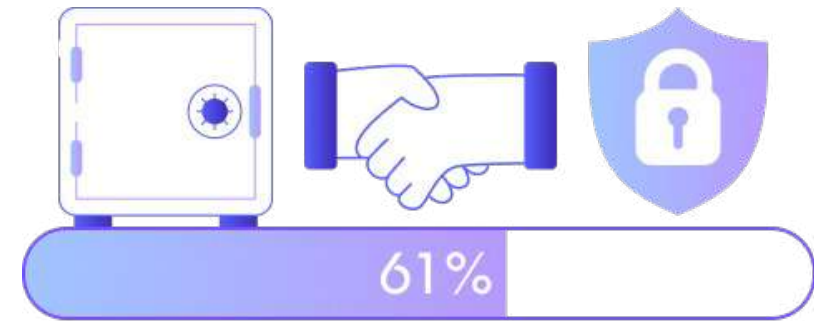


- What are contributing factors:
  - Reputation of company/org
  - Previous experience with company/org
- Some data is more sensitive than other:
  - People are okay with, for instance, sharing interests
  - Health and finance data is unsurprisingly considered less comfortable

# SOLIDMonitor – PDS

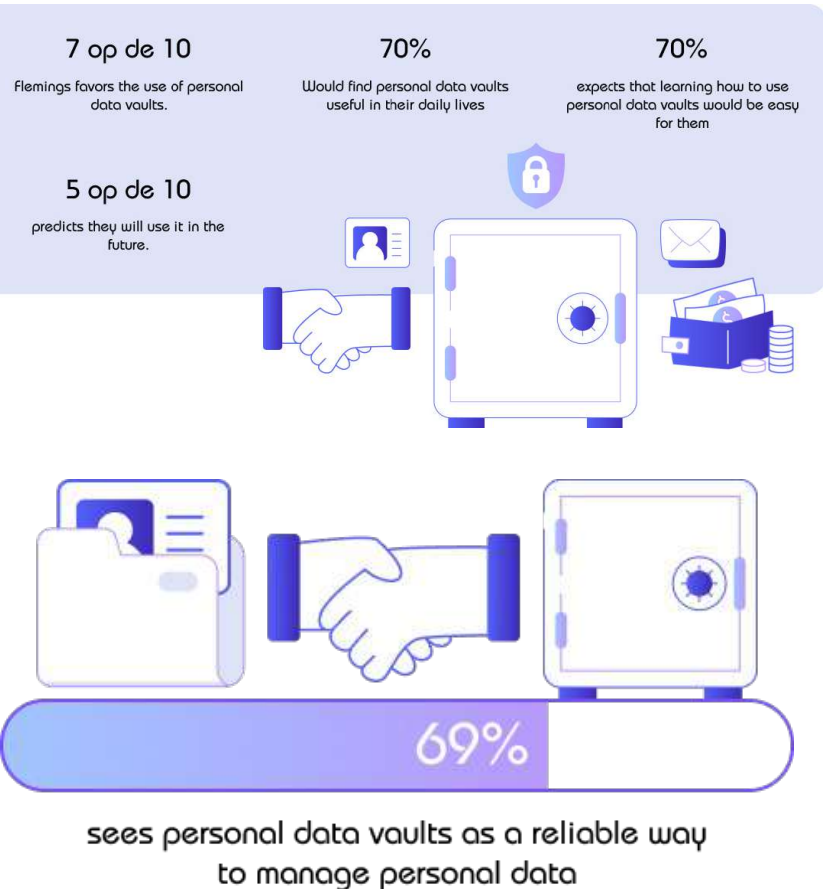


sees personal data vaults as a reliable way to manage personal data



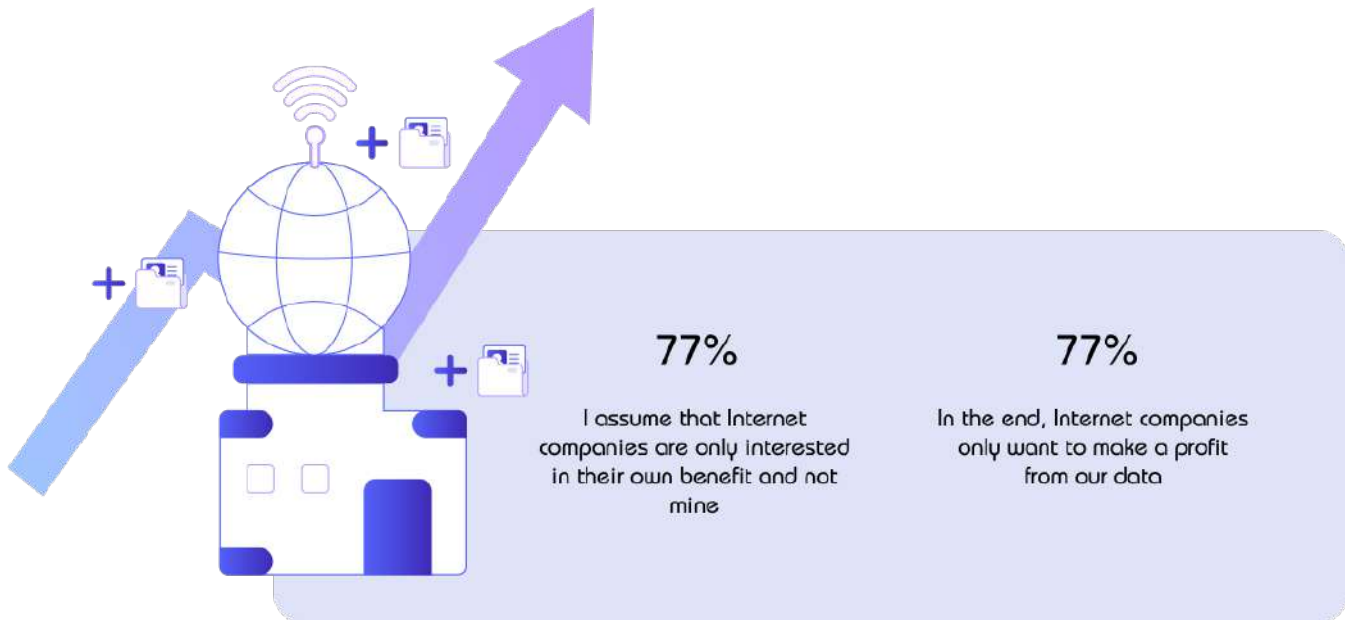
is confident private data will be secure in their personal data vault.

# SOLIDMonitor – PDS



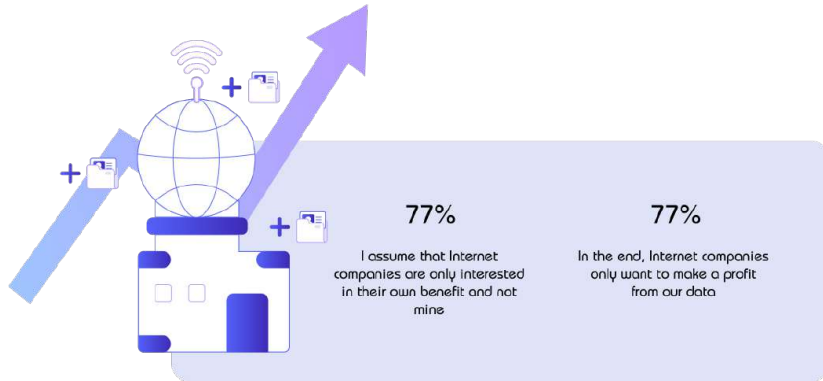
- 7/10 has positive attitude towards PDS
- 5/10 already sees themselves using PDS in the future
- Sees PDS as potential instruments for:
  - Increased transparency
  - Increased control
  - A power shift away from Big Tech (76%)

# SOLIDMonitor – institutional trust

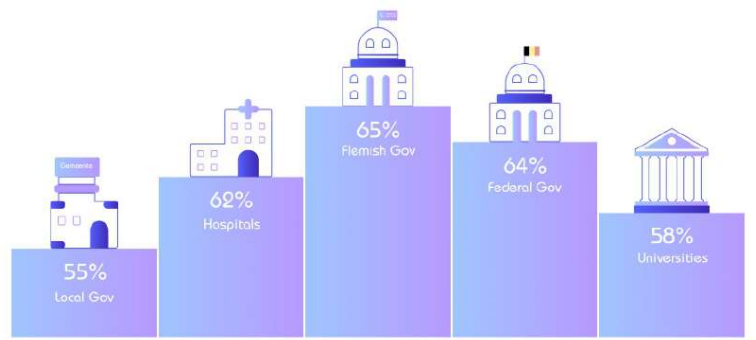


Trust in companies/orgs as potential providers of PDS

# SOLIDMonitor – institutional trust

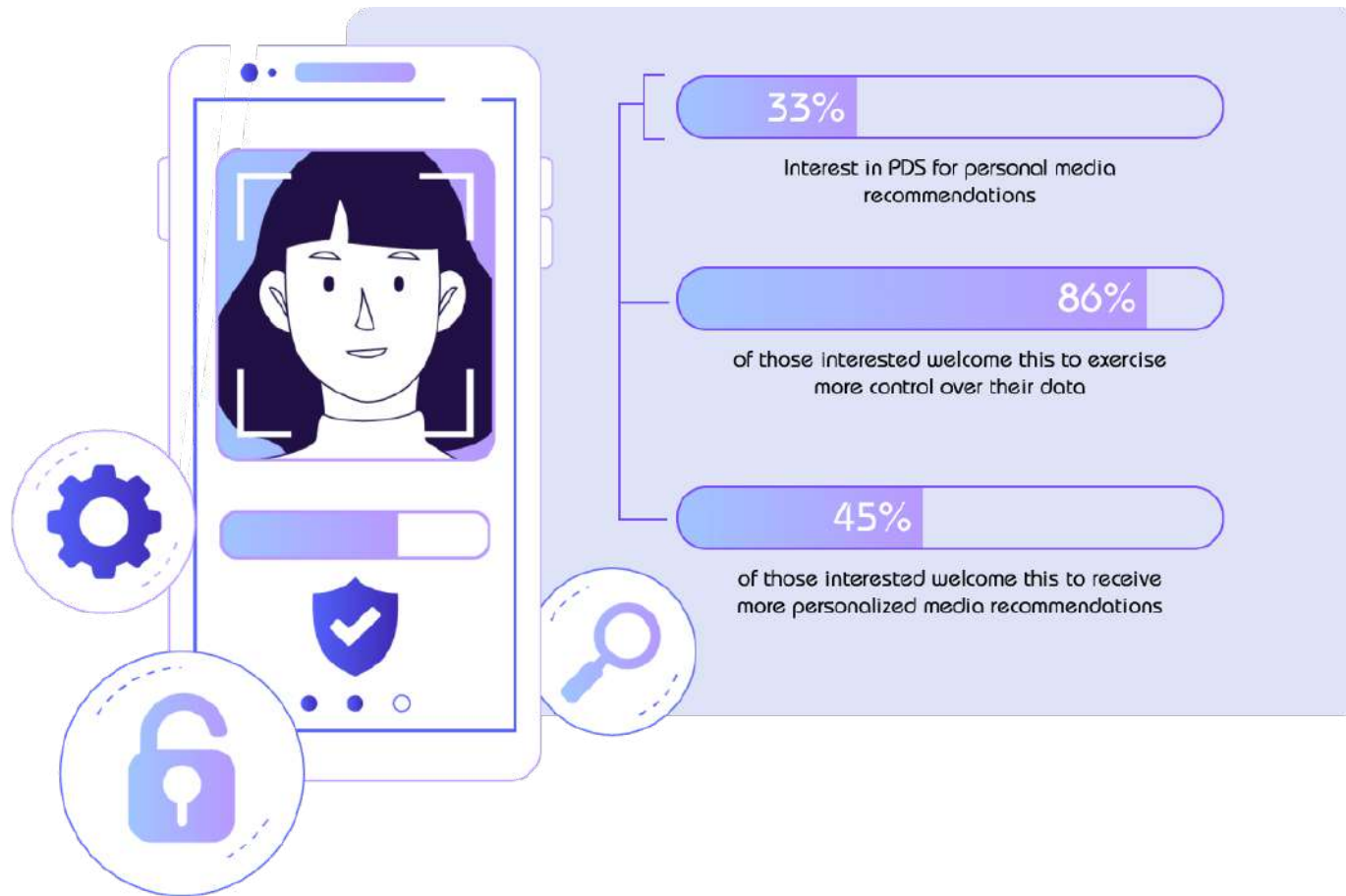


- 77 % mistrust in Internet companies and how they use personal data
- **Large traditional institutions** such as governments, hospitals, banks, insurance companies,... score highest on trust in **handling personal data**
- Unsurprisingly, social media organisations and international Internet/media companies are highly distrusted in handling personal data
- **Similar results in trust as potential providers of PDS**
  - **Flemish government scores highest (65%)**

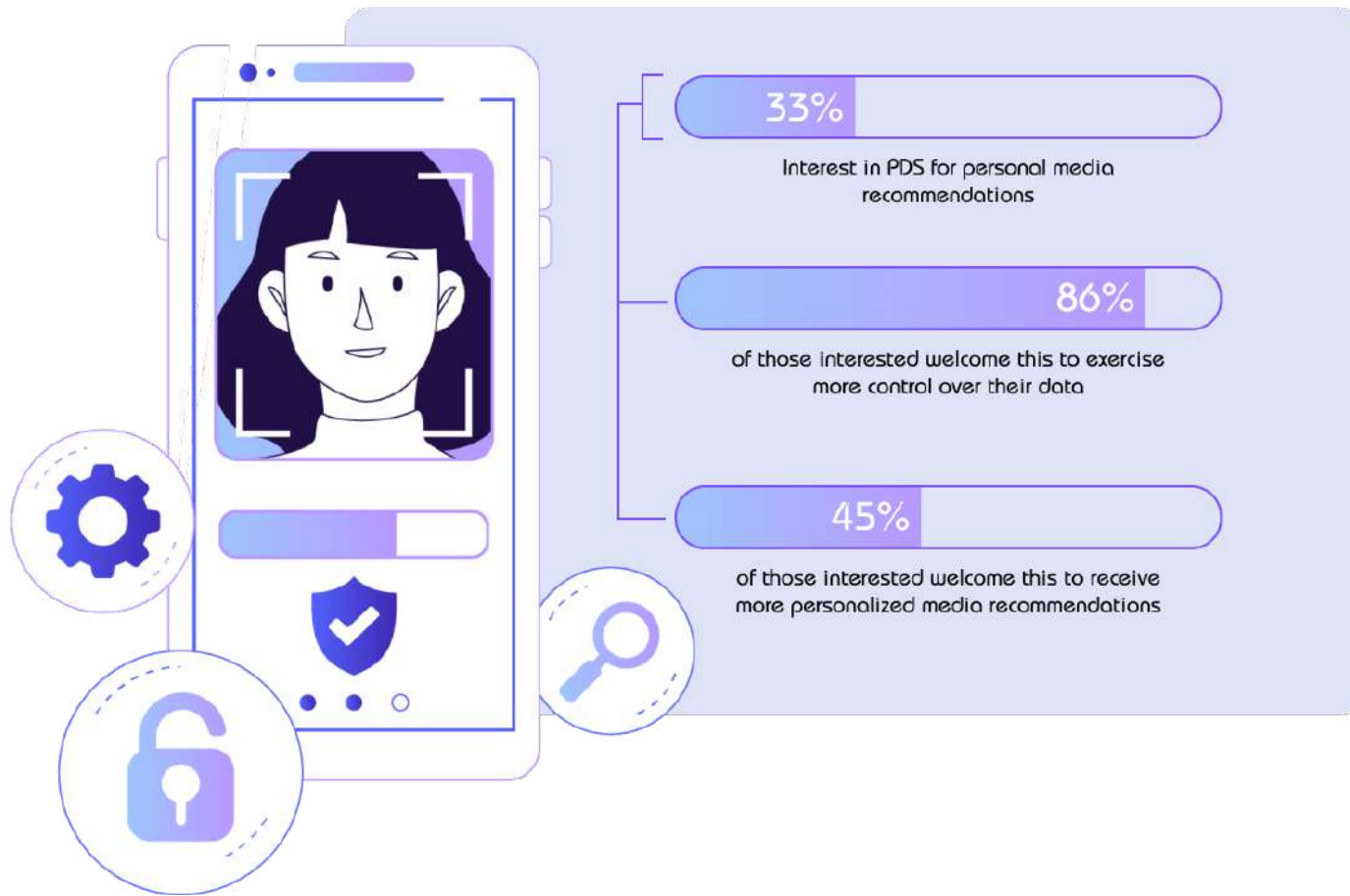


Trust in companies/orgs as potential providers of PDS

# SOLIDMonitor – Media use case



# SOLIDMonitor – Media use case



Media enquiry seems to confirm:

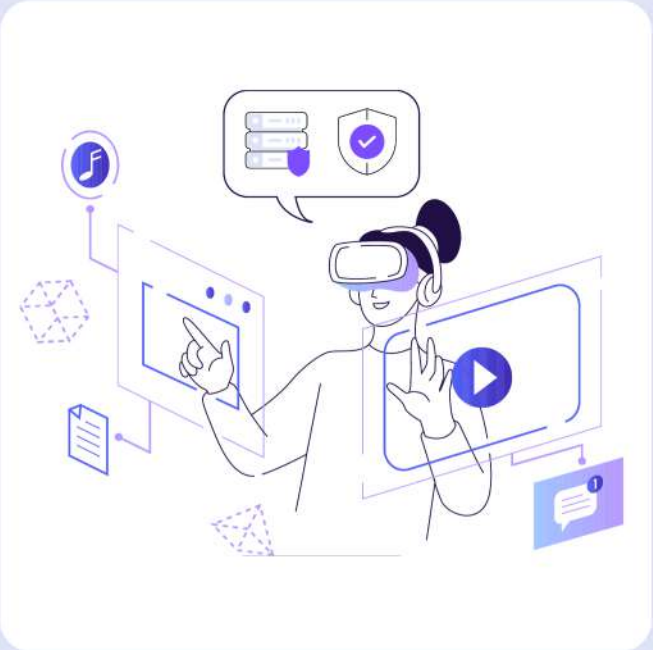
- **Transparency and control are more important** to interested people than personalised media recommendations

For personalised media recommendations:

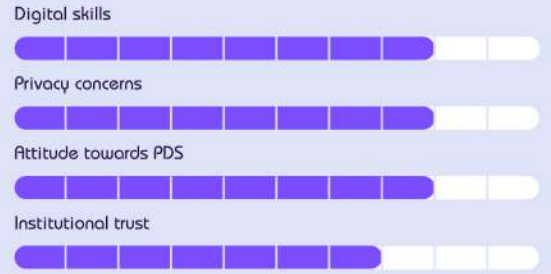
- Data from news websites and interests enjoy most willingness to share (37%)
- Internet usage data on the other side of the spectrum (12%)

# Privacy Pioniers – 34%

## Privacy Pioneers (Privacy Pioniers)



Positive - techies - concerned - demanding



# Argwanende Achterblijvers

## 26%

### Suspicious Stragglers (Argwanende Achterblijver)



Negative - technoskeptical - reluctant - suspicious

Digital skills



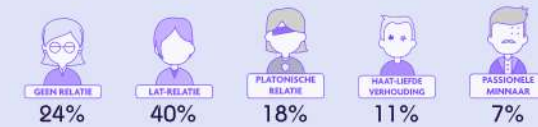
Privacy concerns



Attitude towards PDS



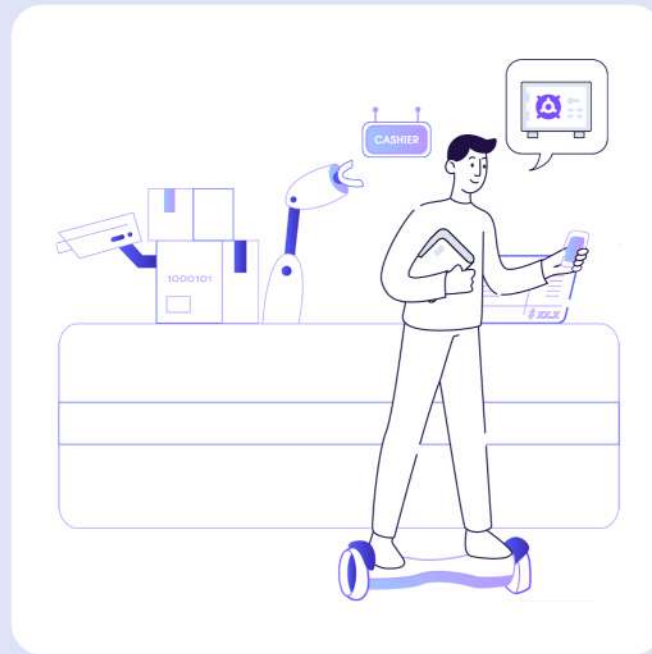
Institutional trust



# Onbezorgde Opportunisten

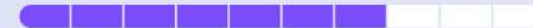
# 40%

## Worriless Weathercocks (Onbezorgde Opportunisten)



### Optimists - Techies - laissez faire

Digital Skills



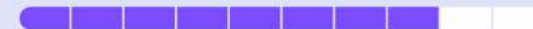
Privacy concerns



Attitude towards PDS



Institutional trust



# SOLIDMonitor

## What's next?



Vlaamse  
overheid



DEPARTMENT OF  
ECONOMY  
SCIENCE &  
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



# 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)

**SOLIDMonitor**

Privacy, persoonlijke data & datakluisen

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

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