



Privacy, Security and Trust

This is an opportunity to build a new kind of international understanding, not politician to politician, great man to great man, but citizen to citizen, person to person.

It's a chance for people to look at a computer screen and really, genuinely wonder who's out there looking back at them.

—From *Time*, “Time’s Person of the Year: You,” by Lev Grossman, Dec. 13, 2006

People engage in a growing variety and number of Web activities on today’s social Internet, from buying on commercial sites, to blogging, to online dating, to social networking. Many of the activities require participants to share information about themselves with people and institutions they have no previous relationship with. As Web users create “friendship” with dozens, often hundreds, of other Internet users, new rules of communities begin to form.

We were interested to learn more about how respondents evaluate what they are willing to share, with whom and on what sites. Did their participation in an increasing number of Internet services change users’ views about personal privacy or information privacy?

We asked respondents about their top privacy concerns in general, if any. We also evaluated how private they viewed their online activities, including their interactions with the library. We asked about privacy policies, remaining anonymous and building trust on the Internet.

And, finally, we asked respondents to help us better understand how they make decisions about when to share and what is expected in return.

Views on Privacy and Security

Approximately a quarter of the total general public surveyed feel their personal information is kept more private and kept more secure on the Internet than it was two years ago. An almost equal number feel their information is kept less private. And a roughly equal number are not sure.

Eleven percent (11%) have had their personal online information used without their consent.

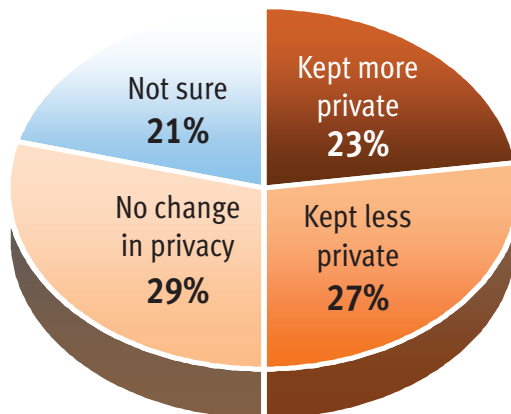
Internet Privacy

Respondents were fairly evenly divided regarding changes in Internet privacy over the last two years. A quarter of the total general public surveyed feel their personal information on the Internet is *kept more private* (23%), is *kept less private* (27%), showed *no change* (29%) or are *not sure* (21%).

52%
of the general public surveyed feel their personal information on the Internet is *kept as private, or more private, as it was two years ago.*

Internet Privacy By Total General Public

Generally, do you think that your personal information on the Internet is kept more private than, less private than, or the same as it was two years ago?

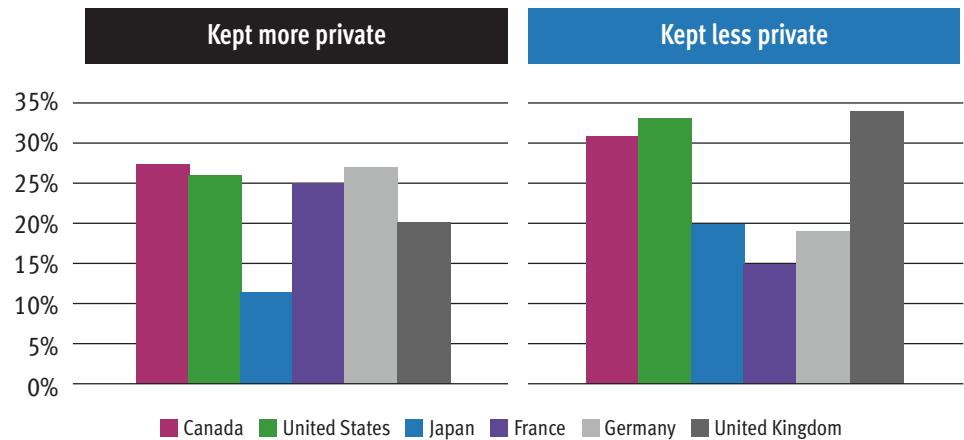


Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 930.

Respondents had similar opinions on Internet privacy across all countries surveyed. While the Canadian, American, French, German and U.K. respondents were more likely than the Japanese respondents to feel their personal information is *kept more private* on the Internet, approximately half or more of the respondents from each country feel their personal information is kept as private or more private as it was two years ago.

Internet Privacy By Country

Generally, do you think that your personal information on the Internet is kept more private than, less private than, or the same as it was two years ago?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 930.

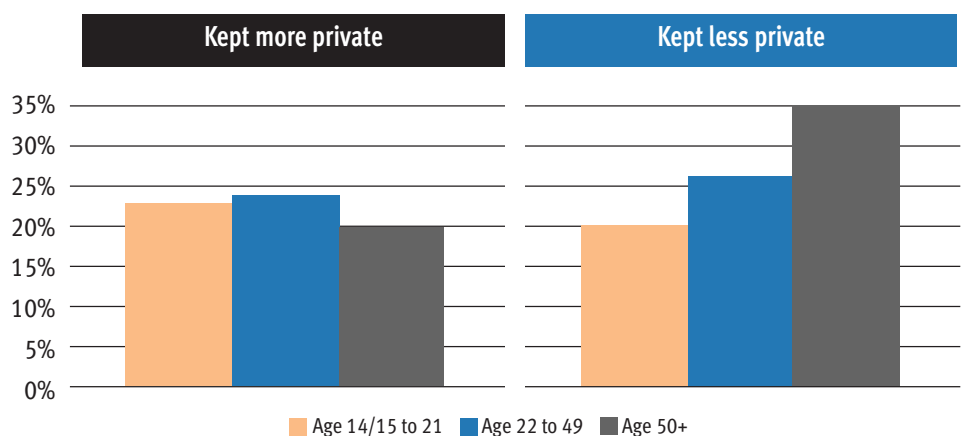
Respondents age **50+** are more likely to feel their personal information is **kept less private on the Internet** than two years ago compared to the younger age groups.

We observed similar views on privacy among respondents ages 14/15–21 and ages 22–49. Roughly a quarter of each age group feel their personal information is *kept more private* on the Internet than it was two years ago. Twenty percent (20%) of respondents ages 14/15–21 and 26% of respondents ages 22–49 feel their personal information is *kept less private*.

Compared to the younger age groups, respondents age 50+ are slightly less likely to feel their personal information is *kept more private*, at 20%. Older respondents were more likely to feel that privacy is weakening on the Internet; more than a third (35%) feel their personal information is *kept less private*.

Internet Privacy By Age

Generally, do you think that your personal information on the Internet is kept more private than, less private than, or the same as it was two years ago?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 930.

Internet Security

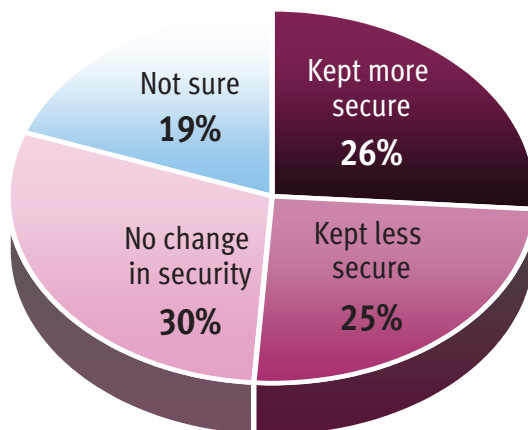
The public's opinion about security of their personal information on the Internet is similar to their views on privacy.

Just over a quarter of the total general public surveyed (26%) feel their personal information on the Internet is *kept more secure* than it was two years ago; an equal number, 25%, feel it is *kept less secure*. Nearly half of the general public feel there is *no change* (30%) or are *not sure* (19%).

Our research showed a relationship exists between the views on privacy and security on the Internet. Respondents who feel their personal information is *kept more private* on the Internet tend to feel it is *kept more secure* as well. In fact, 74% of those who feel their personal information is *kept more private* also feel it is *kept more secure*.

Internet Security By Total General Public

Generally, do you think that your personal information on the Internet is kept more secure than, less secure than, or the same as it was two years ago?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 935.

56%
of the total general public surveyed feel their personal information is kept as secure, or more secure, on the Internet as it was two years ago.

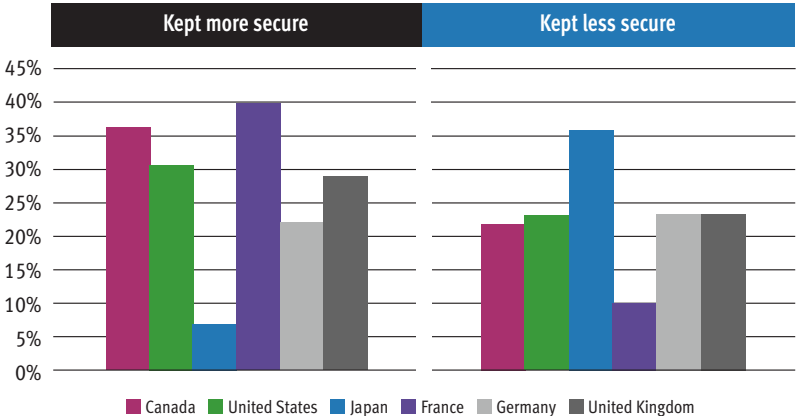
40%

of French respondents feel their personal information on the Internet is kept more secure than two years ago, the highest of any country surveyed.

More than a third of Japanese respondents (36%) feel their information on the Internet is kept less secure—significantly more than respondents in the other countries surveyed; only 6% feel their personal information is kept more secure. Forty percent (40%) of French respondents feel their personal information is kept more secure than it was two years ago—the highest of any country. Only 10% of French respondents feel it is kept less secure. Nearly a third or more of respondents in Canada, the U.S. and the U.K. feel their personal information on the Internet is kept more secure than it was two years ago.

Internet Security By Country

Generally, do you think that your personal information on the Internet is kept more secure than, less secure than, or the same as it was two years ago?

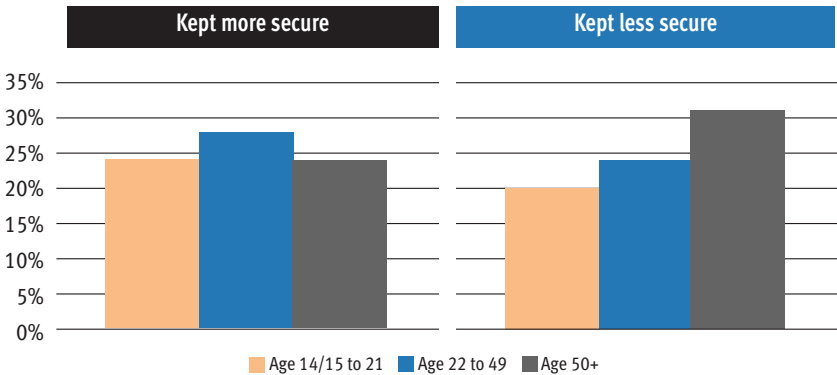


Source: Sharing, Privacy and Trust in Our Networked World, OCLC, 2007, question 935.

Security attitudes roughly matched privacy attitudes across total age groups. Approximately a quarter of the general public ages 14/15–21, 22–49 and 50+ feel their personal information is kept more secure on the Internet than it was two years ago. As with privacy, respondents age 50+ had the strongest belief that Internet security was declining, at 31%.

Internet Security By Age

Generally, do you think that your personal information on the Internet is kept more secure than, less secure than, or the same as it was two years ago?



Source: Sharing, Privacy and Trust in Our Networked World, OCLC, 2007, question 935.

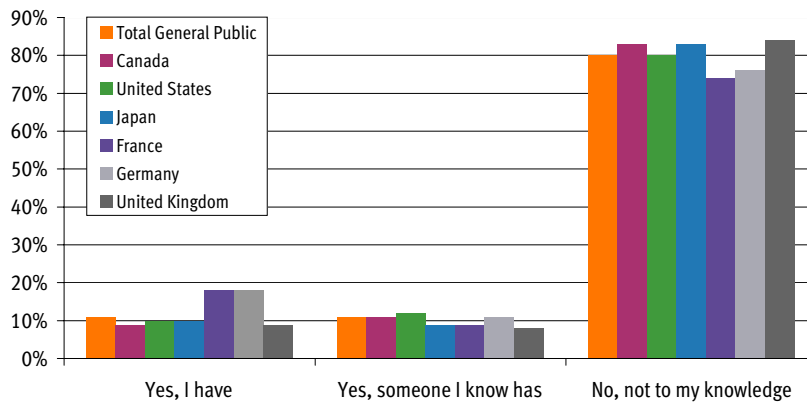
Improper Use of Information

While attitudes and perceptions about changes in Internet privacy and security are generally split, actual experiences with security breaches were fairly low. Eleven percent (11%) of the total general public surveyed have personally had their personal information used without their consent. And, 11% know someone who has had their information used without consent. The majority of respondents have not had their personal information misused online.

Improper Use of Personal Information Online

By Country

Have you or has anyone you know ever had personal information used online without consent? Please select all that apply.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1135.

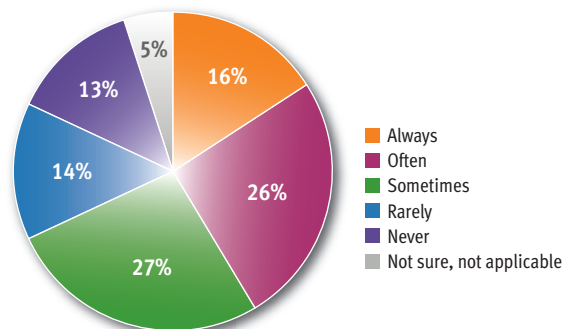
Passwords

Respondents are generally comfortable using the same password on multiple sites. When registering on Web sites, 42% of the total general public revealed they *always* (16%) or *often* (26%) use the same password; just 13% *never* do so.

Use of the Same Password

By Total General Public

In general, when registering at any Web site, how often do you use the same password as you do with other sites?



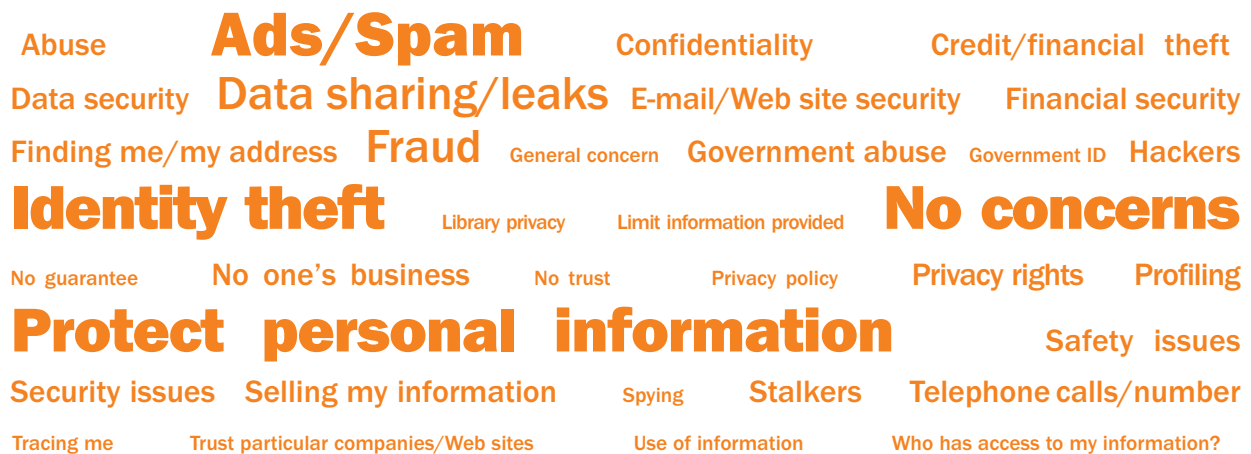
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 836.

42%

of the total general public surveyed always or often use the same password when registering at a Web site.

Top Privacy Concerns among the General Public

Overall, what types of concerns do you have about keeping your personal information private?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 905.

Verbatim responses were categorized and are presented in this tag cloud. Tag clouds present the most frequently expressed opinions in larger font text and less frequently expressed opinions in smaller font text.

Over 10,000 comments regarding privacy concerns were summarized and are presented in the tag cloud.

The highest privacy concerns were of two types: *advertising/spam* and *identity theft/protecting personal information*. Roughly 14% of respondents have concerns about unwanted advertising or telephone calls. Several of the categories—*data sharing/leaks*, *protect personal information*, *fraud*, *abuse*, *hackers* and *credit/financial theft* reflect concerns about privacy related to possible criminal activity. Many comments exposed issues about personal information being protected from deliberate misuse. What we see in the responses from the general public are primarily concerns about losses of privacy that lead to security problems.

Very few respondents indicated concerns related to ideas of privacy from nonfraudulent sources. More than 10% had *no concerns* about privacy and just 3% of the general public listed concerns with *privacy rights*. Government abuse of privacy was expressed by 1.6%. Just 0.45% of the general public's concerns were related to library/reading privacy issues.

Privacy and Everyday Activities

Of 11 everyday activities ranging from banking to cable television to cell phones, only online banking was considered to be an extremely or very private activity by the majority of respondents. Just 11% felt that using the library Web site was extremely or very private.

Respondents exhibited a wide range of attitudes about the privacy of many everyday activities. These varying attitudes toward privacy extend to activities not only conducted online, but using offline services as well. Overall, respondents felt their activities while online at banking/investment sites, using their telephones and cell phones and e-mail at home are private. Most other activities were not rated as particularly private.

Respondents felt most private when conducting online banking/investing activities. Over 60% of total respondents rated activities on online banking/investment Web sites as *extremely* or *very private*, by far the most private of the activities surveyed. Nearly 60% or more of the respondents in all countries, except Japan (52%), feel their online banking/investing activity is *extremely* or *very private*.

Phone conversations, both landline and cellular, are also rated fairly high in privacy among the total general public surveyed, at 43% and 41%, respectively. German respondents were significantly more likely than those in the other countries surveyed to feel their activity while using landline phones is *extremely* or *very private*, at 55%. The German respondents also feel their cell phone use is private, as do the Japanese respondents.

E-mail at home is another activity that respondents felt was reasonably private. Nearly half or more of the general public in each country surveyed considered their activity while using e-mail at home to be *extremely* or *very private*.

Privacy ratings for activities on search engines, social networking sites, social media sites, cable TV, online bookstores, library Web sites and the library's print collections were significantly lower than the other activities evaluated. Just 15% of respondents felt that their use of search engines and social networking sites were *extremely* or *very private*. Using the library's Web site and print collection were considered the least private activities, at 11% and 9%, respectively.

63%

of the total general public surveyed feel online banking is extremely or very private.

11%

feel activity on a library Web site is extremely or very private.

Privacy and Everyday Activities By Country

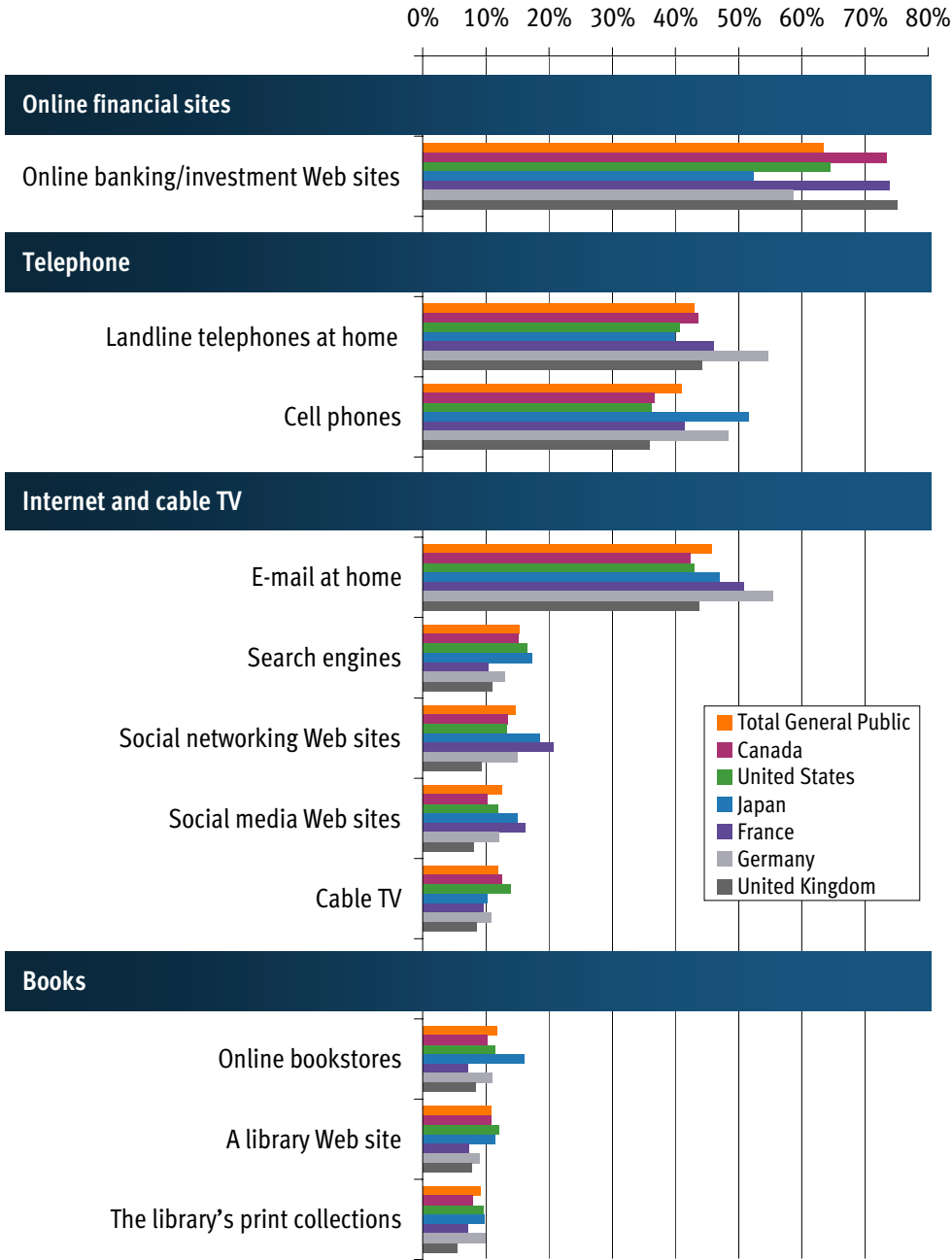
For each of the following, please rate how private, if at all,
your activity is while using:

Note: The chart shows the *extremely private* and *very private* responses.

Very few everyday activities are considered extremely or very private.

I feel [the Internet] is more connected to my home, and therefore my safety.

22-year-old from Canada



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 926.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 915, "Why do you feel that the subjects that you have searched on the Internet are private?"

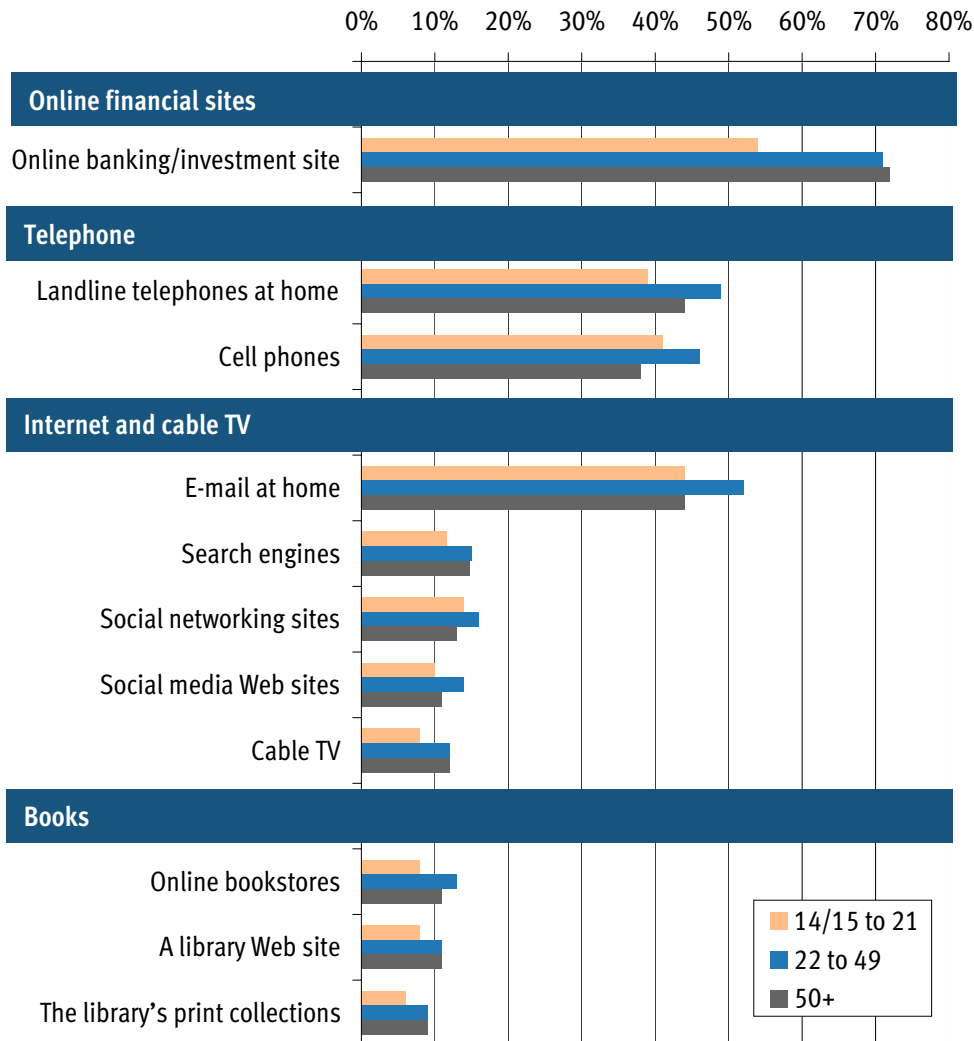
Overall, the youth, ages 14/15–21, were less likely than the older age groups surveyed to feel that many of the everyday activities are private.

Privacy and Everyday Activities

By Age

For each of the following, please rate how private, if at all, your activity is while using:

Note: The chart shows the *extremely private* and *very private* responses.



Youth are less likely to feel that online activities are extremely or very private.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 926.

Sharing Personalities Online

Over half of online users surveyed are at least somewhat more comfortable sharing their true personalities in person than online. A third or more of users prefer to remain anonymous on commercial, social and library Web sites, but often share their real name, e-mail address and age when registering on Web sites.

Despite significant online activity, most respondents are still more comfortable sharing their true personalities in person than online. Half or more of the general public in each country surveyed are *somewhat more comfortable* (*much more comfortable* or *somewhat more comfortable*) sharing their true personalities in person than online. The exception is among the French respondents; a third are more comfortable in person, but 40% are equally comfortable in person and online.

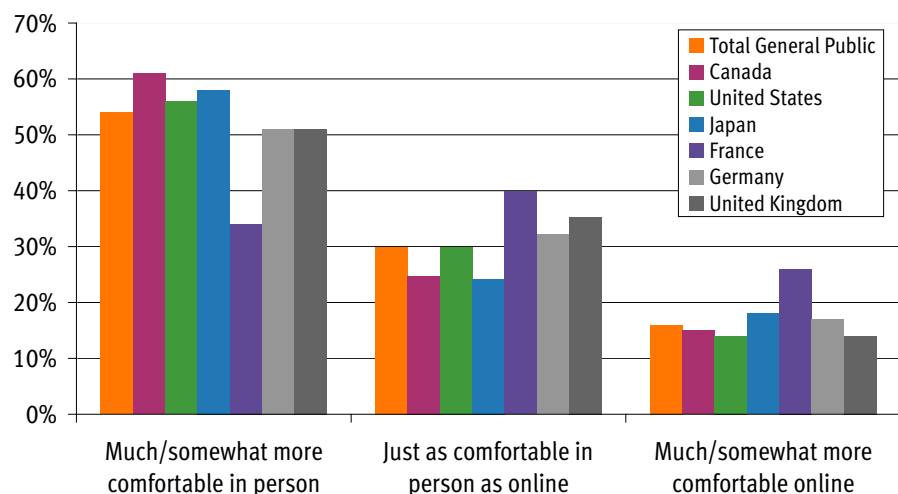
Less than one fifth of the total general public (16%) are *somewhat more comfortable* online than in person. Again, French respondents are the exception, indicating the most comfort expressing their true personalities online, at 26%.

Almost a third of online users surveyed are just as comfortable sharing their true personalities online as in person.

Sharing Your True Personality

By Country

Please indicate where you are more comfortable sharing your true personality (e.g., feelings, attitudes, interests, etc.).

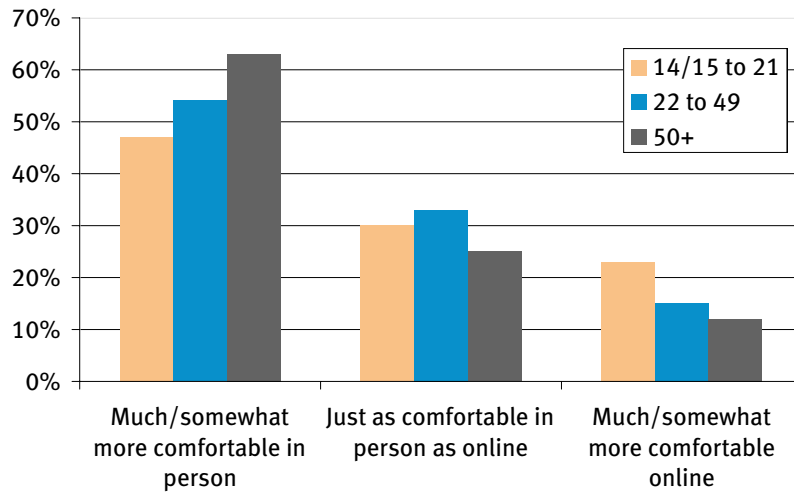


Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 940.

Age differences were uncovered regarding comfort levels in sharing true personalities. Well over half of the total general public age 50+ surveyed (62%) are *somewhat more comfortable* sharing their true personalities in person than online. Nearly a quarter of the 14/15–21-year-olds are at least *somewhat more comfortable* sharing their true personalities online.

Sharing Your True Personality By Age

Please indicate where you are more comfortable sharing your true personality (e.g., feelings, attitudes, interests, etc.).



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 940.

Our Online Personality

Respondents feel they have the same personalities online and offline. More than half of the total general public in each country surveyed *agree* (*strongly agree* or *somewhat agree*) they have the same personalities online as they do in person while using social networking (61%), social media (52%), commercial (61%) and library Web sites (54%).

The Japanese respondents are significantly less likely to *agree* they have the same personalities online as they do in person when using social networking and social media sites; they are also significantly less likely, along with respondents in Germany, to *agree* they have the same personalities online when using commercial and library Web sites as they do in person.

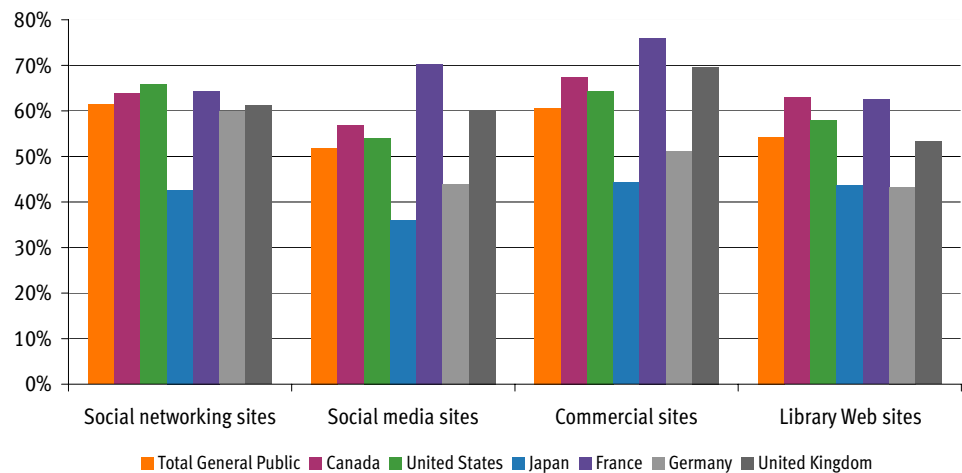
Personality Online vs. in Person

By Country

Thinking about the [social networking, social media, commercial and/or library Web sites you use], how strongly do you agree or disagree that you have the same personality online as you do in person?

Base: Respondents who have used a social networking, social media, commercial and/or library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011, 1046 and 1086.

Remaining Anonymous

Approximately half or more of respondents *agree* (*strongly agree* or *somewhat agree*) they have the same personalities while using social, commercial and library Web sites as they do in person and most do not feel the need to remain anonymous on these sites. The desire to remain anonymous varied by type of site. More than a third of respondents *agree* that they prefer to remain anonymous on social networking sites (35%). More respondents prefer to remain anonymous on social media sites (45%) and commercial sites (44%); fewer respondents, 34%, wish to remain anonymous at the library (in person or online).

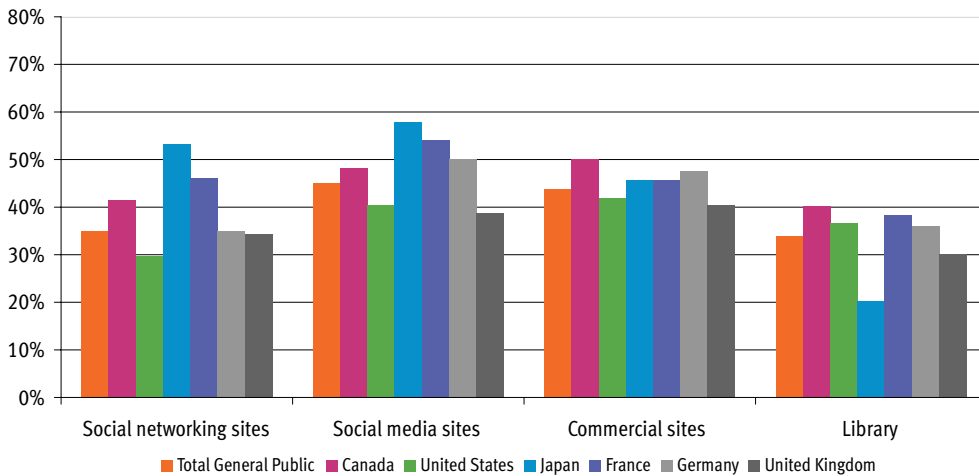
Japanese respondents are more likely than respondents in the other countries surveyed to *agree* (*strongly agree* or *somewhat agree*) they prefer to remain anonymous on social networking and social media sites. The Japanese respondents are significantly less likely to *agree* they prefer to remain anonymous with respect to using the library (in person or online), at just 20%.

Anonymity By Country

Thinking about the [social networking site, social media site, commercial site and/or the library you use], how strongly do you agree or disagree that you prefer to remain anonymous?

Base: Respondents who have used a social networking, social media, commercial site and/or the library.

Note: The chart shows *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011, 1046 and 1086.

35%

of respondents prefer to remain anonymous on social networking sites;

34%

prefer to at the library (in person or online).

Information Provided While Registering

Most respondents are willing to provide their true identities when registering on a Web site. Nearly two-thirds or more of the total general public *always* or *often* use their real names (65%), real e-mail addresses (80%) and real ages (81%) when registering at any Web site. Just over half provide their real telephone numbers.

Weil andere Leute auch anonym sind, ich gern mal das ein oder andere persönliche Problem bespreche, das aber niemand aus meinem realen Umfeld kennen sollte.

Because others are also anonymous, I occasionally like to discuss a personal problem that no one from the real world should know.

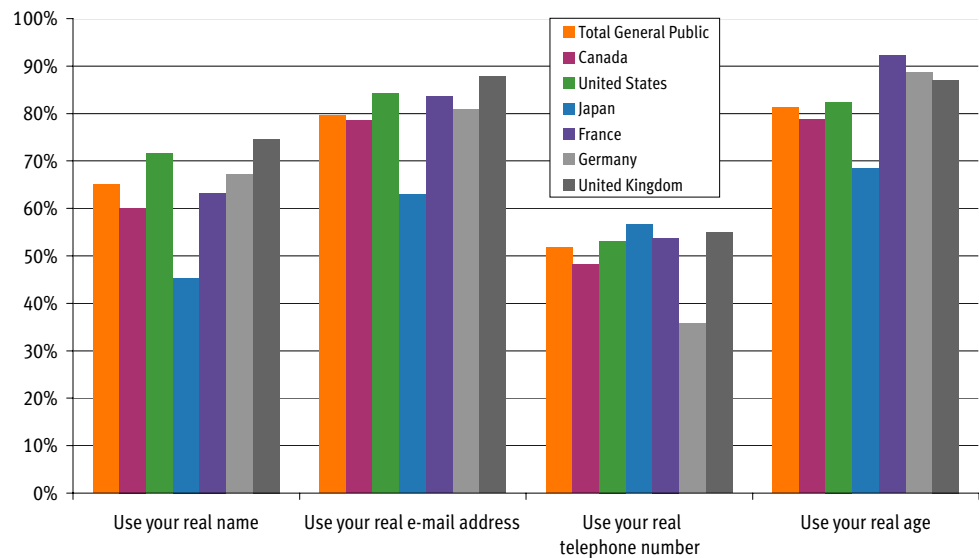
48-year-old from Germany

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1015, "Why do you prefer to remain anonymous on social media Web sites?"

Information Provided While Registering By Country

In general, when registering at any Web site, how often do you ... ?

Note: The chart shows the *always* and *often* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 836.

Respondents are engaging in more activities online that involve more personal aspects and as a result, require some level of trust, both with the people they are interacting with and the sites themselves. This comfort level very well could be due to the controls Web sites have in place to protect personal information, such as privacy policies.

Privacy Rules

The majority of respondents feel that it is important to have controls over their personal information on the Internet, such as the ability to remain anonymous, specifying who can use and view it, and knowing there are privacy policies in place. Respondents frequently do not take advantage of privacy controls that are available.

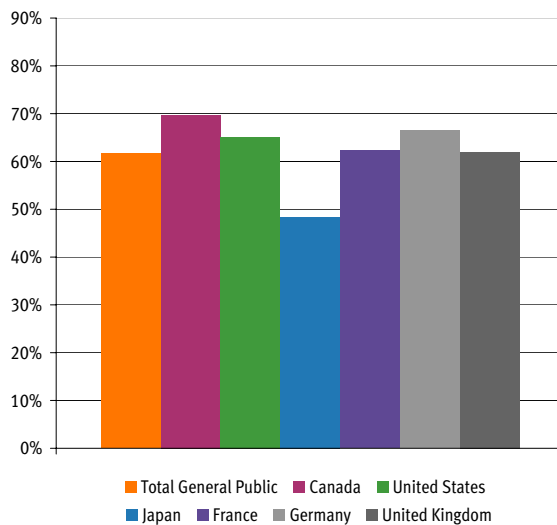
Respondents place a high importance on the ability to protect their identities and personal information on the Internet. Well over half of the total general public (62%) feel it is *extremely* or *very important* to have the ability to remain anonymous on the Internet. This view was very consistent among respondents across all countries. Canadian respondents had the highest concern for anonymity, at 70%. Significantly fewer Japanese respondents feel this way, at 48%.

Importance of Remaining Anonymous on the Internet By Country

How important is each of the following with respect to providing your personal information on the Internet?

Ability to remain anonymous

Note: The chart shows the *extremely important* and *very important* responses.



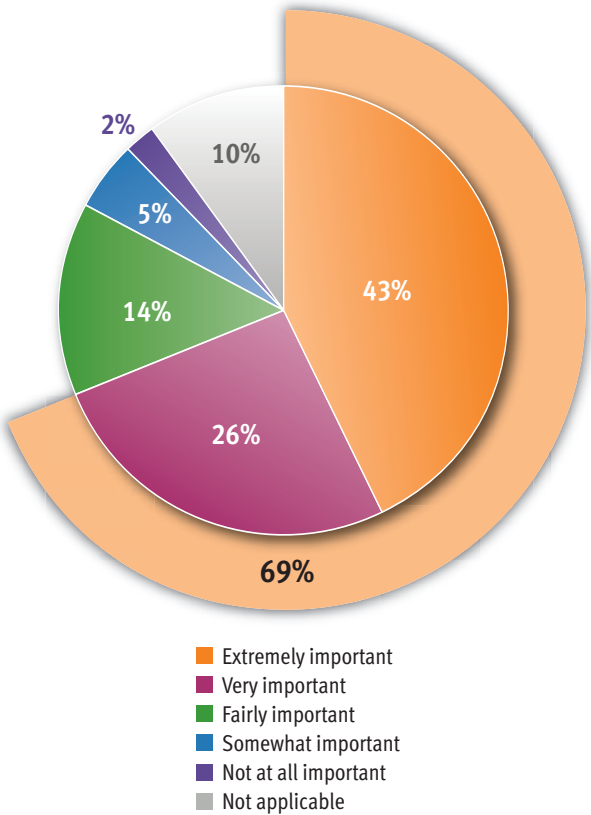
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1131.

Respondents want the ability to remain anonymous and they want to be informed about how their information will be used on the Internet. Over two-thirds of the total general public surveyed (69%) also feel it is *extremely* or *very important* to know how their personal information will be used on the Internet. Nearly two-thirds or more of respondents in each country expressed the importance of remaining informed. Significantly fewer Japanese respondents are likely to feel it is *extremely* or *very important* to remain informed on how their personal information will be used on the Internet, at 53%.

Importance of Remaining Informed on the Internet By Total General Public

How important is each of the following with respect to providing your personal information on the Internet?

Ability to remain informed on how it will be used



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1131.

Respondents want to control their identities online; they want to remain informed on how their information will be used and they want to be able to set parameters around who can view and who can use their personal information.

Nearly three-fourths of the total general public surveyed feel it is *extremely* or *very important* to be able to specify who can use and view their personal information on the Internet. Canadian respondents expressed the highest desire for controls; Japanese respondents expressed the lowest.

Importance of Controlling Personal Information on the Internet

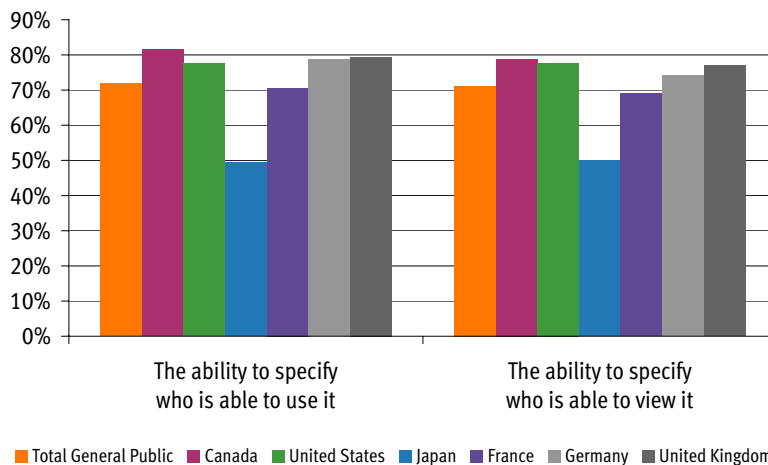
By Country

How important is each of the following with respect to providing your personal information on the Internet?

The ability to specify who is able to **use** it

The ability to specify who is able to **view** it

Note: The chart shows *extremely important* and *very important* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1131.

I want to control who knows what about me.

62-year-old from the United States

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1015, "Why do you prefer to remain anonymous on social media Web sites?"

Although 71% of the total general public place a high importance on controlling who can view their personal information on the Internet, they are much less likely to specify who can view their personal information. Forty-five percent (45%) of social networking users *always* or *often* specify who can view their information. These percentages are even lower for users of social media sites (36%) and the library (24%).

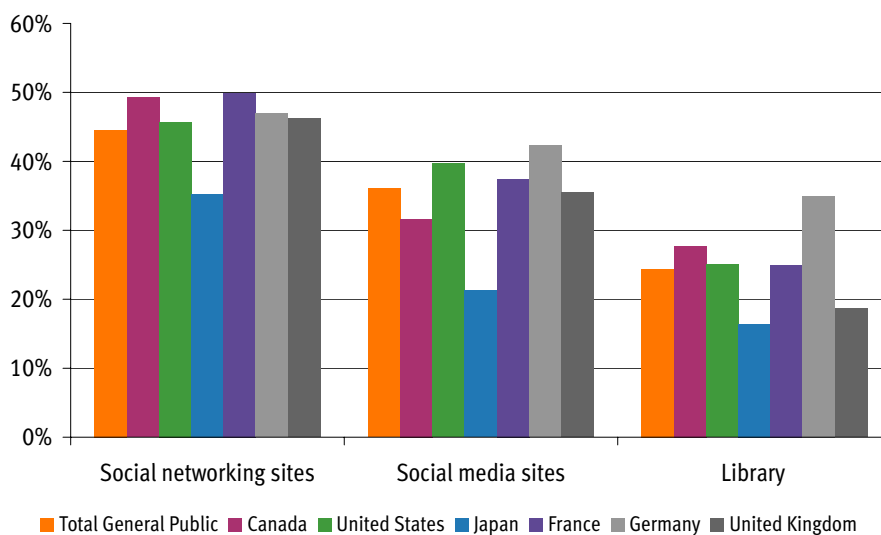
The Japanese respondents are the least likely to place a high importance on setting controls regarding who can view their personal information on the Internet. They are also the least likely to actually *always* or *often* do so when using social networking sites, social media sites and the library (in person or online). German respondents are more likely to *always* or *often* specify who can view their personal information on social media sites. Significantly more German respondents do so while using a library in person or online, at 35%.

Specifying Who Can View Personal Information By Country

In general, when using [social networking sites, social media sites and/or the library (in person or online)], how frequently do you specify who is able to view your personal information?

Base: Respondents who have used a social networking site, social media site, and/or the library (in person or online).

Note: The chart shows the *always* and *often* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 966, 1006 and 1081.

Policies and Icons

Privacy policies inform Internet users how a particular Web site will use their personal information. They are often the primary tool users have to determine if they are comfortable supplying information on a site.

As we have reported, the majority of respondents place a high importance on the ability to have controls on who can view and use their personal information, but fewer actually take steps to specify who can view and use their information while using social networking sites, social media sites and at the library (in person or online). Even fewer *always* or *often* review the privacy policies before registering on a site. Less than 40% of total respondents review privacy policies on social networking, social media, commercial and library sites before registering. The Japanese general public is less likely to do so, while the German general public are most likely to review privacy policies on all four types of sites.

For those who review privacy policies on commercial sites, many are either satisfied with what they read or are unconcerned with the policy stated. Forty percent (40%) *rarely* or *never* decide not to make a purchase after reviewing the policy. A third of respondents *sometimes* decide not to purchase an item online after reviewing a site's privacy policy; just 12% *often* or *always* decline to make a purchase.

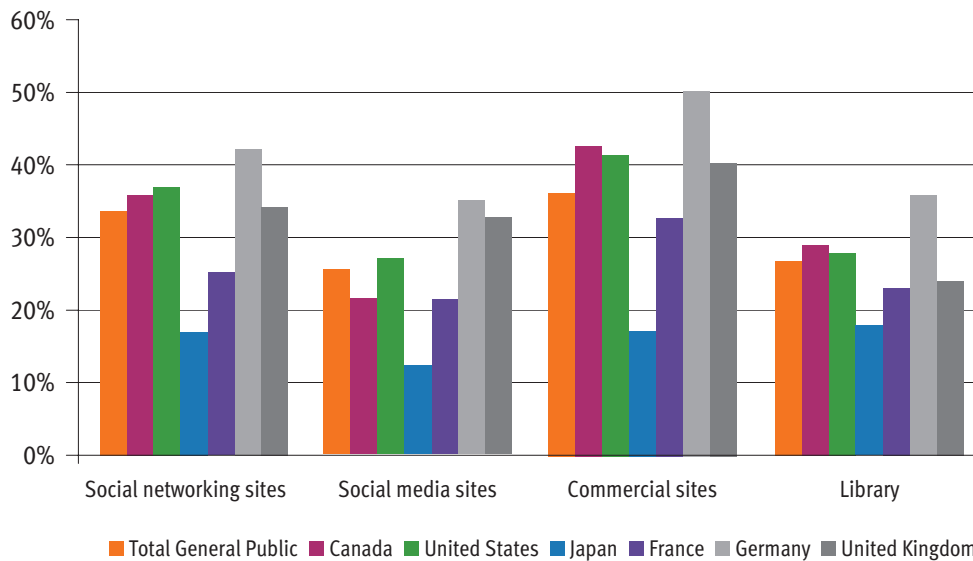
Frequency of Reviewing Privacy Policies

By Country

In general, when using [social networking sites, social media sites, commercial sites and/or the library (in person or online)], how frequently do you review the Web site's privacy policy before registering?

Base: Respondents who have used a social networking site, social media site, commercial sites, and/or the library (in person or online).

Note: The chart shows the *always* and *often* responses.



40%
of respondents rarely or never decide not to purchase an item online after reviewing privacy policies.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 966, 1006, 1051 and 1081.

While approximately a third or more of respondents usually review Web sites' privacy policies when registering, many more will look for security icons while browsing or purchasing.

54%
of respondents always or often look for security icons while browsing and/or purchasing on commercial sites.

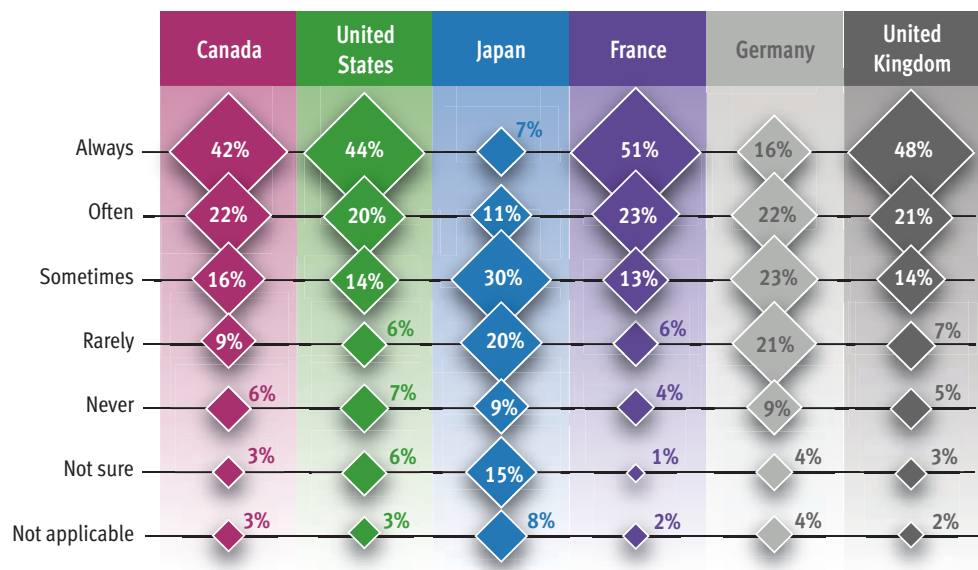
Security icons are visual symbols that Internet users can often use to quickly gauge the security of their personal information while using Web sites, especially commercial sites. Over half of the total general public (54%) *always* or *often* look for security icons when browsing or shopping on Web sites.

Respondents in Japan and Germany are least likely to *always* or *often* look for security icons while using commercial sites, at 18% and 38%, respectively. Respondents in Canada, the U.S., France and the U.K. were very similar in their responses, with over 40% indicating they *always* look for security icons.

Frequency of Looking for Security Icons

By Country

In general, when you browse/purchase on Web sites, how often do you look for security icons on the Web site (e.g., VeriSign)?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1051.

lese immer die sicherheitsvorkehrungender Seite

[I] always read the safety notice on the site.

24-year-old from Germany



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1140, "Please describe the situation [you or anyone you know having had personal information used online without consent] and the impact it had on your and/or their Internet use."

Trust

Many respondents agree that online trust increases with use. Currently, about half of users trust commercial sites, 34% trust social networking sites and 32% trust social media sites. Most users (65%) feel commercial sites keep their personal information secure; about half think library Web sites keep their information secure.

Understanding how respondents establish and evaluate trust is important to examining online relationships on the social Web. Respondents shared their attitudes about trust of the people they communicate with and meet online and trust about the Web sites themselves.

Survey respondents who have used social networking sites and/or social media sites have established some trust with the people they communicate with. Approximately a third of social networking site users *always* or *often* trust the people they communicate with on these sites and 70% at least *sometimes* trust who they communicate with on social networking sites. Fewer social media site users (15%) *always* or *often* trust those they communicate with on social media sites but nearly half of the respondents at least *sometimes* trust who they communicate with on social media sites.

Less than a quarter (23%) *rarely* or *never* trust the people they communicate with on social networking sites; 32% *rarely* or *never* they trust the people they communicate with on social media sites.

60%
of library users
agree they
trust the library.

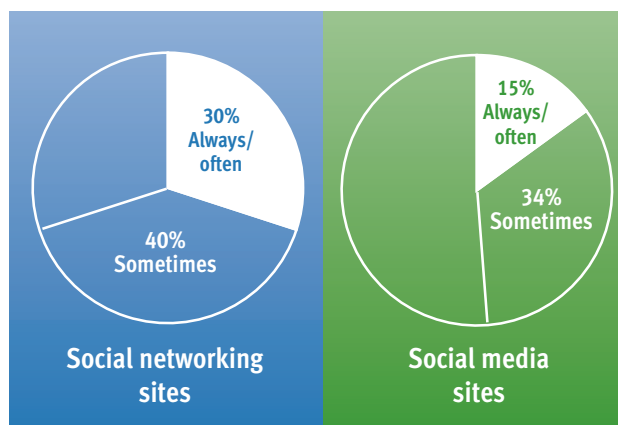
Trust the People with Whom I Communicate

By Total General Public

In general, when using [social networking sites and/or social media sites], how frequently do you trust the people you communicate with?

Base: Respondents who have used a social networking site and/or social media site.

Note: The chart shows the *always*, *often* and *sometimes* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 966 and 1006.

A quarter or more of respondents across all countries who use social networking sites *always* or *often* trust who they communicate with on these sites; fewer social media users trust who they communicate with on social media sites. Overall, French social site users are more likely to trust the people they communicate with when using either social networking or social media sites than the respondents in the other countries surveyed.

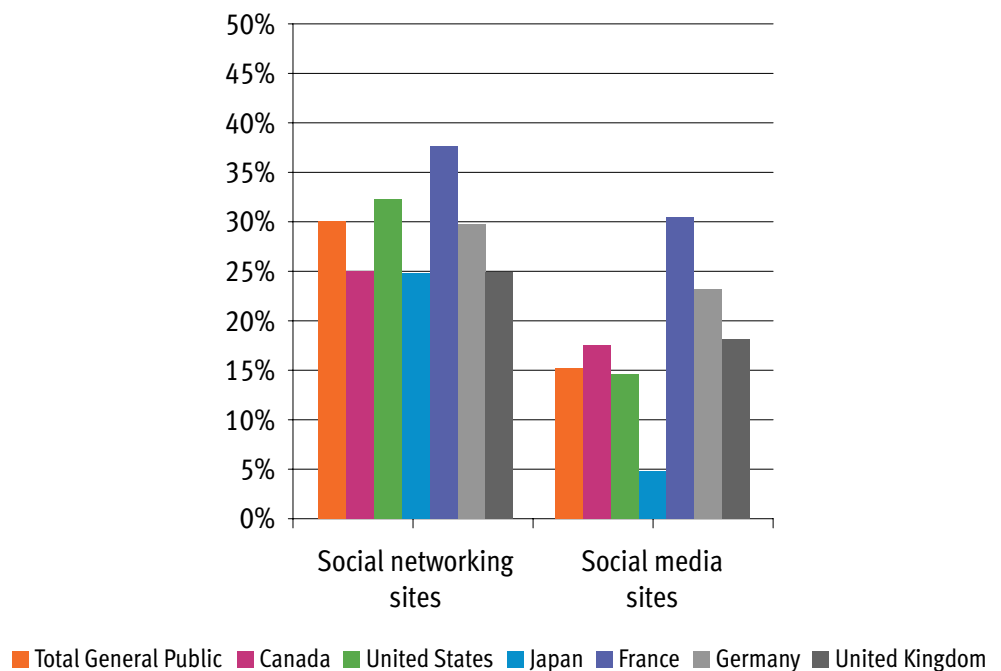
While the Japanese respondents who use social networking sites trust the people they communicate with on these sites at similar rates to the general public in the other countries surveyed, at 25% (*always* or *often*), they are significantly less likely to *always* or *often* trust those they communicate with while using social media sites, at approximately 5%.

Trust the People with Whom I Communicate By Country

In general, when using [social networking sites and/or social media sites], how frequently do you trust the people you communicate with?

Base: Respondents who have used a social networking site and/or social media site.

Note: The chart shows the *always* and *often* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 966 and 1006.

Respondents are largely uncertain about the people they meet online. Respondents have some level of trust with whom they meet on both social and library Web sites but at least a third are neutral in their agreement they trust who they meet online.

Less than a quarter of the total general public *agree* (*strongly agree* or *somewhat agree*) they trust the people they meet on social networking (21%), social media (15%) and library Web sites (18%). Nearly a third of the general public are *neutral* in their agreement to trusting who they meet on social and library Web sites and well over a third do not trust who they meet on social networking and media sites.

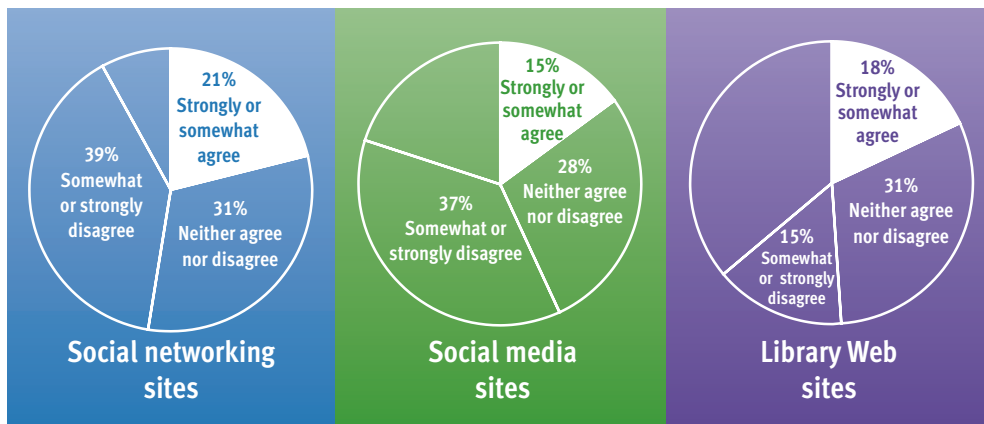
Trusting Who We Meet Online

By Total General Public

Thinking about the [social networking, social media and/or library Web sites you use], how strongly do you agree or disagree that you trust the people you meet on these sites?

Base: Respondents who have used a social networking, social media and/or library Web site.

Note: The chart does not show the *not sure* and *not applicable* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1086.

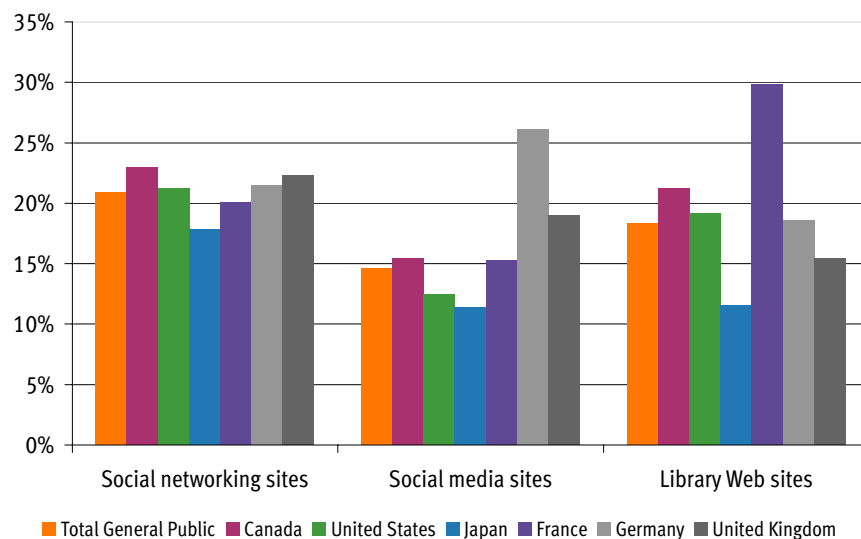
With two exceptions, there is little variation among respondents surveyed across all countries regarding their agreement on trusting the people they meet on social networking, social media and library Web sites. The French respondents are significantly more likely to *agree* they trust those they meet through the online library, at 30%; and more German respondents *agree* they trust the people they meet on social media sites, at 26%.

Trusting Who We Meet Online By Country

Thinking about the [social networking, social media and/or library Web sites you use], how strongly do you agree or disagree that you trust the people you meet on these sites?

Base: Respondents who have used a social networking, social media and/or library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



There are steps in establishing friendships.

On-line a sense of trust is important first. The social controls that apply in face-to-face relationships are not present in on-line relationships. Certainly not initially.

61-year-old from Canada

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 975, "Why do you prefer to remain anonymous on social networking Web sites?"

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1086.

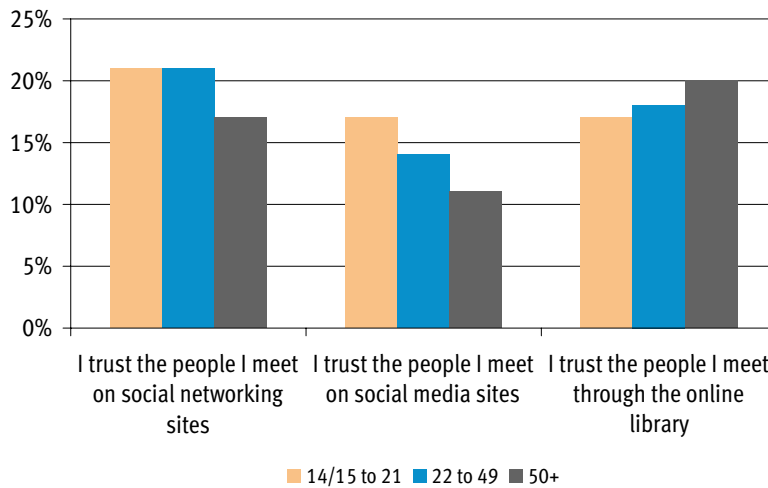
Youth are more likely than older respondents to trust who they meet on social sites but slightly less trusting of people they meet through a library Web site. The 14/15–21- and 22–49-year-old respondents are more likely to *agree* they trust those they meet on social networking sites than those age 50+. As age increases, so does the agreement they trust the people they meet on library Web sites.

Trusting Who We Meet Online By Age

Thinking about the [social networking, social media and/or the library Web sites you use], how strongly do you agree or disagree that you trust the people you meet on these sites?

Base: Respondents who have used a social networking, social media and/or library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1086.

More users of social and library Web sites disagree than agree they trust those they meet online; about a third are neutral.

Trust of Web sites is at a modest level; many respondents remain neutral. Trust is strongest among those who use commercial sites; nearly half of commercial site users (48%) *agree* (*strongly agree* or *somewhat agree*) they trust these sites; 29% are *neutral* and 15% *disagree* (*strongly disagree* or *somewhat disagree*). A third of the social networking users *agree* they trust these sites (34%), 38% are *neutral* and 21% *disagree*. Ratings are similar among social media sites users; 32% of those who use these sites *agree* that they trust them, 32% are *neutral* and 23% *disagree*.

Trusting Online Sites

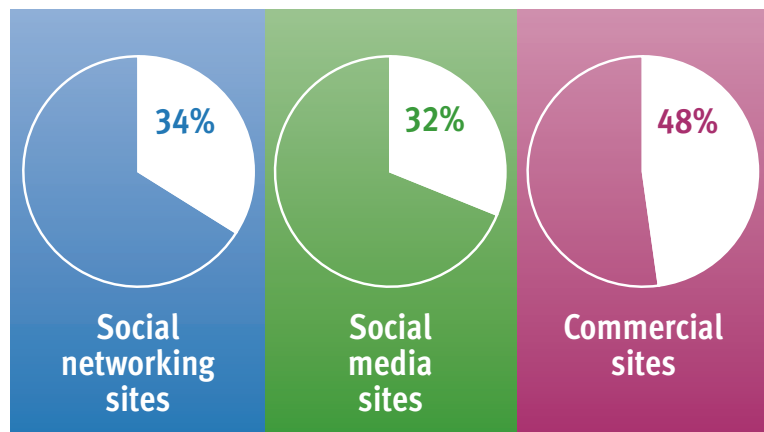
By Total General Public

Thinking about the [social networking, social media and commercial sites you use], how strongly do you agree or disagree that you trust the Web sites?

Base: Respondents who have used a social networking, social media and/or commercial site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.

More users trust than distrust social and commercial sites; about a third are neutral.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1046.

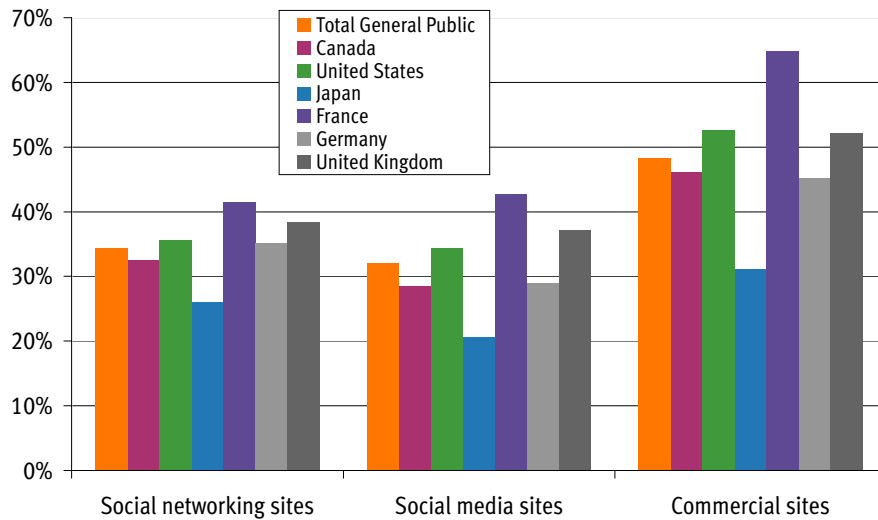
Overall, more French social and commercial site users *agree* that they trust social networking, social media and commercial sites than respondents in the other countries—they are significantly more likely to *agree* they trust commercial sites, at 65%. The Japanese respondents are less likely than those in the other countries surveyed to *agree* they trust social networking, social media or commercial sites.

Trusting Online Sites By Country

Thinking about the [social networking, social media and commercial sites you use], how strongly do you agree or disagree that you trust the Web sites?

Base: Respondents who have used a social networking, social media and/or commercial site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1046.

For many respondents, Web site trust increases with use. Most commercial site users (50%) *agree* (*strongly agree* or *somewhat agree*) the more they use commercial sites, the more they trust them.

Forty-one percent (41%) *agree* the longer they use social networking sites, the more they trust them, while a third or more feel this way about library Web sites (32%) and social media sites (37%). Nearly a third or more of respondents are *neutral* in their agreement that the longer they use social, commercial and library Web sites, the more they trust them.

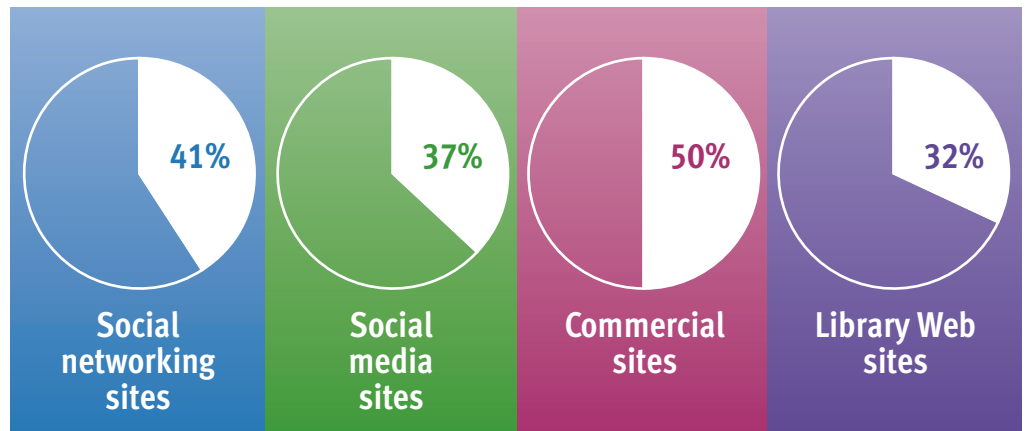
Web Site Trust Increases with Use

By Total General Public

Thinking about the [social networking, social media, commercial and/or library Web sites you use], how strongly do you agree or disagree that the longer you use the Web sites, the more you trust them?

Base: Respondents who have used a social networking, social media, commercial and/or library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011, 1046 and 1086.

German and U.K. social site users are the most likely to *agree* that the more they use social networking and social media sites, the more they trust them; the French are among the least likely to *agree*.

Nearly half or more of respondents in each country *agree* the longer they use commercial sites, the more they trust them, except for the Japanese respondents; they are the least likely. The French respondents are most likely to *agree* the longer they use commercial sites, the more they trust them, at 60%.

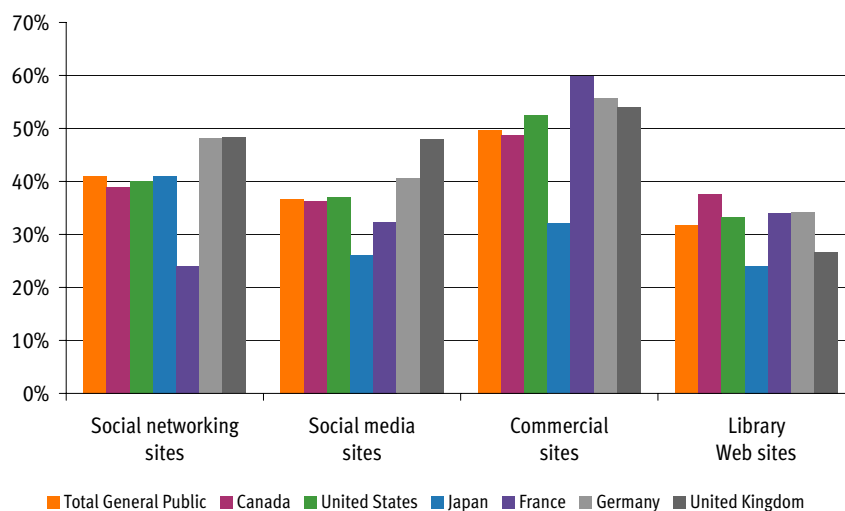
Canadian respondents are more likely to *agree* the more they use library Web sites, the more they trust them. Agreement ratings for the American, French and German respondents are similar for the longer they use library Web sites, the more they trust them; Japanese and U.K. respondents are the least likely to *agree*.

Web Site Trust Increases with Use By Country

Thinking about the [social networking, social media, commercial and library Web sites you use], how strongly do you agree or disagree that the longer you use the Web sites, the more you trust them?

Base: Respondents who have used a social networking, social media, commercial and/or library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011, 1046 and 1086.

Keeping My Personal Information Secure

Most respondents feel that commercial sites keep their personal information secure; fewer feel this way about social and library Web sites. Sixty-five percent (65%) of commercial sites users *agree* (*strongly agree* or *somewhat agree*) that these sites keep their information secure. Just over half of library Web sites users *agree* that library Web sites keep their information secure, and 47% of social networking users *agree* social networking sites keep their personal information secure. Respondents are least likely

to *agree* social media sites keep their personal information secure; just a third of social media users *agree*. Approximately a quarter of respondents are *neutral* in their agreement that social networking sites (24%) and social media sites (23%) keep their personal information secure; 12% and 26% are *not sure*, respectively.

Thirteen percent (13%) of commercial site users are *not sure* if commercial sites keep their information secure; 20% of library Web site users are *not sure*.

65%
of users agree commercial sites keep their personal information secure.

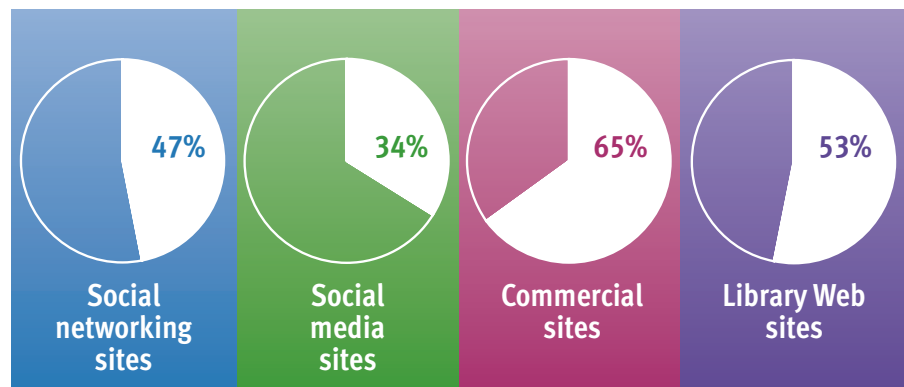
Agree Sites Keep My Personal Information Secure

By Total General Public

Considering the [social networking, social media, commercial and/or library Web site you use], please rate the degree to which you agree or disagree that it keeps your personal information secure.

Base: Respondents who have used a social networking, social media, commercial and/or library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



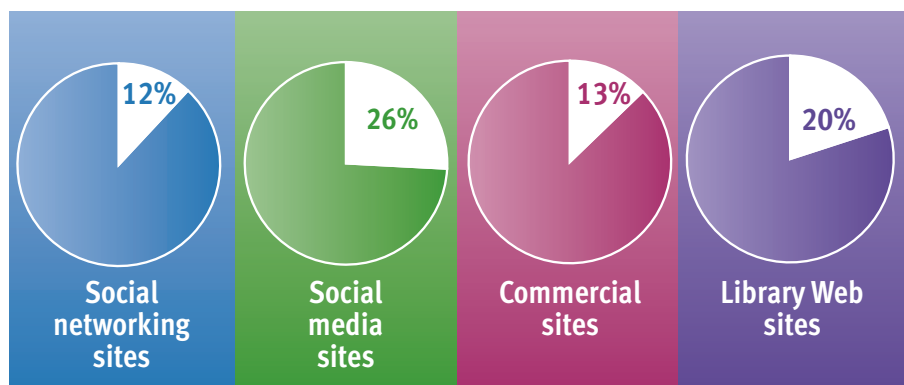
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 956, 1001, 1041 and 1066.

20%
of library users are not sure if the library Web site keeps their personal information secure.

Unsure if Sites Keep My Personal Information Secure

By Total General Public

Note: The chart shows the *not sure* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 956, 1001, 1041 and 1066.

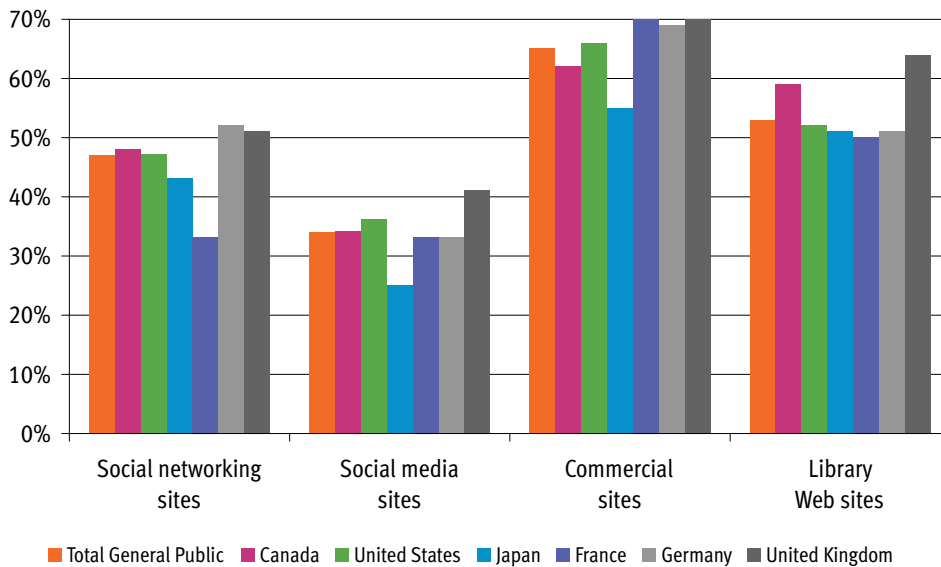
Well over half of commercial sites users across all countries surveyed agree commercial sites keep their personal information secure. Half or more of library Web site users agree library Web sites keep their personal information secure, with the Canadian and the U.K. users showing the highest agreement rates.

Agree Sites Keeps My Personal Information Secure By Country

Considering the [social networking, social media, commercial and/or library Web sites you use], please rate the degree to which you agree or disagree that it keeps your personal information secure.

Base: Respondents who have used a social networking, social media, commercial and/or library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 956, 1001, 1041 and 1066.

64%

of U.K. library Web site users agree the sites keep their personal information secure, the highest rate among all library Web site users across all the countries surveyed.

Rules on How My Personal Information Will Be Used

Commercial site users are more likely to *agree* that commercial sites keep their information secure, and they are also more likely to *agree* that commercial sites have rules on how this information will be used. Seventy percent (70%) *agree* commercial sites have rules on the use of personal information.

About half of library Web site users *agree* their personal information is kept secure on a library Web site and an equal number also *agree* the Web site has rules on use of personal information. About a quarter of library Web site users are unsure if the library has rules on the use of personal information.

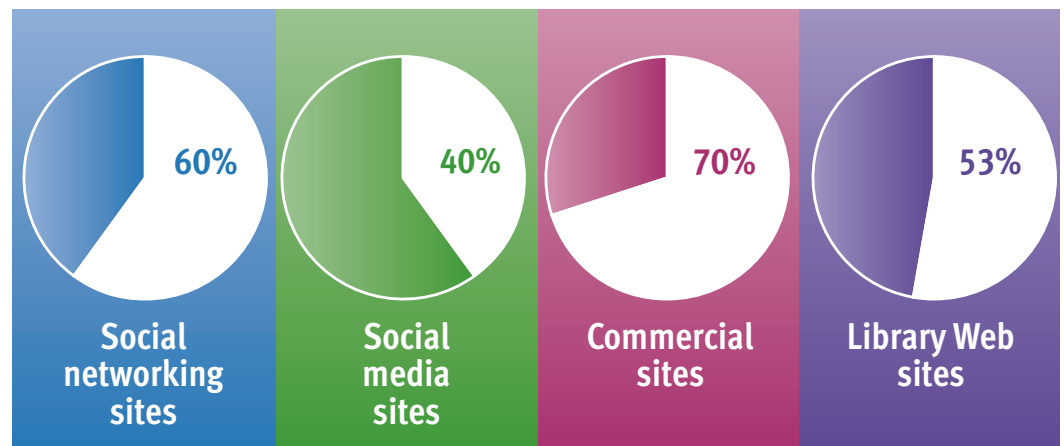
Agree that Sites Have Rules on How My Personal Information Will Be Used

By Total General Public

Considering the [social networking, social media, commercial and/or library Web sites you use], please rate the degree to which you agree or disagree that it has rules on how your personal information will be used.

Base: Respondents who have used a social networking, social media, commercial and/or library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 956, 1001, 1041 and 1066.

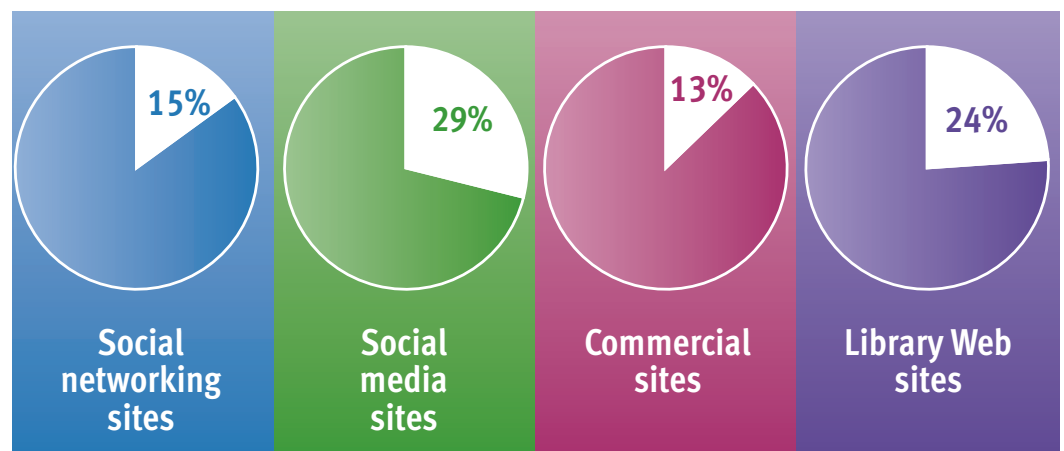
24%

of library Web site users are unsure if the site has rules on how their personal information will be used.

Unsure if Sites Have Rules on How My Personal Information Will Be Used

By Total General Public

Note: The chart shows the *not sure* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 956, 1001, 1041 and 1066.

Information Privacy

Less than a third of the total general public surveyed consider most information searching, browsing or buying activities as extremely or very private.

While most do not feel information-seeking activities are extremely or very private to them, half or more feel it is extremely or very important that the library keep many of these same activities private.

Earlier, we reviewed privacy attitudes of everyday activities such as using search engines, online banking, social networking or library Web sites, cell phones and watching cable TV. Of these activities, respondents considered only a few of these activities to be *extremely* or *very private*.

We were equally interested in learning more about privacy attitudes surrounding information and online information-seeking activities. We asked respondents to rate the relative privacy of 11 activities ranging from subjects searched on the Internet to items purchased at a bookstore to books they had read.

Only one of these activities—subjects searched on the Internet—was considered *extremely* or *very private* by more than 25% of respondents. Most other activities were even less private, with just 16% of respondents rating the books they had read as *extremely* or *very private* information.

Slightly more of the total general public surveyed feel that items they have purchased from a bookstore (in person or online) are *extremely* or *very private* compared to items they have checked out from the library (in person or online).

Attitudes about information privacy varied by country. The Japanese and German respondents are substantially more likely to consider their subjects of interest and books they have read to be *extremely* or *very private* when compared to the respondents from the other countries surveyed. The Japanese respondents are significantly more likely to feel that the items they purchased from the bookstore (in person or online) are *extremely* or *very private*.

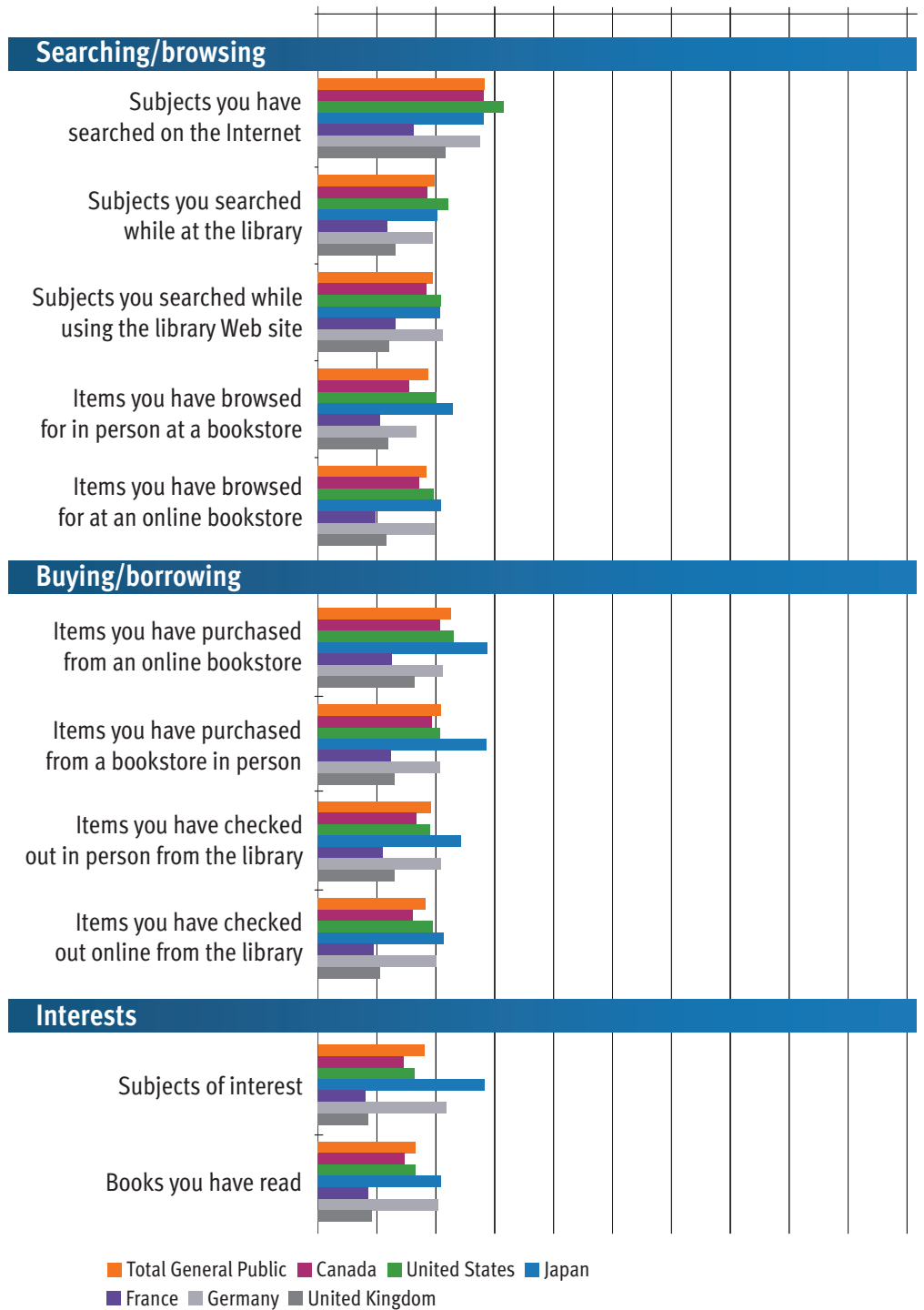
Privacy of Searching/Browsing Information By Country

Please rate how private, if at all, the following information is to you.

Note: The chart shows the *extremely private* and *very private* responses.

0% 20% 40% 60% 80% 100%

Respondents feel that subjects searched on the Internet are more private to them than subjects searched on a library Web site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 911.

Privacy, Security and Trust

Although activities conducted at the library are considered *extremely* or *very private* by just 20% of respondents, approximately half the respondents feel it is *extremely* or *very important* for the library to keep this information private.

Approximately half or more of the total general public feel it is *extremely* or *very important* for their library to keep their personal information and activities conducted at the library or library Web site private.

While respondents were most concerned about the privacy of their personal information, about half expressed a desire to keep all library activities private.

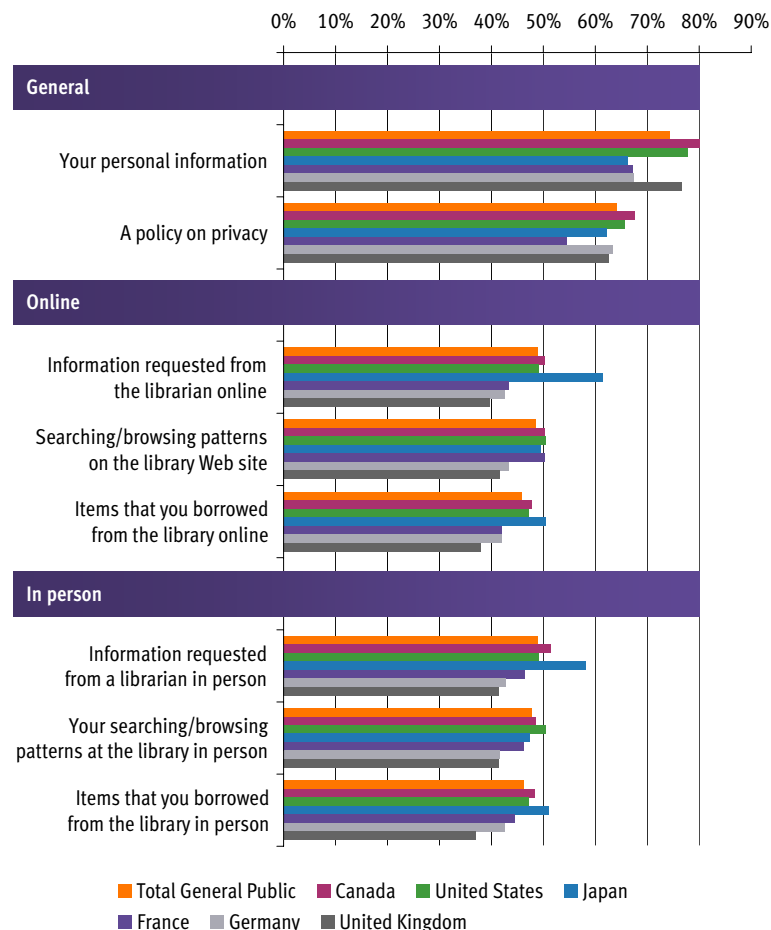
More than 60% of respondents also feel it is *extremely* or *very important* their library keeps a policy on privacy. Yet as reported earlier, half as many indicated they review the library privacy policy before registering on the site.

Importance of Keeping Library Information Private By Country

In thinking about privacy, how important, if at all, is it to you that the library you primarily use would keep ... [private]?

Base: Respondents who have used the library (in person or online).

Note: The chart shows the *extremely important* and *very important* responses.



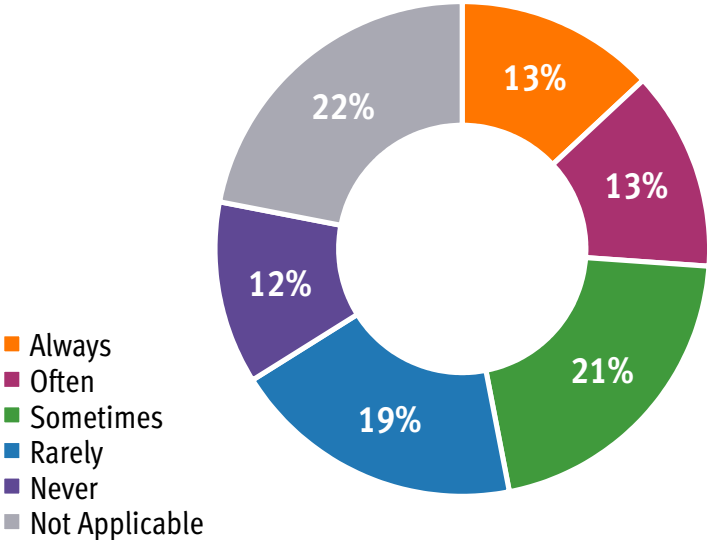
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1076.

Sixty-four percent (64%) of the total general public surveyed feel that it is *extremely* or *very important* for the library to keep a privacy policy, yet only 26% actually *always* or *often* review the library’s Web site privacy policy before using the library Web site.

Frequency of Reviewing Library’s Web Site Privacy Policy By Total General Public

In general when using the library in person or online, how frequently do you review the Web site’s privacy policy before registering?

Base: Respondents who have used the library (in person or online).



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1081.

Privacy Trade-offs

Respondents see a higher value in providing their contact information on social networking sites than on social media, commercial or library Web sites.

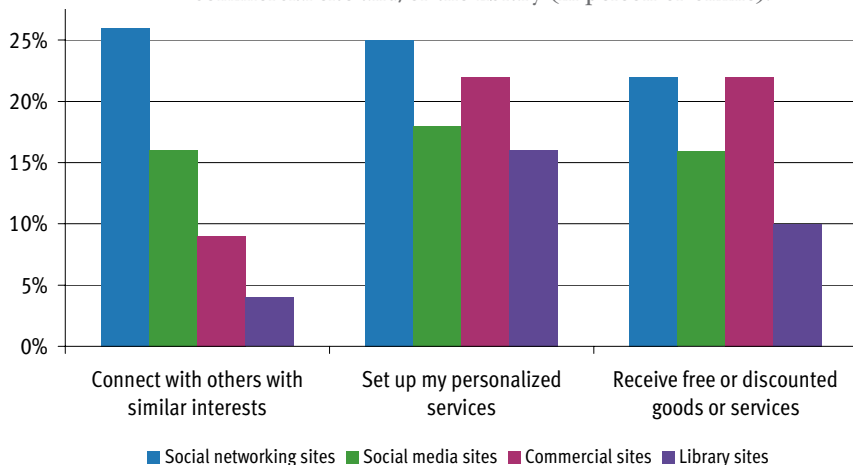
Social networking users indicated that they are more likely to share their contact information provided on social networking sites in exchange for other services when compared to users of social media sites, commercial sites or the library. About a quarter or more of users would be willing to share their contact information provided on social networking sites *to connect with others with similar interests, to set up personalized services or to receive free or discounted goods or services.*

Contact Information Trade-Off

By Total General Public

For each of the following types of information you may have provided on [social networking sites, social media sites, commercial sites and/or library (in person or online)], please indicate if you would be willing to share your contact information.

Base: Respondents who have used a social networking site, social media site, commercial site and/or the library (in person or online).



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 991, 1031, 1056 and 1091.

16%

of library users are willing to share their personal contact information supplied at the library in exchange for setting up personalized services.

Some interesting differences surfaced when we analyzed the willingness of the different age groups to provide contact information provided on social networking, social media and commercial sites, and at the library in exchange for different services. Respondents age 50+ would be substantially more likely to provide contact information provided on social networking sites *to connect with others with similar interests* than any other age group.

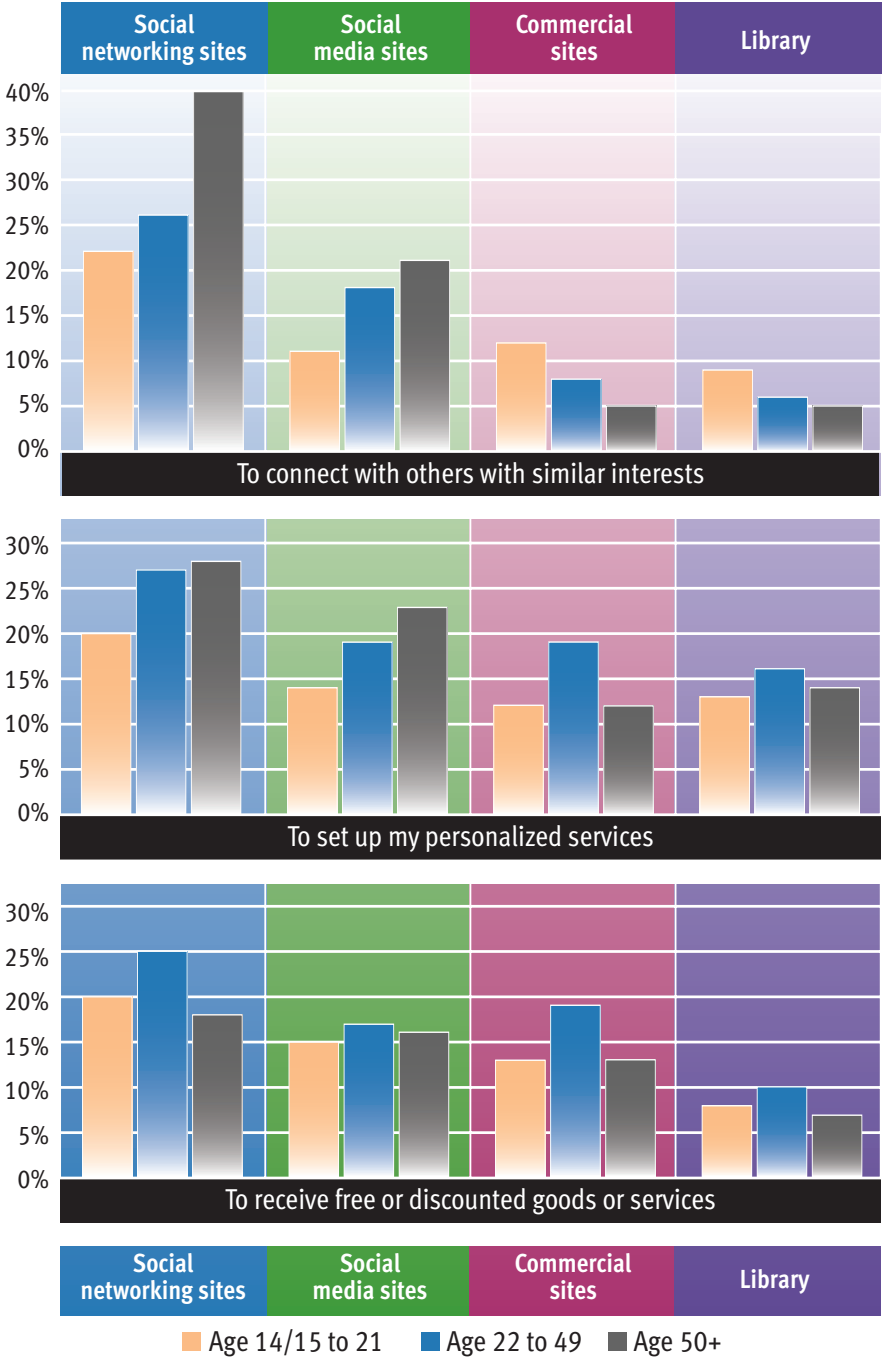
The respondents ages 22–49 would be generally more willing than those ages 14/15–21 and 50+ to share their contact information provided on social networking, social media and commercial sites, and at the library *to receive free or discounted goods or services*. And, respondents ages 14/15–21 would be least likely to share their contact information provided on social networking, social media and library sites *to set up personalized services*. Overall, all groups saw more value in exchanging contact information provided on social networking sites in exchange for other services than any other type of site.

Contact Information Trade-Off By Age

For each of the following types of information you may have provided on [social networking sites, social media sites, commercial sites and/or library sites], please indicate if you would be willing to share your contact information.

Base: Respondents who used a social networking site, social media site, commercial site and/or the library (in person or online).

Users are more willing to share personal information provided on social networking sites than on social media, commercial and library sites, in exchange for services.



Source: Sharing, Privacy and Trust in Our Networked World, OCLC, 2007, questions 991, 1031, 1056 and 1091.

Summary

Overall, respondents are split on their feelings on how private and secure their personal information has been kept on the Internet in the last two years. Roughly a quarter each feel their personal information is *kept more private*, *kept less private*, there has been *no change* or they are *not sure*. Views among respondents across the countries surveyed revealed half or more feel their personal information has been kept as private or more private than it was two years ago. While overall ratings for how secure their personal information has been kept on the Internet were similar to Internet privacy among total respondents, there were some noteworthy differences among respondents across the countries regarding Internet security. Respondents in France were more likely to feel their personal information is *kept more secure* on the Internet; significantly more Japanese respondents are likely to feel their personal information is *kept less secure*.

Eleven percent (11%) of the total general public surveyed have had their personal information used online without their consent, while the vast majority have not.

Identity theft was among the top privacy concerns among respondents. *Ads/spam* and *protecting personal information* were also top concerns. While many expressed overall concerns, over 10% of respondents had *no concerns*.

The majority of respondents feel online banking is very private. Less than half of respondents felt landline phones, cell phones and e-mail at home are very private. Other activities such as search engines, social sites, online bookstores and library Web sites are considered very private by 15% or less of respondents. These attitudes were consistent among respondents across the countries surveyed.

While many respondents do not feel many browsing/searching activities—such as books read, subjects searched on the Internet and checking out items from the library—are very private, approximately half feel it is very important for the library to keep this information private.

Having controls and rules on how personal information will be used and viewed on the Internet is important to respondents. The ability to remain anonymous, to specify who can view and use their information, privacy policies and security icons are all important to respondents, but respondents do not frequently use these controls on social sites and often share their real identities when registering on Web sites.

There is some level of trust with the people respondents communicate with and meet among users of social networking and media sites, but overall, more respondents trust the site itself and agree the longer they use the site, the more they trust the site. Nearly half or more of respondents agree that social networking, commercial and library Web sites keep their personal information secure and also that the sites have rules on how it will be used.