

Citizens' **surprise**

Perspectives  **PRISMS**

Surveillance 

Security  
Privacy  
**Abstract  
Booklet**

*Citizens' Perspectives on Surveillance, Security and Privacy:  
Controversies, Alternatives and Solutions*

**Joint Conference of SurPRISE, PRISMS and PACT  
Austrian Academy of Sciences, Vienna  
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**INSTITUTE OF  
TECHNOLOGY  
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# **Citizens' Perspectives on Surveillance, Security and Privacy: Controversies, Alternatives and Solutions**

## **Joint Final Conference of the SurPRISE, PRISMS and PACT Projects**

Recent revelations of mass surveillance programmes clearly demonstrate the ever-increasing capabilities of surveillance technologies. The lack of serious reactions to these activities shows that the political will to implement them appears to be an unbroken trend. The resulting move into a surveillance society is, however, contested for many reasons. Are the resulting infringements of privacy and other human rights compatible with democratic societies? Is security necessarily dependent on surveillance? Are there alternative ways to frame security? Do surveillance technologies address the most pressing security needs, and if yes, are they the most efficient means to do so? Is it possible to gain in security by giving up civil liberties, or is it even necessary to do so? Do citizens adopt this trade-off and, if yes, are they willing to enter into this trade?

Three FP7 Security Research projects have addressed these and related questions, putting the perspective of European citizens in the very centre of the research focus. Major aims are to better understand the relationship between surveillance, security and privacy, to inform policymaking and to support decision making with the gained insights. The revelation of practically unlimited surveillance activities of the NSA by Snowden, the rejection of the Data Retention Directive by the European Court of Justice and the recently adopted Opinion on Ethics of Security and Surveillance Technologies by the European Group on Ethics (EGE) are unambiguous signals that such decisions are urgently needed.

## **Conference**

This two-day conference is jointly organised by the EU FP7 research projects SurPRISE, PRISMS and PACT. The three projects aim at integrating the citizens' perspective into the investigation of controversial topics such as surveillance, security and privacy. Hence, this joint conference will offer a unique occasion to both present and discuss the results of the projects, but also to integrate them into a wider spectrum of social, academic and political debates. It will involve speakers from different scientific disciplines - social sciences, law, computer sciences, etc. - as well as practitioners - policy makers, NGOs, law enforcement officers, etc.

# Organization

The conference is organized by the partners of the PACT, PRISMS, and SurPRISE projects:

**PACT** (Public Perception of Security and Privacy: Assessing Knowledge, Collecting Evidence, Translating Research into Action):

- VITAMIB, France
- ATOS Spain S.A., Spain
- Centre for Irish and European Security, Ireland
- Ipsos MORI, Belgium
- Center for Security Studies, Greece
- The Hebrew University of Jerusalem, Israel
- Demokritos, National Center of Scientific Research, Greece
- RAND Europe, United Kingdom
- Peace Research Institute Oslo, Norway
- University of Westminster, United Kingdom

**PRISMS** (The PRIVacy and Security MirrorS: Towards a European framework for integrated decision making):

- Fraunhofer Institute for Systems and Innovation Research ISI, Germany
- Trilateral Research & Consulting, United Kingdom
- Vrije Universiteit Brussel, Belgium
- TNO, The Netherlands
- University of Edinburgh, United Kingdom
- Eötvös Károly Policy Institute, Hungary
- Hogeschool Zuyd, The Netherlands
- Ipsos MORI, United Kingdom

**SurPRISE** (Surveillance, Privacy and Security: A large scale participatory assessment of criteria and factors determining acceptability and acceptance of security technologies in Europe):

- Institute of Technology Assessment of the Austrian Academy of Sciences, Austria
- Agencia de Protección de Datos de la Comunidad de Madrid, Spain
- Instituto de Políticas y Bienes Públicos/Agencia Estatal Consejo Superior de Investigaciones Científicas, Spain
- The Danish Board of Technology, Denmark
- European University Institute, Italy
- Verein für Rechts-und Kriminalsoziologie, Austria
- Median Opinion and Market Research Limited Company, Hungary
- The Norwegian Board of Technology, Norway
- The Open University, United Kingdom
- TA-SWISS, Centre for Technology Assessment, Swiss Academies of Arts and Sciences, Switzerland
- Unabhängiges Landeszentrum für Datenschutz Schleswig-Holstein, Germany

## **Funding**

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# **Citizens' Privacy Concerns: Does National Culture Matter?**

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This study is an integral part of a large research project aiming to develop a comprehensive integrated model of privacy concerns in the online environment and to empirically test it to provide deeper understanding of various interactions between antecedents, concerns and consequences of online privacy. The research objectives will initially be achieved by identifying and developing (i) a comprehensive list of antecedents such as demographic factors (e.g. gender, education), experience factors (e.g. internet use experience, web expertise) and social-psychological factors (values, attitudes, culture norms), and (ii) a comprehensive list of consequences of online privacy concern on individual-user level.

Within this wider research framework, our intuition is that the cultural characteristics of a society determine the level of privacy concern. Such soft indicators are often used in studies explaining individual set of values, working habits, and other behaviour patterns of individuals. However, it has not been observed if the cultural attributes of a nation shape citizens' perceptions on privacy related issues.

We will empirically test dimensions of national culture as antecedents of privacy concern. For this purpose we will construct an index of privacy concerns and national cultural dimensions indicators and examine their interrelations. Both set of indicators will be created using the data collected in two public surveys in Croatia. Testing the model on the Croatian population is seen as an appropriate way to empirically test the concept and interrelations, especially as it concerns a middle-developed EU country that constitutes a part of the digital society.

The privacy concern index will be obtained from survey data exploring public attitudes towards privacy and behaviour patterns when taking different roles and actions related to the privacy infringement, surveillance and data protection in Croatia (Budak et al., 2013).

Hofstede's (1980) seminal work points to the way in which certain national cultures determine the way in which businesses in different countries and parts of the world are organised and operate. Our empirical research will employ survey data collected in accordance with the Hofstede methodology on national cultural dimensions (<http://geert-hofstede.com>) at the large net sample of 1500 citizens. Indicators for defined five dimensions of national cultures (Power Distance, Individualism vs. Collectivism, Masculinity vs. Femininity, Uncertainty Avoidance and Long-Term Orientation) will be constructed. In the next step, national culture indicators will be compared to privacy concern index on a regional level.

Our empirical study will examine if (and which) national culture dimensions would impact the privacy concern, and therefore should be included in the set of socio-psychological factors in the extended model of privacy concern.

Academic literature recognizes privacy concern as a growing issue in the digital age, especially for new EU member states and post-transition countries. The impact of a rather traumatic transformation, marked by considerable distrust in institutions, speaks to a number of Hofstede's national cultural dimensions, notably regarding the distribution of power and resources, the balance between individualist and collectivist values, and the threat felt when facing uncertain or unknown situations. The research will contribute to the final definition of an integrated theoretical framework of online privacy concern. The additional project outcomes are policy implications and recommendations for regulatory control, internet users, policy and business strategies.

## References

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