

Annexe A

Appendix

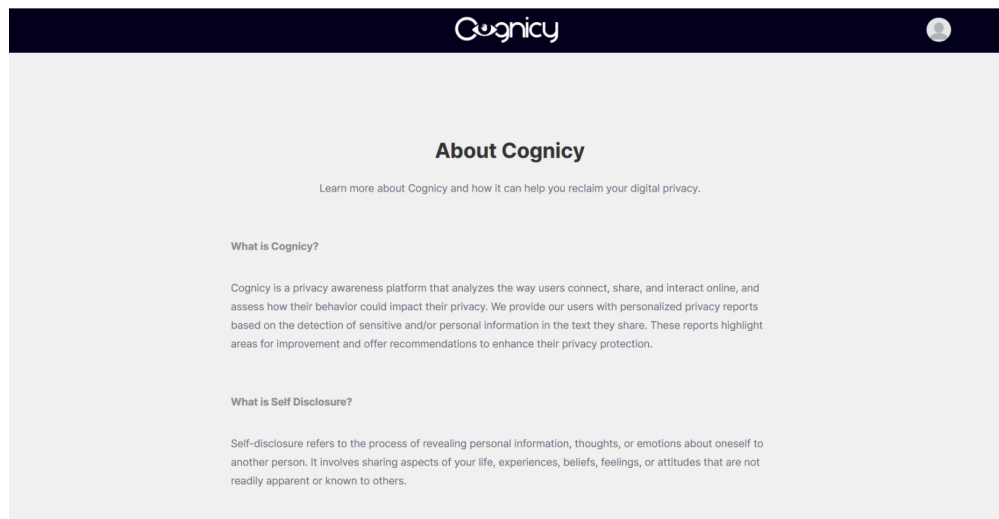


Fig. A.1. About page

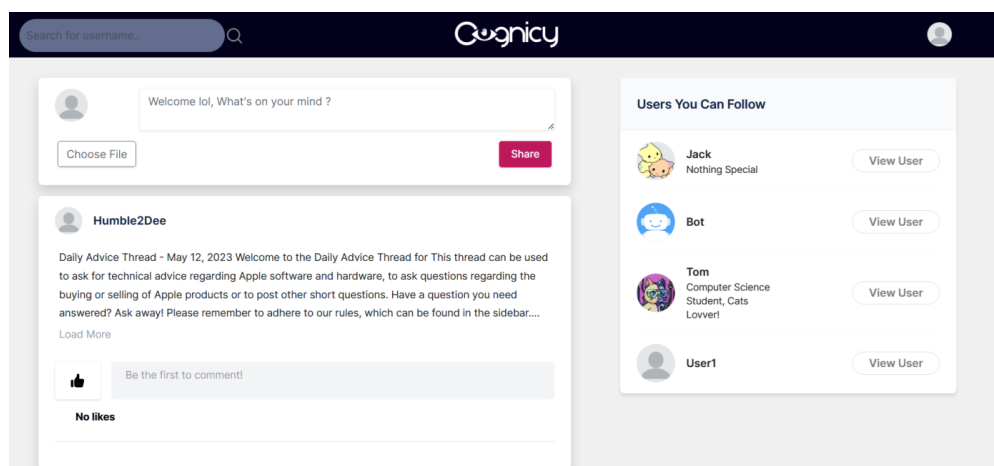


Fig. A.2. Cognicity home page

Cognicity - Post questionnaire

Thank you for using Cognicity!
Please help us by filling this form.

* Indicates required question

1. For how long did you use Cognicity? *

Mark only one oval.

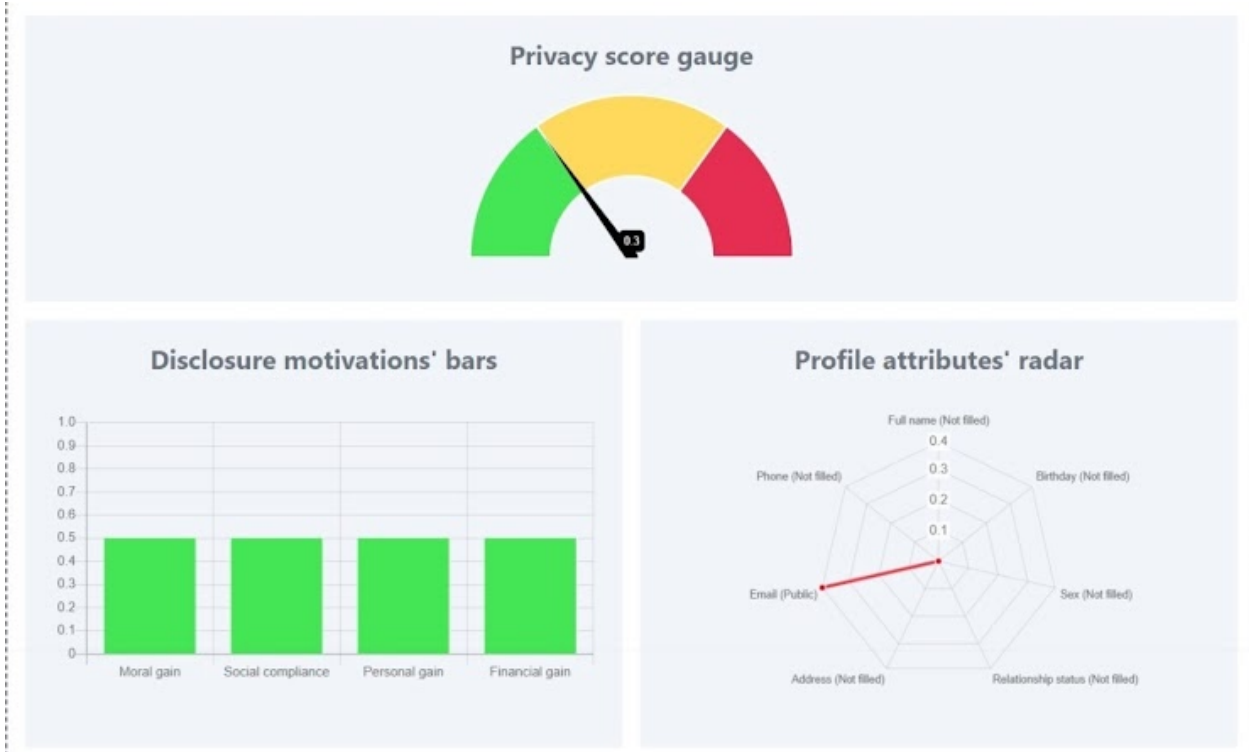
- Less than an hour
- Between 1 and 3 hours
- More than 3 hours

2. What was your username on Cognicity? *

Privacy report visualizations

For each of the following statements, please indicate if you agree with the sentences. Each statement refers to the **privacy report** in the Cognicity platform.

Privacy behavior visualizations

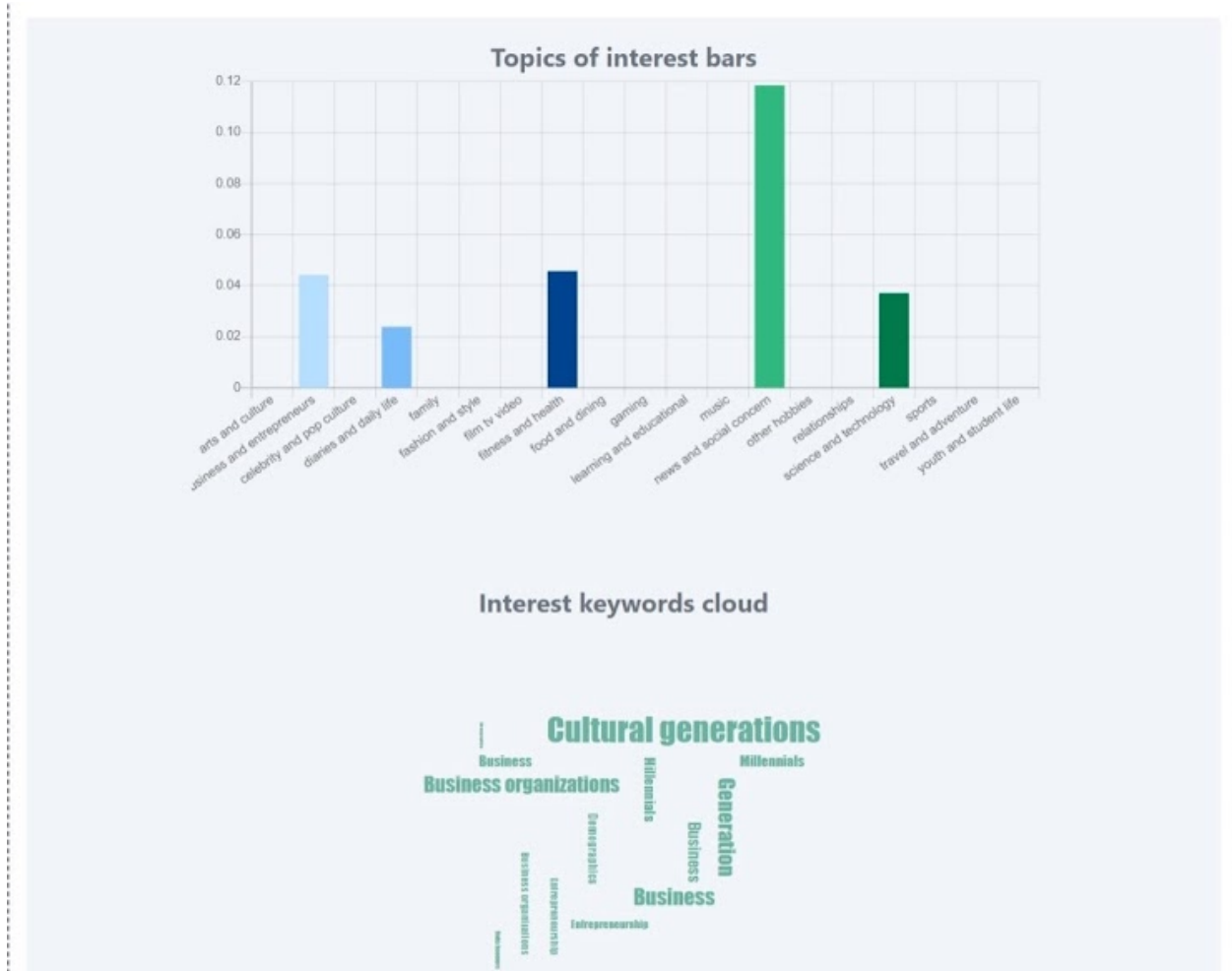


3. I think that the visualizations shown in my privacy report allowed me to better understand my privacy behavior. *

Mark only one oval per row.

	Not agree	Partially agree	Agree	Completely agree	I did not see the visualization
Privacy score gauge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disclosure motivations' bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profile attributes' radar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Interest visualizations



4. I think that the interest visualizations shown in my privacy report allowed me to better understand how my browsing could reveal information about my interests. *

Mark only one oval per row.

	Not agree	Partially agree	Agree	Completely agree	I did not see the visualization
Topics of interest bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interest keywords cloud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. I think that the interest visualizations shown in my privacy report accurately reflect my actual interests. *

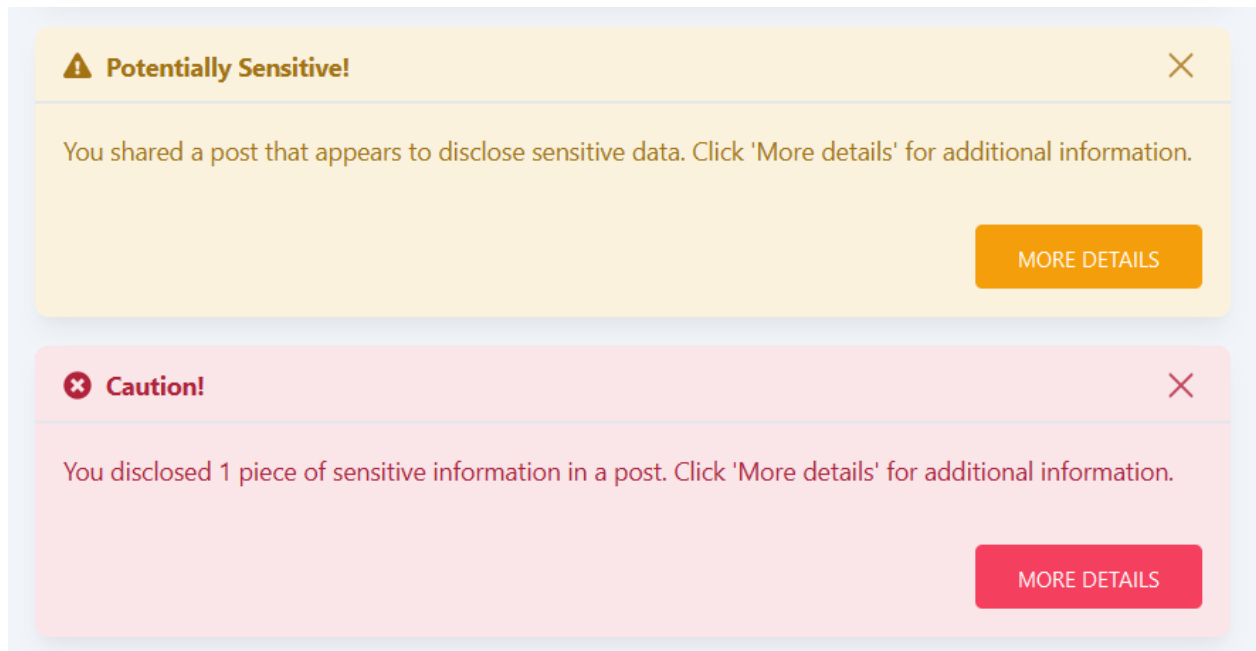
Mark only one oval per row.

	Not agree	Partially agree	Agree	Completely agree	I did not see the visualization
Topics of interest bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interest keywords cloud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Privacy report usefulness

For each of the following statements, please indicate if you agree with the sentences. Each statement refers to the **privacy report** in the Cognicity platform.

Detection of sensitive information




6. I think that the detection of sensitive information in the text that I shared was accurate. *

Mark only one oval.

- Not agree
- Partially agree
- Agree
- Completely agree
- I did not see a detection of sensitive information in the text that I shared

Detection of disclosure motivations

 **Potentially Sensitive!** ✕

During the platform's evaluation of your disclosure behavior, you shared a comment that appears to disclose sensitive data when confronted with the 'Moral gain' bias. Click 'More details' for additional information.


[MORE DETAILS](#)

7. I think that the detection of my disclosure motivations helped me raise awareness ^{*} about what biases lead me to disclosure.

Mark only one oval.

- Not agree
- Partially agree
- Agree
- Completely agree
- I did not see a detection of my disclosure motivation

Privacy advice employing social norm.

 **Note** ✕

You profile attribute 'Phone number' is visible to followers only while **more than 75% of the platform's users chose a safer option** and set it to private.

8. I think that the privacy advice employing social norm helped me choose a safer option. *

Mark only one oval.

- Not agree
- Partially agree
- Agree
- Completely agree
- I did not see a privacy advice employing social norm

9. I think that the privacy report in general (visualizations and advice) allowed me to discover new insights about my behavior online. *

Mark only one oval.

- Not agree
- Partially agree
- Agree
- Completely agree
- I did not see my privacy report

10. I think that the privacy report in general (visualizations and advice) allowed me to gain awareness about my privacy behavior. *

Mark only one oval.

- Not agree
- Partially agree
- Agree
- Completely agree
- I did not see my privacy report

11. I think that as a result of the privacy report in general (visualizations and advice) I ^{*} will change my disclosure behavior to protect my privacy.

Mark only one oval.

- Not agree
- Partially agree
- Agree
- Completely agree
- I did not see my privacy report

Platform Usability

For each of the following statements, please indicate if you agree with the sentences. Each statement refers to **the Cognicy platform**.

12. I think that I would like to use the platform frequently. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

13. I found the platform unnecessarily complex. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

14. I thought the platform was easy to use. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

15. I think that I would need the support of a technical person to be able to use the platform.

*

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

16. I found the various functions in the platform were well integrated. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

17. I thought there was too much inconsistency in the platform. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

18. I would imagine that most people would learn to use the platform very quickly. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

19. I found the platform very cumbersome to use. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

20. I felt very confident using the platform. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

21. I needed to learn a lot of things before I could get going with the platform. *

Mark only one oval.

Strongly disagree

1

2

3

4

5

Strongly agree

Final questions

22. What specific functionalities did you find most useful in Cognicy and why?

23. What data visualizations do you think we should add to Cognicy in order to improve users' disclosure behavior?

24. What additional facets of "disclosure online" do you think we should discuss in order to improve users' disclosure behavior?

25. Do you have any additional thoughts, suggestions, or feedback that you would like to share about the platform?

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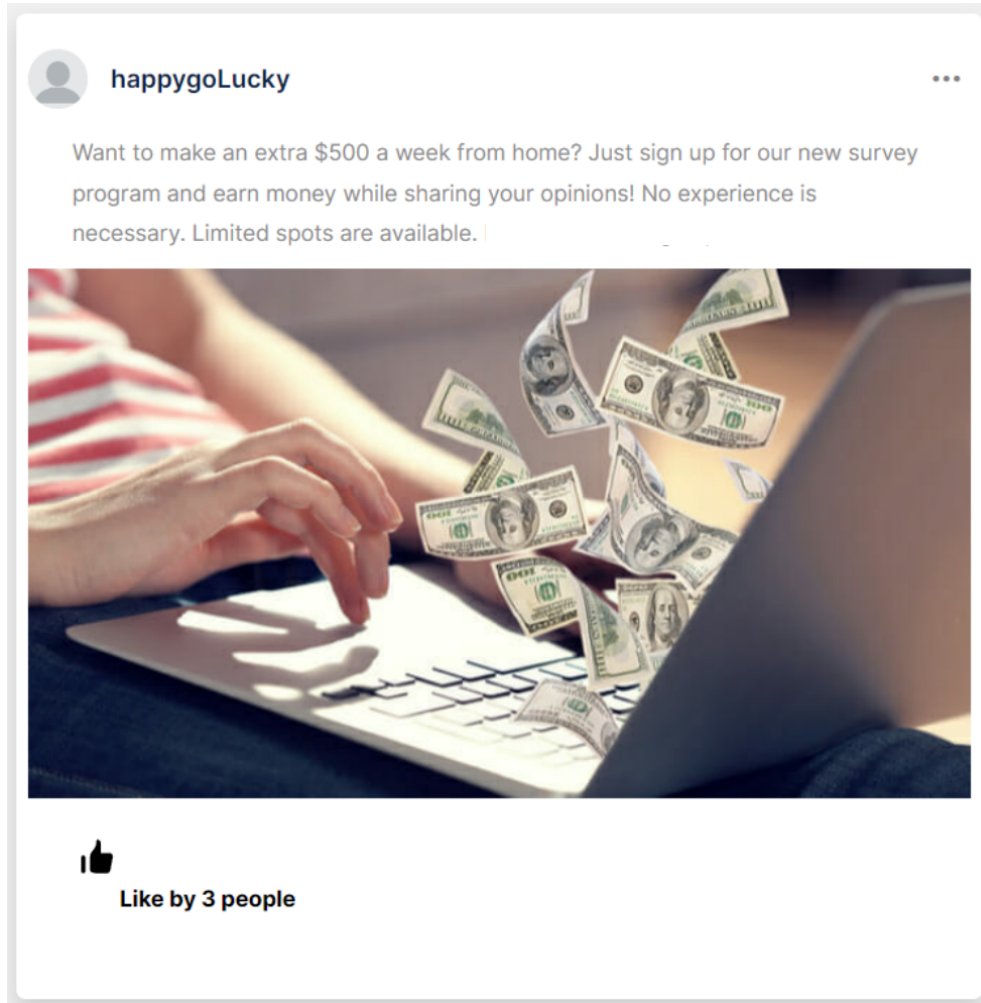


Fig. A.3. Financial gain post

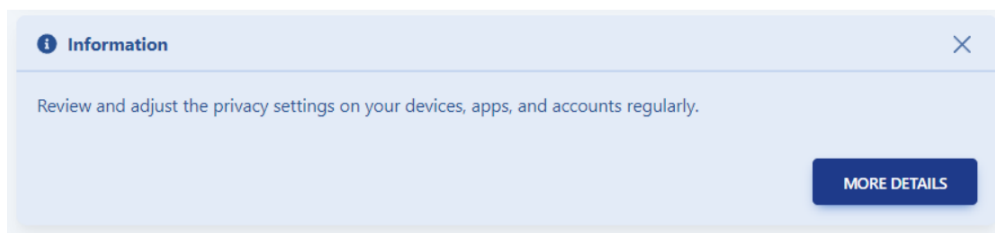


Fig. A.4. One size fits all nudge information offering information

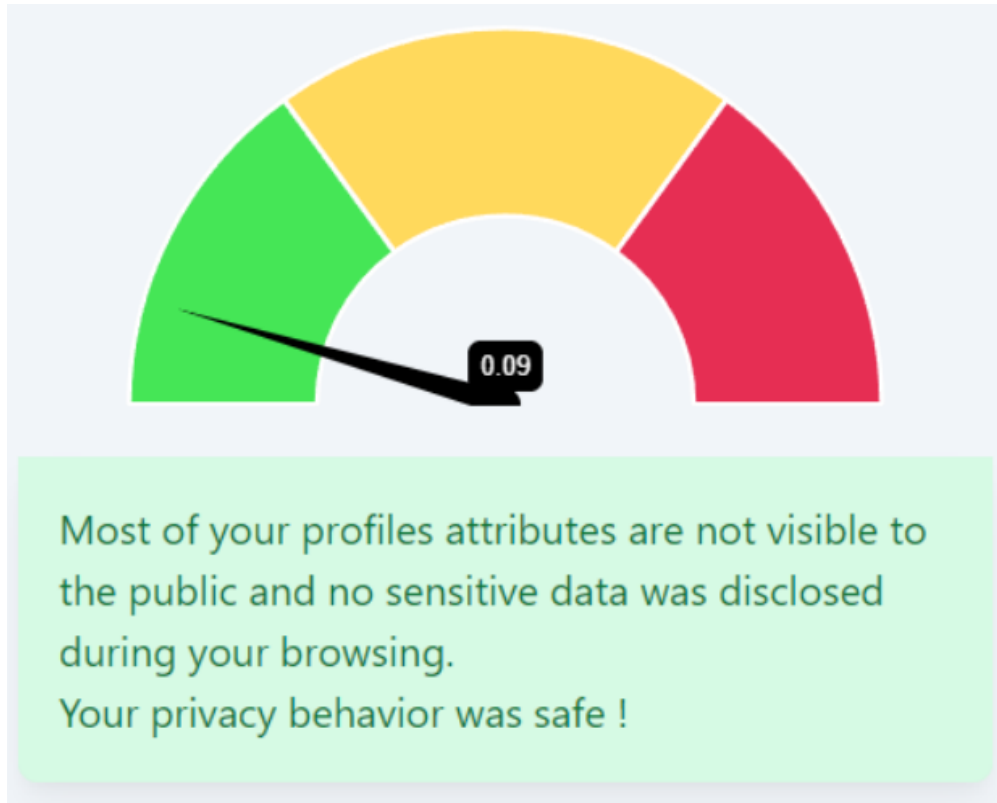


Fig. A.5. privacy report gauge: Example 1

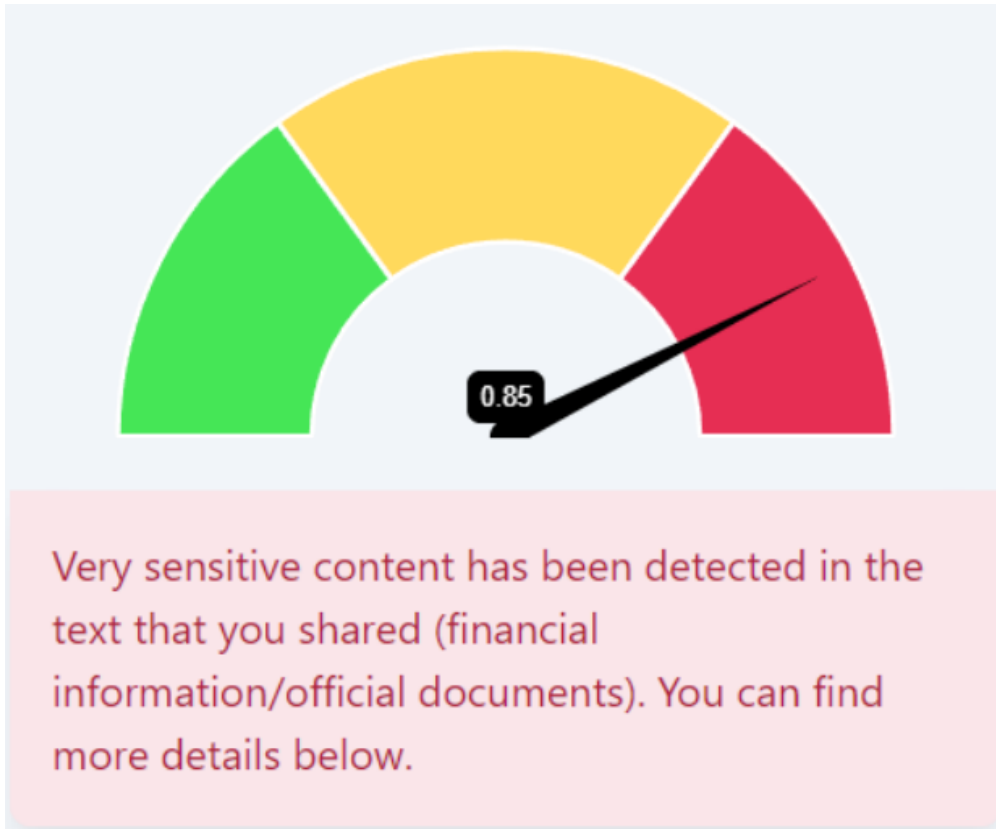


Fig. A.6. privacy report gauge: Example 2

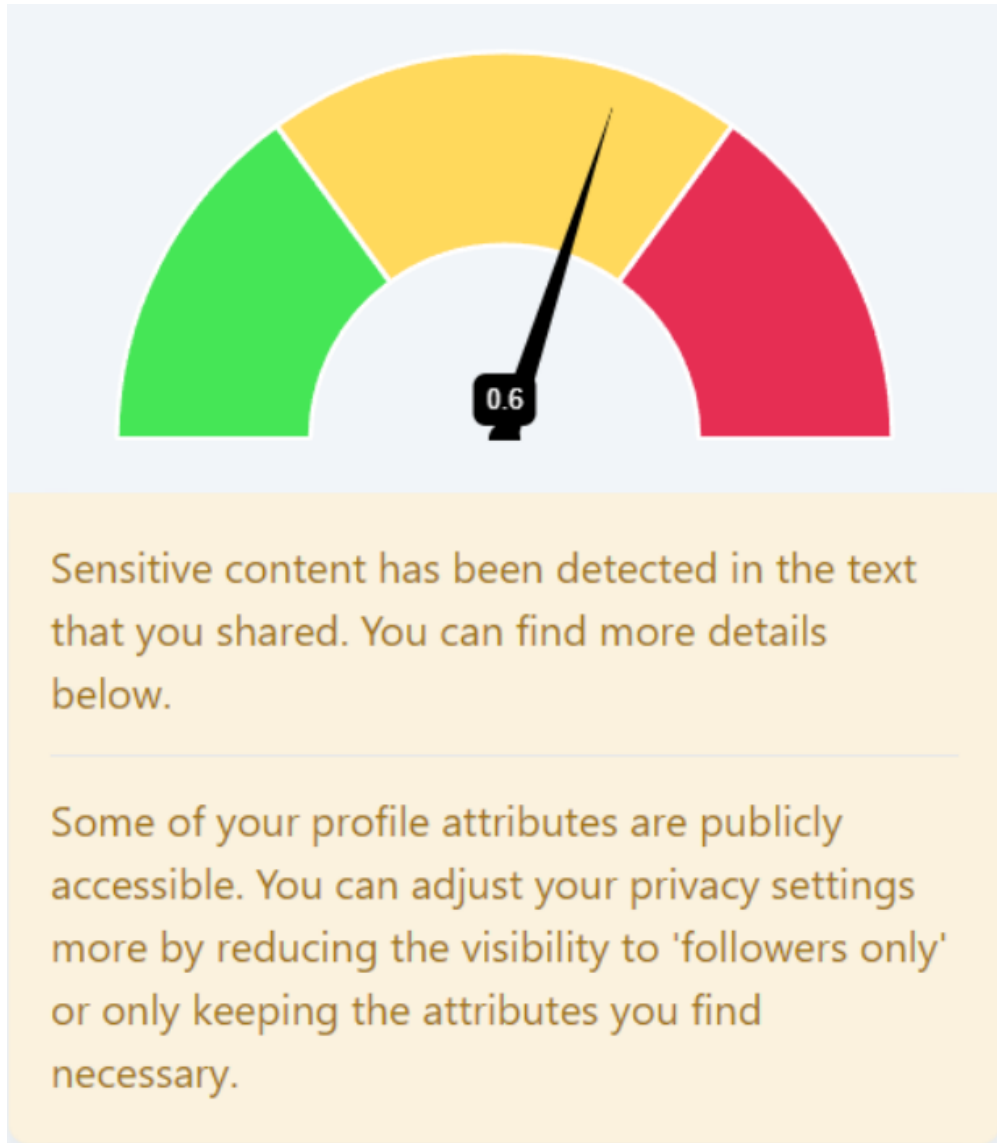


Fig. A.7. privacy report gauge: Example 3

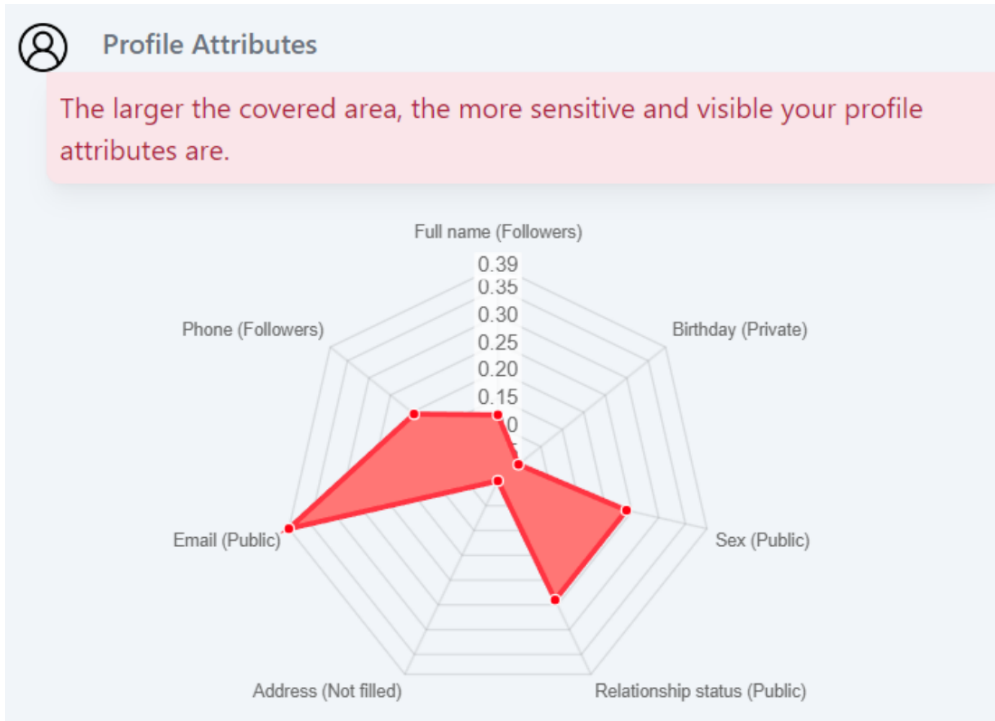


Fig. A.8. Profile attributes

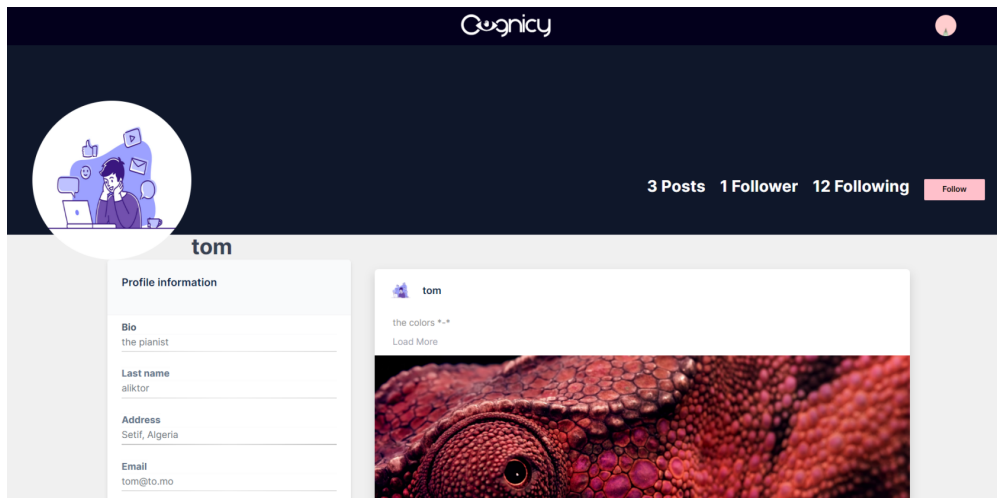


Fig. A.9. Profile page

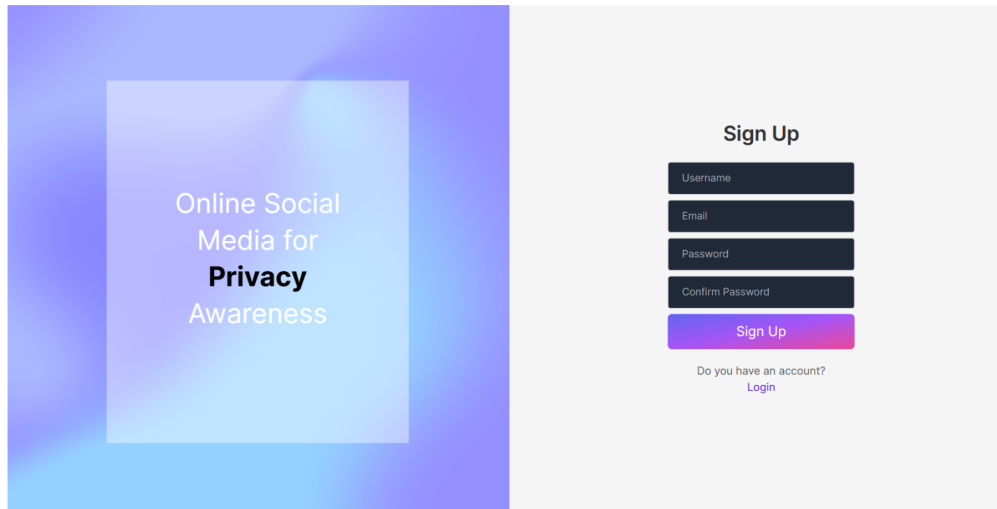


Fig. A.10. Sign up page

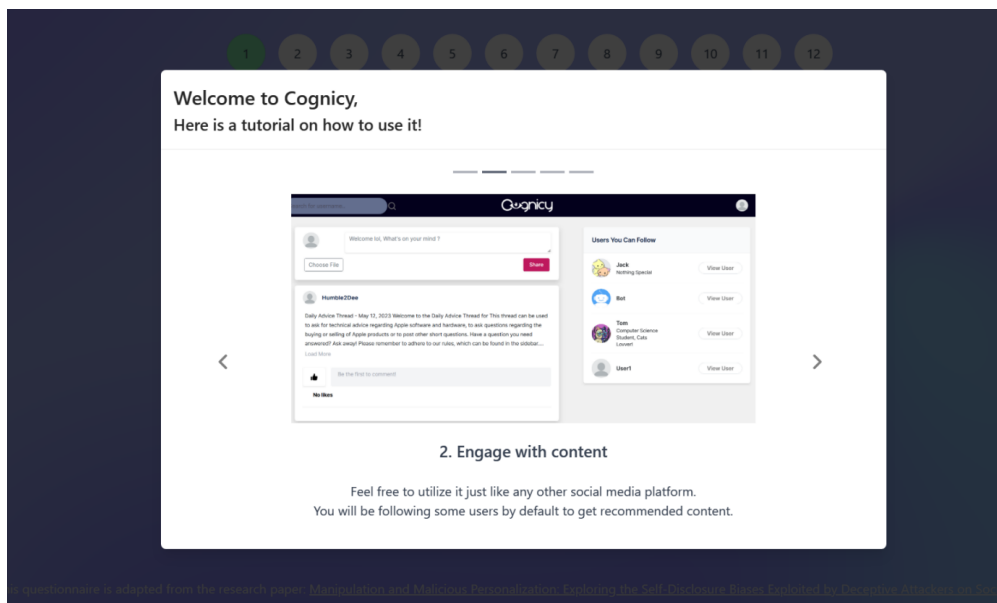


Fig. A.11. Tutorial after signing up