Platforms: Do we trust them?

Dr René Arnold

When platforms get personal – annoying certainty or pleasant surprise?

Dr Anna Schneider

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Agenda

Fake News: What's the problem?

Changes in media consumption

Attitudes towards media usage

Attitudes towards online platforms

Data provided by consumers

A closer look at Google

A closer look at Facebook

Conclusions

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Are we living in the cave?

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up to
US$
30,000
monthly

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…or is it?

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A brief history of fake news

Anecdota

Misinformation published by Procopius to harm Emperor Justinian

600

Canard

Broadsides with fake information ranging from dreadful stories to deliberate political misinformation during the French Revolution

17th & 18th century

Moon Hoax

A story about John Herschel (astronomer) discovering life on the moon made worldwide news

1835

1522

Pasquinade

Sonnets posted on the Pasquino bust in Rome to manipulate the pontifical election

17th & 18th century

Paragraph men

provided printer-publishers with gossip and largely fake information in London

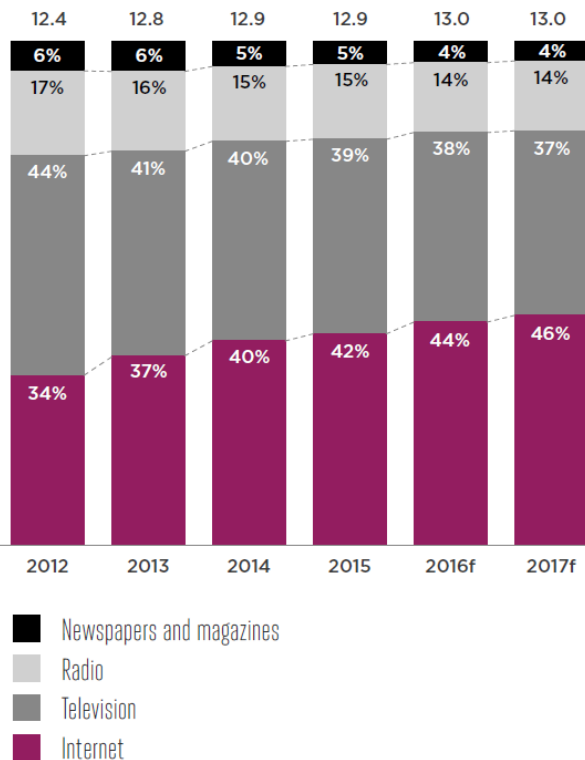1941

Gustav Siegfired Eins

Fake news radio station established by the British to break German soldiers' morale

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Changing Media Consumption

Time spent online and on offline media
Average hours per day per person

	2012	2013	2014	2015	2016f	2017f
Total	12.4	12.8	12.9	12.9	13.0	13.0
Newspapers and magazines	6%	6%	5%	5%	4%	4%
Radio	17%	16%	15%	15%	14%	14%
Television	44%	41%	40%	39%	38%	37%
Internet	34%	37%	40%	42%	44%	46%

Legend:
- Newspapers and magazines
- Radio
- Television
- Internet

Time spent online
Average hours per day per person

	2012	2013	2014	2015	2016f	2017f	Δ 2012-2017f Minutes
Total	4.2	4.8	5.2	5.5	5.8	5.9	
Others	37%	39%	38%	35%	33%	31%	+19
News and print	24%	20%	18%	18%	19%	20%	+11
Music	13%	13%	15%	16%	16%	16%	+25
Social networks	12%	12%	12%	12%	13%	13%	+14
Video	14%	16%	17%	19%	20%	20%	+37

Legend:
- Others
- News and print
- Music
- Social networks
- Video
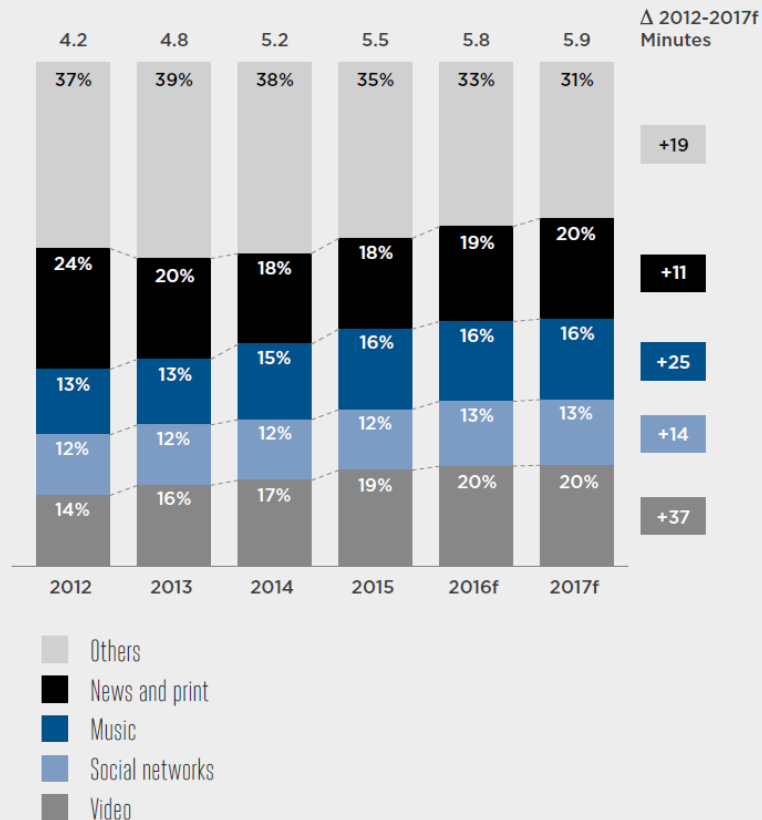
Time spent trends

News consumption (off- & online)
105 mins daily In 2012 to 102 mins daily In 2017

Video consumption (off- & online)
363 mins daily In 2012 to 359 mins daily In 2017

Time spent on social networks
30 mins daily In 2012 to 46 mins daily In 2017

Source: GSMA (2016): Internet Value Chain Report.

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Attitudes towards media usage by age group

Legend:
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55+

Scale: 1 2 3 4 5

Categories:
- The Internet is my main source of information
- I pay attention to advertising online
- I am concerend to miss news because of websites' preselection
- I think it's fair to receive contents for free in exchange for looking at advertising
- I don't care about my privacy online
- I am afraid of personalized advertising online

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Attitudes towards media usage by age group

Legend (age groups):
- 18 to 24
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- 45 to 54
- 55+

Scale: 1 2 3 4 5

Statements:
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Right chart:

I might miss key information
- 68
- 65
- 60
- 56
- 45
- 42

I might miss challenging viewpoints
- 67
- 61
- 59
- 53
- 46
- 38

My privacy is affected
- 54
- 49
- 49
- 46
- 44
- 45

Legend:
- Norway
- UK
- USA
- EU Weighted Average
- Japan
- Korea

Axis: 0% 35% 70%

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Attitudes towards media usage by age group

Legend:
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- 25 to 34
- 35 to 44
- 45 to 54
- 55+

Scale: 1 — 2 — 3 — 4 — 5

Categories (y-axis):
- The Internet is my main source of information
- I pay attention to advertising online
- I am concerend to miss news because of websites' preselection
- I think it's fair to receive contents for free in exchange for looking at advertising
- I don't care about my privacy online
- I am afraid of personalized advertising online

Consumers spontaneously associate the Internet with a large library without restrictions, but finding the right information remains an issue:

"So, what I immediately come to think of is this flood of information, right? On the Web [...] I have to check, which of those 50,000 sites holds the information I actually want." (Anna, 37)

Consumers accept filtering as long as it somehow anticipates their willingness to perform the task themselves. This is somewhat in conflict with their urge for control. Legal boundaries are accepted:

When it is about things that are against the law [...] I think that should be suppressed. But that there is some sort of committee that evaluates the content on the web and filter it; I don't approve of that at all." (Jochen, 38)

N = 1,003
1 = „completely disagree" 5 = „completely agree"

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Attitudes towards media usage by age group

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- I am afraid of personalized advertising online

"I´m happy": Personalized ads are perceived as helpful because irrelevant product information is filtered away fulfilling individual interests:

"I am always a fan of individual offers tailored to my needs. I think that's simply very helpful. Sometimes I even get inspiring suggestions." (Moritz, 22)

"I don´t care": Low involved consumers with little knowledge about the underlying mechanisms don´t care about personalized ads:

„I think it doesn't bother me. It may be a little annoying sometimes, but it's not upsetting." (Jeanne, 23)

"I´m scared": Personalized ads are upsetting, if underlying algorithms do not function properly or when very personal information is used:

„„It's somewhat scary when you already think you might be pregnant and you worry a lot and then they recommend pregnancy tests to you."(Marisa, 32)

N = 1,003
1 = „completely disagree" 5 = „completely agree"

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Attitudes towards media usage by age group

Legend:
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55+

Scale: 1   2   3   4   5

Categories (top to bottom):
- The Internet is my main source of information
- I pay attention to advertising online
- I am concerend to miss news because of websites' preselection
- I think it's fair to receive contents for free in exchange for looking at advertising
- I don't care about my privacy online
- I am afraid of personalized advertising online

There is no link between privacy concerns and actual measures taken to avoid tracking

Privacy concern	Level of anti-tracking measures		
	low	average	high
low	22	40	17
average	3	6	2
high	2	5	2

Table %;
Chi-squ.=3.733; p=.443

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Attitudes towards media usage by age group

18 to 24
25 to 34
35 to 44
45 to 54
55+

1 2 3 4 5

The Internet is my main source of information

I pay attention to advertising online

I am concerend to miss news because of websites' preselection

I think it's fair to receive contents for free in exchange for looking at advertising

I don't care about my privacy online

I am afraid of personalized advertising online

Males takes more measures than females to avoid being tracked online

Level of anti-tracking measures

Sex	low	average	high
male	11	24	14
female	18	27	7

…, but females tend to enter fewer personal data on online platforms (indicative results).

Table %;
Chi-squ.=41.185; p=.000

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Attitudes towards Online Platforms & Personalisation

Legend:
- Seach engine
- Online Shopping
- Social Networks
- News
- Comparison Portals
- Music Streaming
- Video Streaming

Categories (vertical axis):
- I find always what I am looking for
- Satisfied with advertising
- Advertising is completely personalised
- I think personalised advertising is a good thing
- All content is treated equally
- I can recognize sponsored content easily
- Sponsored content is treated better
- Data collection by this service is ok
- Daa analysis for pers. ads by this service is ok
- Data sharing with other services for pers. ads is ok with this service

Individual scores

Average score

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Attitudes towards Online Platforms & Personalisation

"So, when I am searching something on Google then usually I get what I am looking for, but sometimes I get the feeling that things come on top that don't really fit like really on top of the results. […] but then you know that those sites are on top that pay for it." (Steffi, 32)

"Sometimes Facebook is really scary. […] When I have searched for sneakers and then on a completely different page there were the same sneakers in one of these pop-ups. And then I asked myself why is that there now?" (Viola, 24)

	1	2	3	4	5
I find always what I am looking for					
Satisfied with advertising					
Advertising is completely personalised					
I think personalised advertising is a good thing					
All content is treated equally					
I can recognize sponsored content easily					
Sponsored content is treated better					
Data collection by this service is ok					
Daa analysis for pers. ads by this service is ok					
Data sharing with other services for pers. ads is ok with this service					

Average score

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Access to data provided consciously by consumers

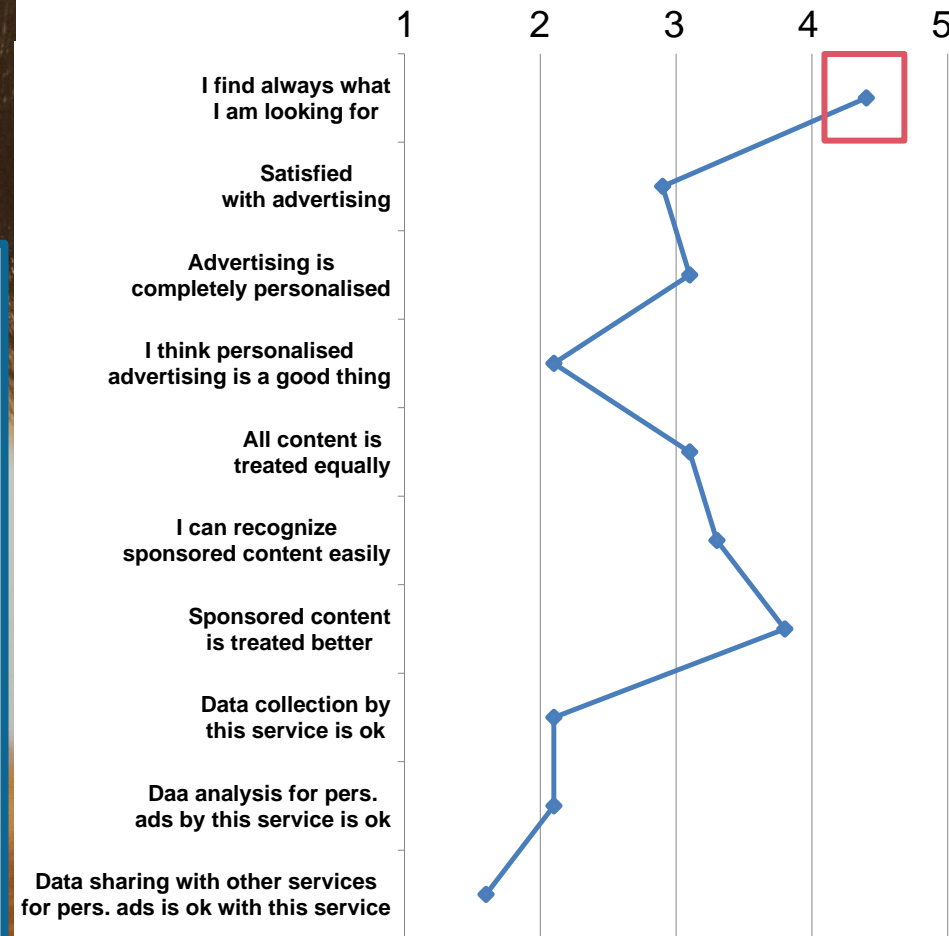Number of types of data provided consciously by consumers by online service

Service	Value
News	0,42
Comparison portals	0,97
Search engines	1,11
Video streaming	1,45
Music streaming	1,84
Social networks	2,27
Online shopping	3,68

N = 1,003

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Google

How does that compare to the quantitative data?
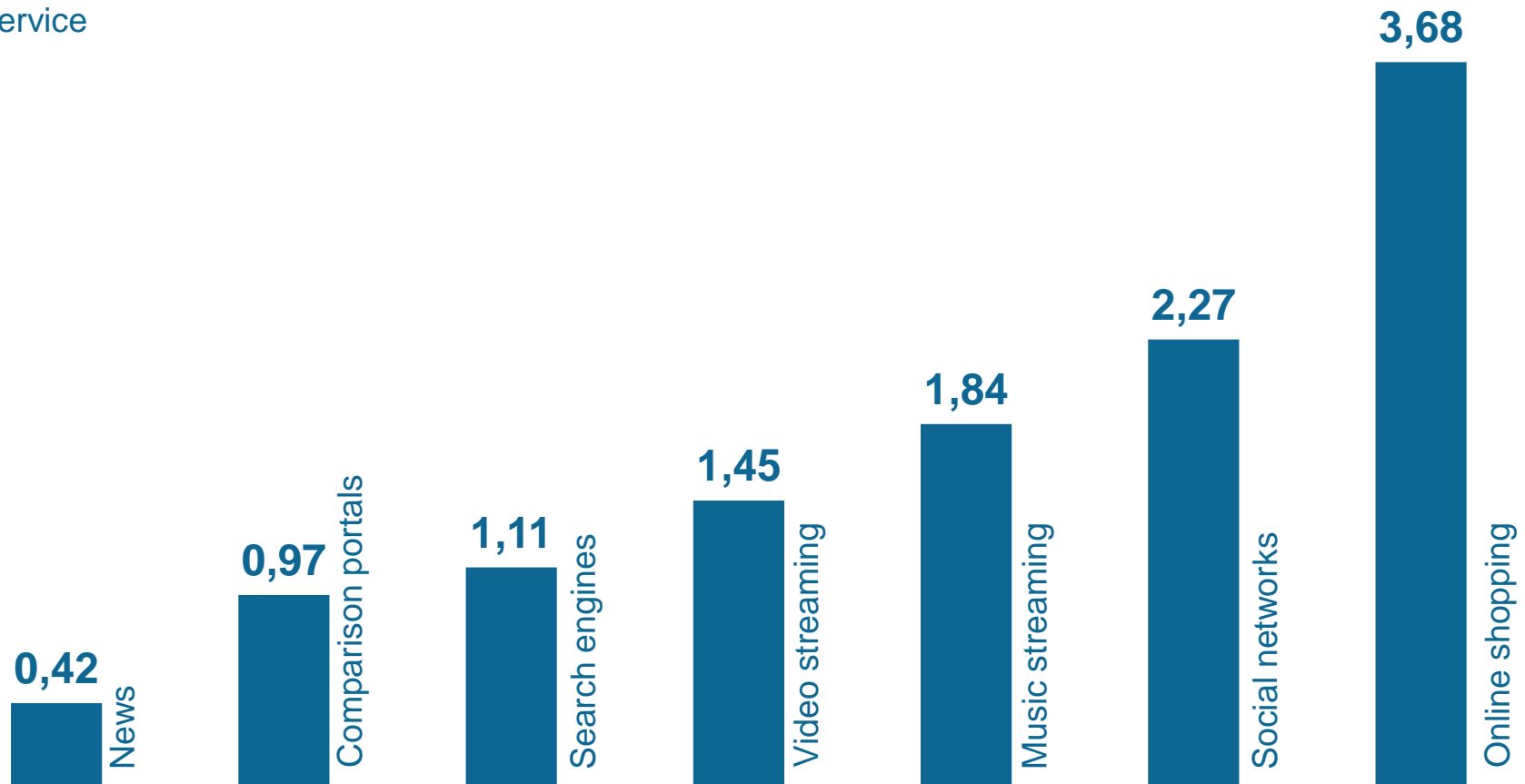
"With Google I expect that their algorithm works flawlessly – just like it should. And it does […] Anyone who doesn't what he is searching for is simply too stupid to use Google." (Hannes, 23)

"For me the Internet is first and foremost an enormous collection of information. If you search long enough you will find anything you're looking for." (Maria, 32)

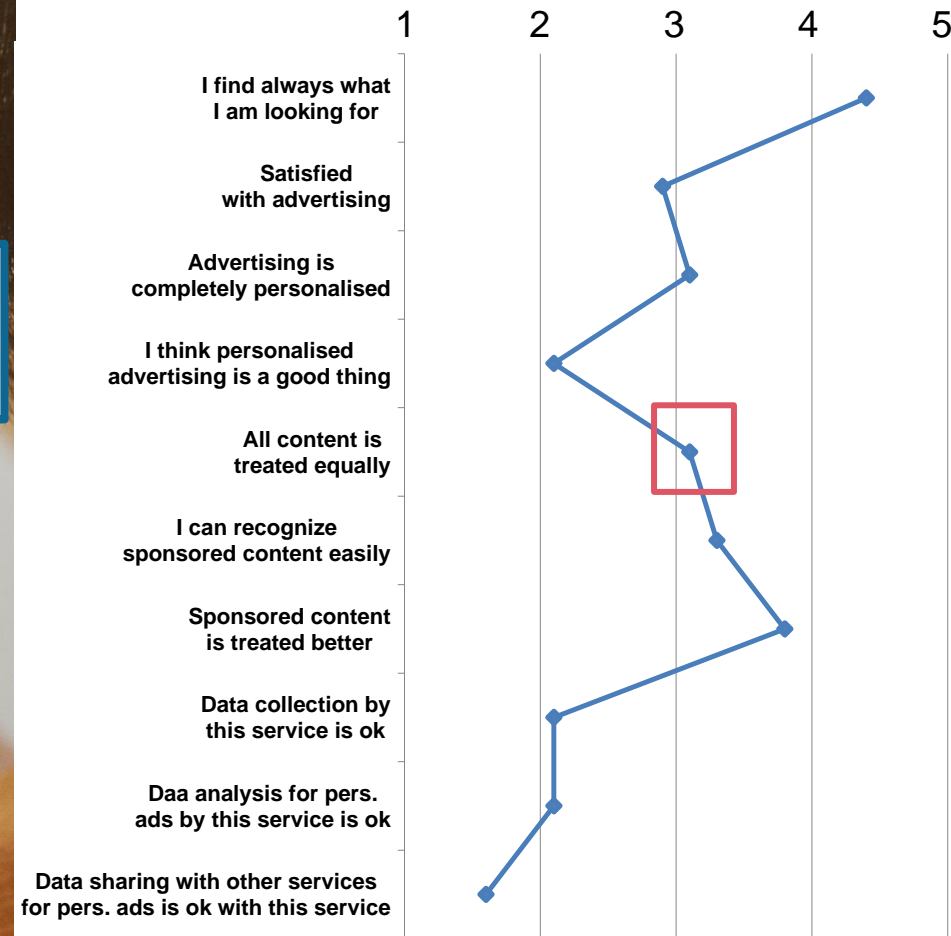"I only look at the first 2 maybe 3 pages anything past that does not interest me anyway." (Andreas, 24)

	1	2	3	4	5
I find always what I am looking for					
Satisfied with advertising					
Advertising is completely personalised					
I think personalised advertising is a good thing					
All content is treated equally					
I can recognize sponsored content easily					
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Google

"But whether we really see different content on the sites we visit, well I doubt that." (Anna, 37)
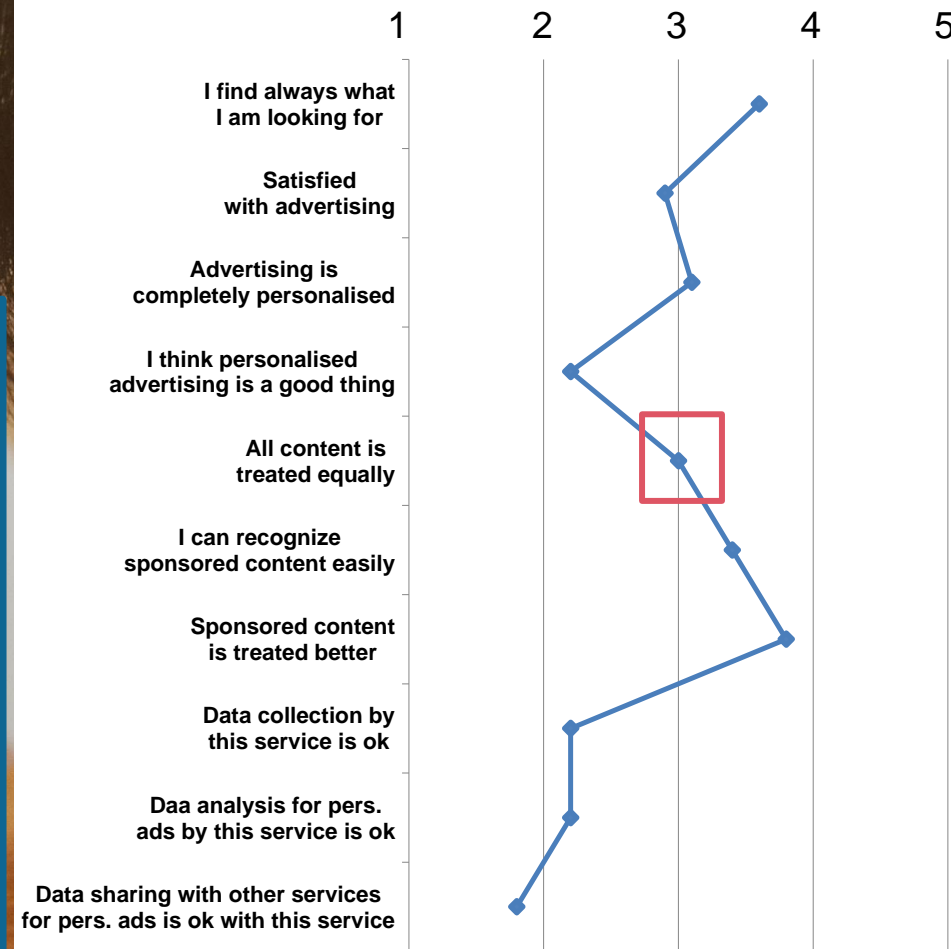
How does that compare to the quantitative data?

	1	2	3	4	5
I find always what I am looking for					
Satisfied with advertising					
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Facebook

How does that compare to the quantitative data?

"[about algorithms] Just looking at what social media needs to do this makes things easier, because social media is not really about information. If you were using it as information source, then this is paternalism. But I would say information is not really Facebook's job." (Maria, 33)

"You have to make a difference between really important stuff, educational content and just-for-fun stories." (Lisa, 26)

"Because Facebook has to this [filtering] I don't know because if you have a lot of friends it would just get too much." (Katharina, 26)

	1	2	3	4	5
I find always what I am looking for					
Satisfied with advertising					
Advertising is completely personalised					
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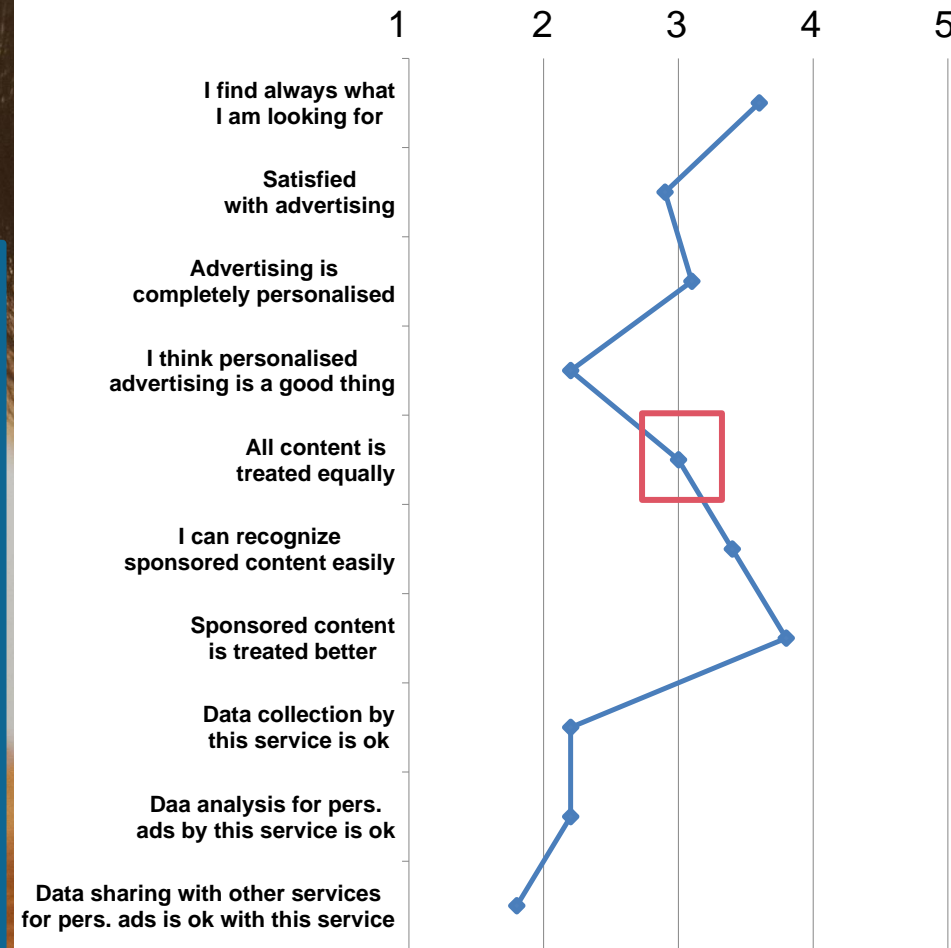
Facebook

How does that compare to the quantitative data?

"Sometimes, I like this preselection. I think Facebook has got it that I am not into football and so on, so I don't get this or maybe rarely." (Steffi, 32)

"In principle, I would to everyone having the possibility to decide, which information he gets and which not. […] OK, well like public broadcasters that's for me the absolutely necessary information with which no one should fiddle." (Rebecca, 26)

"But since so many get their information on Facebook, it should be made sure that they show a balanced view. At least when it is about political and societal issues. That can be really dangerous if you hear only one side of the story" (Steffi, 32)

Chart axis labels (1 to 5):
- I find always what I am looking for
- Satisfied with advertising
- Advertising is completely personalised
- I think personalised advertising is a good thing
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Conclusions – Consumers swaying with the wind?

- Independent from the type of online, consumers are discontented about having their data collected and analysed, but satisfied with their services

- Consumers are largely unaware of filtering and personalisation (except ads)

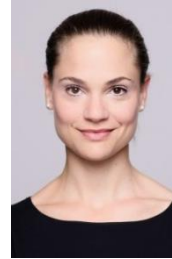- There is some use of tracking avoidance measures, but largely consumers neglect the issue

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