

ID Number	A1-2001-0016-Eng
Title	Survey on the Protection of Privacy and Personal Information

A. To begin with, I would like to ask you a few questions about our society. Please tick the number which most closely describes your opinion.

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

	Very much interested	Somewhat interested	So so	Not very interested	Not at all interested
1) Youth crime	1	2	3	4	5
2) Education problem	1	2	3	4	5
3) Price stability	1	2	3	4	5
4) Housing problem	1	2	3	4	5
5) Protection of private life	1	2	3	4	5
6) Environmental protection	1	2	3	4	5
7) Stimulation of business	1	2	3	4	5
8) Political problems	1	2	3	4	5

2. What do you think is the most and second most important national goals for our country in the next 10 years? Please select numbers from the examples below.

2.1. Most important.....() 2.2. Second most important.....()

- 1) Rapid growth
- 2) Reinforcement of national defense
- 3) Increase of participation at work and in society
- 4) Expansion of freedom of press

3. What do you think is the most and second most important things from the examples below?

3.1. Most important.....() 3.2. Second most important.....()

- 1) Maintenance of social order
- 2) Expansion of citizen participation in the process of government policy decisions
- 3) Prevention of inflation
- 4) Expansion of freedom of press

4. What do you think is the most and second most important things from the examples below?

4.1. Most important.....() 4.2. Second most important.....()

- 1) Economic stability
- 2) Progress towards a more humane society
- 3) Progress towards a society that values ideas above money
- 4) Sweeping of crime

B. Nowadays it is customary to request for various personal information to open a bank account, to be issued a credit card, or to purchase a product on the Internet. I would like to ask your opinions with respect to such customs.

1. In general, what would you do if a company asks you for information such as the following?

	Always likely to provide	Usually likely to provide	Usually likely to refuse	Always likely to refuse
1) Name	1	2	3	4
2) Resident registration number	1	2	3	4
3) Address	1	2	3	4
4) Phone number	1	2	3	4
5) Gender	1	2	3	4
6) Region of origin	1	2	3	4
7) Alma mater	1	2	3	4
8) Marital status	1	2	3	4

2. In general, what would you do if a company asks you for information about your family such as the following?

	Always likely to provide	Usually likely to provide	Usually likely to refuse	Always likely to refuse
1) Personal information about parents	1	2	3	4
2) Personal information about spouse	1	2	3	4
3) Personal information about children	1	2	3	4
4) Personal information about siblings	1	2	3	4

3. In general, what would you do if a company asks you for information about your job such as the following?

	Always likely to provide	Usually likely to provide	Usually likely to refuse	Always likely to refuse
1) Company name	1	2	3	4
2) Company address	1	2	3	4
3) Company phone number	1	2	3	4
4) Your position at work	1	2	3	4
5) Information on jobs in the past	1	2	3	4

4. In general, what would you do if a company asks you for your personal information such as the following?

	Always likely to provide	Usually likely to provide	Usually likely to refuse	Always likely to refuse
1) Bank balance	1	2	3	4
2) Status of debt	1	2	3	4
3) Information on credit card	1	2	3	4
4) Information on personally owned cars	1	2	3	4
5) Information on past work	1	2	3	4
6) Information on stock, bond, securities	1	2	3	4
7) Monthly income	1	2	3	4
8) Information on licenses held	1	2	3	4

5. In general, what would you do if a company asks you for your or your family's medical information such as the following?

	Always likely to provide	Usually likely to provide	Usually likely to refuse	Always likely to refuse
1) Your medical records	1	2	3	4
2) Disease records of your family	1	2	3	4
3) Your physical disability	1	2	3	4
4) Your blood type	1	2	3	4
5) Your height	1	2	3	4
6) Your weight	1	2	3	4

6. In general, what would you do if a company asks you for information about your hobbies or personal taste such as the following?

	Always likely to provide	Usually likely to provide	Usually likely to refuse	Always likely to refuse
1) Records of video rental	1	2	3	4
2) Sexual life, sexual orientation	1	2	3	4
3) Types of newspapers or magazines that you subscribe to	1	2	3	4
4) Purchasing information from department stores	1	2	3	4
5) Favorite food	1	2	3	4
6) Favorite television programme	1	2	3	4

C. The following is an example of marketing that uses consumers' personal information, which is currently taking place in our society. Please read the story, and choose the number that most closely describes your opinion.

An automobile company conducted a campaign to recruit quality evaluation group for a newly released car. The purpose of the campaign was to take performance and quality verification by recruiting 200 persons and renting them the new car for free. A total of 150,000 persons applied to this campaign, and the company actively utilized the personal information of these applicants for company promotion.

1. How do you feel about the use of personal information for marketing by business companies as shown in the example above?

- 1) Strongly agree
- 2) Agree
- 3) Neither agree nor disagree
- 4) Disagree
- 5) Strongly disagree

1.1. If you **agree**, what is the main the reason?

- 1) Because restricting the use of personal information for marketing may hamper national economic development
- 2) Because restricting the use of personal information for marketing may constrict business activities
- 3) Because the customers are able to acquire product information more easily through the marketing that uses personal information
- 4) Because it is a free contract between the company and the customers according to their mutual interest
- 5) Because the customers are not directly affected by such marketing
- 6) Other (Specify: _____)

1.2. If you **disagree**, what is the main reason?

- 1) Because the company used the customers' personal information for the purpose other than that was originally intended.
- 2) Because such a marketing may invade consumer privacy
- 3) Because such an individual marketing may encourage excessive consumption.
- 4) Other (Specify: _____)

2. What is your opinion about the regulation of such marketing activities?

- 1) Government regulation is necessary on the use of personal information for marketing
- 2) Self-regulation by private organizations is necessary
- 3) It is more desirable that business companies refrain from using personal information for marketing
- 4) It is more desirable that the customers cope themselves with business marketing through consumer education
- 5) There is no need for regulation, and it should rather be legalized.
- 6) Other (Specify: _____)

D. Below is a list of opinions with respect to the collection, utilization, management, and distribution of personal information to a third person. How do you feel about these opinions? Please choose the number which most closely describes your opinion.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1) Business companies should be able freely to collect consumers' personal information	1	2	3	4	5
2) Business companies should be able freely to use consumers' personal information	1	2	3	4	5
3) Consumers' personal information should be freely exchanged among business companies	1	2	3	4	5

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
4) Business companies in our country collect consumers' personal information without their agreement	1	2	3	4	5	6
5) Business companies collect customers' information in order to provide better service	1	2	3	4	5	6
6) Business companies collect customers' information in order to develop new sales strategy	1	2	3	4	5	6

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|---|---|---|---|---|---|---|
| 7) Business companies use customers' personal information for the purpose other than that was agreed by the customers | 1 | 2 | 3 | 4 | 5 | 6 |
| 8) Business companies exchange customers' personal information with one another | 1 | 2 | 3 | 4 | 5 | 6 |
| 9) Business companies collect customers' personal information more than needed | 1 | 2 | 3 | 4 | 5 | 6 |

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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|---|---|---|---|---|---|
| 10) I feel ill at ease by the fact that business companies collect personal information on the computer | 1 | 2 | 3 | 4 | 5 |
| 11) I am quite upset by the fact that business companies have been using my personal information | 1 | 2 | 3 | 4 | 5 |
| 12) I am worried about the exposure of my privacy due to the personal information I submitted to business companies | 1 | 2 | 3 | 4 | 5 |

E. In our daily life it often happens that some issues, though important when viewed apart, can be conflicting with each other. Next set of questions concern such conflicting issues. Between the two statements shown below, which one do you feel that most closely describes your opinion?

1. Among the statements below about 'personal information disclosure', and 'personal information protection', which one do you feel that most closely describes your opinion?
 - 1) Information held by public institutions should be open for public access despite the risk of privacy invasion for some people
 - 2) Privacy of individuals should be protected even if we may not be able to access the information held by public institutions.
 - 3) I disagree with both statements.
 - 4) I agree with both statements.
 - 5) Don't know

2. Among the statements below about 'freedom of press', and 'protection of privacy', which one do you feel that most closely describes your opinion?
 - 1) It is the duty of the press to report the truth in order to meet the public's right to know despite the risk of privacy invasion.
 - 2) The press should not disclose information if it causes an invasion of privacy no matter how it is beneficial for the common good.
 - 3) I disagree with both statements.
 - 4) I agree with both statements.
 - 5) Don't know

3. Among the statements below about 'surveillance activities for crime prevention', and 'protection of privacy', which one do you feel that most closely describes your opinion?
- 1) Government organizations may be allowed to keep a watch on the private life of criminal suspects.
 - 2) Even for a criminal suspect, his or her privacy should be protected.
 - 3) I disagree with both statements.
 - 4) I agree with both statements.
 - 5) Don't know
4. Among the statements below about 'disclosure of personal information of public officials', and 'protection of the privacy of public officials', which one do you feel that most closely describes your opinion?
- 1) Disclosing the personal information of public officials such as the property status, educational background, family relations, and so on is needed for the public good.
 - 2) Disclosing the personal information of public officials is an invasion of privacy.
 - 3) I disagree with both statements.
 - 4) I agree with both statements.
 - 5) Don't know

F. To what extent do you feel that employer activities such as the following may or may not be allowed?

	Always allowed	Sometimes allowed	Neutral	Hard to be allowed	Not at all allowed
1) Monitoring employees' telephone conversation	1	2	3	4	5
2) Checking on employees' criminal records	1	2	3	4	5
3) Censoring employees' email	1	2	3	4	5
4) Monitoring employees' Internet use	1	2	3	4	5
5) Checking on employees' credit status	1	2	3	4	5
6) Controlling employees' life outside the workplace	1	2	3	4	5
7) Checking on employees' health status or medical records	1	2	3	4	5
8) Monitoring employees' activities through surveillance camera	1	2	3	4	5

G. How do you feel about the following statements?

	Very true	Somewhat true	So so	Somewhat not true	Not at all true
1) If my employer requests, I am willing to talk about my personal life with the employer	1	2	3	4	5
2) If my employer requests, I am willing to talk about my health issues with the employer	1	2	3	4	5
3) If my employer requests, I am willing to talk about my family issues with the employer	1	2	3	4	5
4) If my employer requests, I am willing to talk about my credit status with the employer	1	2	3	4	5

H. The following are questions about various ways of handling issues that are related to the protection of personal information

1. If you received an unwanted phone call or mail from an advertisement company and the like, to what extent do you feel that you can or cannot deal with it well?
 - 1) I can deal with it very well
 - 2) I can deal with it.
 - 3) So so
 - 4) I cannot deal with it.
 - 5) I cannot deal with it at all.

2. Have you ever left some questions blank for privacy protection on a form or application that asked you to provide detailed personal information such as your name, income, spouse information, and so on?
 - 1) Very often
 - 2) Often
 - 3) Seldom
 - 4) Never

3. Have you ever refused to provide information requested by business companies because they were considered to be too personal?
 - 1) Very often
 - 2) Often
 - 3) Seldom
 - 4) Never

4. Have you ever made demands to business companies to remove your name or address from their customers' list which they were using to sell their products or services?
- 1) Very often
 - 2) Often
 - 3) Seldom
 - 4) Never

5. From below which one do you feel that most severely invades privacy when disclosed to outside world? Please choose three from the examples below in the order of severity.

- 5.1. Most severely damaging
- 5.2. Second most severely damaging
- 5.3. Third most severely damaging

1) Name	8) Medical records
2) Resident registration number	9) Status of property
3) Address	10) Status of credit
4) Information on educational background	11) Union activities
5) Information on job	12) Political party activities
6) Region of origin	13) Religious activities
7) Family relations	14) Hobbies, taste

6. From below which organization do you feel that is most likely to abuse the personal information of general citizens?

- 6.1. Most likely
- 6.2. Second most likely
- 6.3. Third most likely

1) Bank	9) Investigation agency
2) Stock company	10) Internet shopping mall
3) Insurance company	11) Department store, outlet store
4) Credit card company	12) Airline company
5) Credit-rating agency	13) Tax office
6) Medical institution	14) Messenger office
7) District government office	15) Motorcycle dispatch service provider
8) Press, broadcasting company	

I. The following are questions about personal information invasion which may happen in our daily life

1. During the last year, has it ever happened to you that your medical records were unlawfully used or exposed by someone?
 - 1) Yes
 - 2) No/Don't know ⇒ Go to Q1.1
- 1.1. If not, had it ever happened before?
 - 1) Yes
 - 2) No/Don't know
2. During the last year, has it ever happened to you that your credit records were unlawfully collected or exposed by someone?
 - 1) Yes
 - 2) No/Don't know ⇒ Go to Q2.1
- 2.1. If not, had it ever happened before?
 - 1) Yes
 - 2) No/Don't know
3. During the last year, has it ever happened to you that your law-breaking records were unlawfully disclosed to others?
 - 1) Yes
 - 2) No ⇒ Go to Q3.1
- 3.1. If not, had it ever happened before?
 - 1) Yes
 - 2) No
4. During the last year, has it ever happened to you that someone unlawfully obtained a credit card or a bank book by stealing your resident registration number or name?
 - 1) Yes
 - 2) No ⇒ Go to Q4.1
- 4.1. If not, had it ever happened before?
 - 1) Yes
 - 2) No
5. During the last year, have you ever received a phone call or a mail promoting specific products from a financial, insurance, or an advertisement company to whom you had never given your name or telephone number?
 - 1) Yes
 - 2) No ⇒ Go to Q5.1

5.1. If not, had it ever happened before?

- 1) Yes
- 2) No

6. During the last year, has it ever happened to you that a credit card, a department store card, or a membership card for which you had never applied was delivered to you?

- 1) Yes
- 2) No ⇒ Go to Q6.1

6.1. If not, had it ever happened before?

- 1) Yes
- 2) No/Don't know

J. The following questions aim to examine the kinds of damage that have been caused by the invasion of personal information

1. From below, which one have you experienced **most recently**?

- 1) My medical records were unlawfully used or disclosed
- 2) My credit records were unlawfully collected or disclosed
- 3) My law-breaking records were unlawfully disclosed
- 4) Someone was issued a credit card or a bankbook in my name
- 5) I received a phone call or mail from a financial, insurance, or an advertisement company whom I didn't even know
- 6) A credit card, department store card, or a membership card for which I had never applied was delivered to me
- 7) I have not experienced any of the above (⇒ Go to section K)

2. What kind of damage did you suffer by that? Please choose all that apply.

- 1) Suffered economic and material damage
- 2) Suffered reputation damage
- 3) Suffered emotional distress such as fear and anxiety
- 4) Was very upset
- 5) Did not suffer any specific damage
- 6) Other (Specify: _____)

3. Did you ever inform or report to someone about the damage? Please choose all that apply.

- 1) Informed a family, relative, friend, or a co-worker.
- 2) Reported to an agent such as the personal information protection center which handled such issues
- 3) Reported to a private agent working on personal information protection and asked for their advice.
- 4) Reported to the press or media
- 5) Reported to the police or prosecutor.
- 6) Did not inform or report to anyone
- 7) Other (Specify: _____)

- 3.1. If you did not report to the police about the damage, what was the main reason?
- 1) Did not know how to make a report
 - 2) Did not think it was worth reporting
 - 3) Because report procedure was too complicated
 - 4) Because it would have been of no effect.
 - 5) Could solve it by myself
 - 6) Other (Specify: _____)

K. The following are questions about privacy invasion which may happen in our daily life

1. During the last year, has anyone unlawfully broken into your house(including stairs, corridor, rooftop, basement, garden, garage)?
 - 1) Yes
 - 2) No ⇒ Go to Q1.1

- 1.1. If not, had it ever happened before?
 - 1) Yes
 - 2) No

2. During the last year, have you ever suffered tremendous damage to your reputation or deeply insulted by someone?
 - 1) Yes
 - 2) No ⇒ Go to Q2.1

- 2.1. If not, had it ever happened before?
 - 1) Yes ⇒ Go to Q2.2
 - 2) No

- 2.2. If you have suffered a damage to your reputation or received an insult by someone, how did that happen?(Please answer based on the most recent experience)
 - 1) It was reported in the press or on media
 - 2) It was disclosed on the Internet
 - 3) It was exposed on the bulletin board at workplace
 - 4) Copies were made and distributed to people
 - 5) It was directly incurred at a public place
 - 6) Someone went about spreading defaming or insulting remarks about me.
 - 7) Other (Specify: _____)
 - 8) Never had any of those experiences

3. During the last year, has it ever happened that your private or telephone conversation was unlawfully recorded or monitored?
 - 1) Yes
 - 2) No/Don't know ⇒ Go to Q3.1

3.1. If not, had it ever happened before?

- 1) Yes
- 2) No/Don't know

4. During the last year, has it ever happened that your private life or personal facts were randomly disclosed to the press, media, or on the Internet by someone?

- 1) Yes
- 2) No ⇒ Go to Q4.1

4.1. If not, had it ever happened before?

- 1) Yes
- 2) No

5. During the last year, has someone ever kept a watch on or followed you or your family?

- 1) Yes
- 2) No/Don't know ⇒ Go to Q5.1

5.1. If not, had it ever happened before?

- 1) Yes
- 2) No/Don't know

6. During the last year, have you ever accused someone of defamation or contempt?

- 1) Yes
- 2) No ⇒ Go to Q6.1

6.1. If not, had it ever happened before?

- 1) Yes
- 2) No

7. During the last year, have you ever been accused by someone of defamation or contempt?

- 1) Yes
- 2) No ⇒ Go to Q7.1

7.1. If not, had it ever happened before?

- 1) Yes
- 2) No

L. The following questions aim to examine the kinds of damage that have been caused by the invasion of private life or personal secrets.

1. From below, which one have you experienced **most recently**?
 - 1) Unlawfully breaking into someone's house
 - 2) Someone damaging your reputation or giving insult
 - 3) Someone unlawfully recording or monitoring your private or telephone conversation
 - 4) Someone randomly disclosing your private life or personal facts over the press, media, Internet, or other boards
 - 5) Someone keeping a watch on or following you or your family
 - 6) Never had any of those experiences (⇒ Go to question 1 in section M)

2. What kind of damage did you suffer by that? Please choose all that apply.
 - 1) Suffered economic and material damage
 - 2) Suffered reputation damage
 - 3) Suffered emotional distress such as fear and anxiety
 - 4) Was very upset
 - 5) Other (Specify: _____)
 - 6) Did not suffer any specific damage

3. Did you report to or inform someone about the damage? Please choose all that apply.
 - 1) Informed a family, relative, friend, or a co-worker.
 - 2) Reported to a private agent interested in the issue of protecting personal life and asked for their advice.
 - 3) Reported to the press or media
 - 4) Reported the damage to the police or prosecutor
 - 5) Did not inform or report to anyone
 - 6) Other (Specify: _____)

- 3.1. If you did not report to the police about the damage, what was the reason?
 - 1) Did not know how to make a report
 - 2) Did not think it was worth reporting
 - 3) Because report procedure was too complicated
 - 4) Because it would have been of no effect.
 - 5) Could solve it by myself
 - 6) Other (Specify: _____)

M. The following are questions about privacy invasion at workplace

1. During the last year, to what extent have you experienced the following at your workplace?

	Never	Seldom	Often	Very often
1) Your email was monitored	1	2	3	4
2) Your activities were watched by surveillance camera	1	2	3	4
3) Web sites you visited were inspected	1	2	3	4
4) Your telephone conversations were tapped by a superior	1	2	3	4
5) A superior made an issue of your credit status	1	2	3	4
6) A superior made an issue of your private life	1	2	3	4
7) A superior made an issue of your health status or medical records	1	2	3	4

2. Do you know how to obtain compensation when a business company invaded your personal information?

- 1) Yes
- 2) No

3. From below, which one do you think is most effective for protecting private life and personal information? Please choose one.

- 1) Strict government regulation
- 2) Self-regulation by business corporations
- 3) Monitoring activities by non-governmental organizations
- 4) Development of information protection technology
- 5) Individuals taking greater caution by themselves

N. Next, we would like to ask you about your Internet activities

1. Do you use the Internet?

- 1) Yes
- 2) No (⇒ Go to question 1 in section S)

2. How many hours per day, on average, do you use the Internet?

- 1) Half an hour or less
- 2) An hour or less
- 3) 2 to 3 hours
- 4) 4 to 5 hours
- 5) 6 to 7 hours
- 6) 8 hours or more

3. During the last six months, about how much of money have spent in total on the Internet including charges for information usage?
 - 1) None
 - 2) 10,000 Won or less
 - 3) 20,000 to 50,000 Won
 - 4) 60,000 to 90,000 Won
 - 5) 100,000 Won or more

4. Is there an Internet site to which you have given your personal information and joined membership?
 - 1) No
 - 2) Yes ⇒ Go to Q4.1

- 4.1. If there is, about how many sites have you joined membership?
 - 1) 5 or less
 - 2) 10 or less
 - 3) 15 or less
 - 4) 20 or less
 - 5) 25 or less
 - 6) 30 or less
 - 7) 35 or less
 - 8) 40 or less
 - 9) 41 or over

5. In your opinion, how familiar are you with retrieving data on the Internet?
 - 1) Very familiar
 - 2) Familiar
 - 3) So so
 - 4) Not familiar
 - 5) Not at all familiar

6. If asked to provide personal information(your name, address, resident registration number, telephone number, etc) by a web site, to what extent do you provide the information?
 - 1) Always provide
 - 2) Usually provide
 - 3) Usually not provide
 - 4) Never provide

7. How often do you read the privacy policies for Internet sites before you register?
 - 1) Always read
 - 2) Usually read
 - 3) Usually not read
 - 4) Never read

- 7.1. If you do not read the privacy policies for Internet sites before you register, what is the main reason for that?
- 1) Because I cannot be bothered
 - 2) Because it won't change my decision anyway
 - 3) Because the privacy protection policy provided at a web site is merely a matter of routine
 - 4) Because it is too complicated and difficult to understand
 - 5) Other (Specify: _____)
8. How concerned are you about the possibility of your personal information being disclosed when you apply for a membership at a web site?
- 1) Very concerned
 - 2) Somewhat concerned
 - 3) So so
 - 4) Somewhat not concerned
 - 5) Not at all concerned
9. To what extent have you made requests to Internet sites for fears of privacy disclosure to remove your name and address from the list which was being used for marketing or advertisement purposes?
- 1) Very often
 - 2) Often
 - 3) A few times
 - 4) Never
10. To what extent have you made requests or selected to use payment options other than credit card for fears of privacy disclosure when purchasing a product or making a reservation on the Internet?
- 1) Very often
 - 2) Often
 - 3) A few times
 - 4) Never
11. When you applied for a membership at a web site, to what extent have you provided false information for fears of privacy disclosure?
- 1) Very often
 - 2) Often
 - 3) A few times
 - 4) Never
12. To what extent have you withdrawn from or given up applying for a membership to a web site because it had the history of unlawfully disclosing members' personal information?
- 1) Very often
 - 2) Often
 - 3) A few times
 - 4) Never

O. Please read the following carefully, and choose an answer for each question which most closely describes your opinion

Suppose that you are visiting the web site of a bank which provides online investment consulting service. On the web site, you will be asked about your income, current state of investment, the purpose of investment, and so on. However, they will not ask you to provide personal information such as your name or resident registration number.

1. How likely are you to provide the information(income, investment state, investment purpose, etc) requested by the site?
 - 1) Certainly likely to provide
 - 2) Probably likely to provide
 - 3) Not sure
 - 4) Probably not likely to provide
 - 5) Certainly not likely to provide

- 1.1. If the web site asked you for your name, address, resident registration number, and so on, and also sent you a guide book on investment, how likely are you to provide the information requested in the previous question(Q1)?
 - 1) Certainly likely to provide
 - 2) Probably likely to provide
 - 3) Not sure
 - 4) Probably not likely to provide
 - 5) Certainly not likely to provide

Suppose that you are visiting a web site which provides information on news, weather, sports events, and so on. It is the site in which you are very interested and visit quite often. The site asks you a few questions about your postal code and matters of interest, and requests for your response. The site explains that they need such information in order to provide information suited for customer's personal interest and for service improvement. However, the site does not ask for your name

2. How likely are you to provide the information(your postal code and matters of interest) requested by the site?
 - 1) Certainly likely to provide
 - 2) Probably likely to provide
 - 3) Not sure
 - 4) Probably not likely to provide
 - 5) Certainly not likely to provide

- 2.1. If the web site asked you for your name, how likely are you to provide the information requested in the previous question(Q2)?
 - 1) Certainly likely to provide
 - 2) Probably likely to provide

- 3) Not sure
 - 4) Probably not likely to provide
 - 5) Certainly not likely to provide
- 2.2. If the web site collected your name, and had the policy of removing your name and all other information from the database had you not visited the site for three months, would you provide more or less of the information requested in the previous question(question #2)?
- 1) Would provide more information
 - 2) Would provide less information
 - 3) My answer would not change

Suppose that you found an interesting web site on the Internet while searching for information related to hobbies. However, the site is maintained by a company which you have never heard of or are unfamiliar with. If you register for this site, you will receive coupons or a pamphlet containing additional information for free of charge. The site asks you for your name, address, etc for membership registration.

3. How likely are you to provide the information(your name, address, etc) requested by the site?
- 1) Certainly likely to provide
 - 2) Probably likely to provide
 - 3) Not sure
 - 4) Probably not likely to provide
 - 5) Certainly not likely to provide
- 3.1. If the web site was subject to legal regulation for using your name, address, etc for purposes other than that was originally specified, would you provide more or less of the information requested by the site?
- 1) Would provide more information
 - 2) Would provide less information
 - 3) My answer would not change
- 3.2. If the web site clearly stated that they were going to use your name and address only for the purpose of mailing pamphlets or coupons to you, would you provide more or less of the information requested by the site?
- 1) Would provide more information
 - 2) Would provide less information
 - 3) My answer would not change
- 3.3. If the web site used your name and address not only for mailing pamphlets or coupons but also for regularly promoting new products, and shared your information with other companies, would you provide more or less of the information requested by the site?
- 1) Would provide more information
 - 2) Would provide less information
 - 3) My answer would not change

3.4. Suppose that your information can be removed from the site at your wish, would you provide more or less of the information requested by the site?

- 1) Yes
- 2) No

P. The following questions aim to examine how active you are on Internet activities. To begin with, among the web sites that you have membership with, please choose one in which you are most actively participating.

1. What type of web site is that?

- 1) Business company, business forum, public office, or university web site
- 2) Computer company, or software web site
- 3) Information and communication company web site(n016, TTL, etc)
- 4) Newspaper/magazine/broadcast-related web site
- 5) Shopping-related web site(Amazon, Interpark, etc)
- 6) Knowledge or information providing web site(language, movies, music, health, medical service, childcare, market information, etc)
- 7) Internet community web site(Yahoo, Simmani, Netian, etc)
- 8) Voluntarily created personal or fraternal web site aside from community web site(hobby club, etc)
- 9) Entertainment or game-related web site
- 10) Other (Specify: _____)
- 11) Never joined an Internet site (⇒ Go to question 5 in section Q)

2. How long have you been a member of that web site?

- 1) A week or less
- 2) 2 weeks or less
- 3) A month or less
- 4) 3 months or less
- 5) 6 months or less
- 6) 11 months or less
- 7) 12 months or more

3. What is the purpose for joining the web site? Please choose all that apply.

- 1) Simply for interest
- 2) To obtain information
- 3) To buy products or to make reservations
- 4) Because of the attractiveness of the membership benefits such as giveaways
- 5) To get to know many people
- 6) To use additional service such as email or home page

4. How much of personal information requested by the web site did you provide for membership registration?

- 1) Faithfully provided all of the information
- 2) Faithfully Provided some of the information
- 3) Provided required information only and left optional ones blank.
- 4) Provided false information

Q. The following questions aim to understand about the web sites that you have joined. As in the previous questions, among the sites that you have registered for membership, please answer about the one in which you are most actively participating.

1. To begin with, we would like to ask about the general characteristics of the web site. For each statement below, please choose one which most closely represents your opinion.

	Very true	True	So so	Not true	Not at all true	Dont know
1) It is a well known site	1	2	3	4	5	6
2) It has a large membership	1	2	3	4	5	6
3) In general, it has a good reputation	1	2	3	4	5	6
4) It provides a high-quality service	1	2	3	4	5	6

2. The following questions aim to examine the ways in which the web site manages membership information. For each statement below, please choose one which most closely represents your opinion.

	Yes	No	Don't know
1) The site makes it possible for members to read, revise, and remove member information at their wish	1	2	3
2) The site asks for members' prior consent when using member information for purposes other than the originally specified	1	2	3
3) The site offers an option menu for newsletter subscription	1	2	3

3. Now we would like to ask your opinion about the benefits you gain from the web site. For each statement below, please choose one which most closely represents your opinion.

	Very true	True	So so	Not true	Not at all true
1) Participating in this site as a member is beneficial for me	1	2	3	4	5
2) The information gained from the site is helpful for me	1	2	3	4	5
3) The incoming emails from the site are helpful for me	1	2	3	4	5

4. The following are questions about privacy invasion on the Internet. Concerning the web site referred to above as your most actively participating site, please choose one which most closely represents your opinion.

	Very true	True	So so	Not true	Not at all true
1) I trust that the site would not unlawfully use my personal information	1	2	3	4	5
2) The site will use my personal information towards bringing benefits to me	1	2	3	4	5
3) It is highly possible that my personal information will be disclosed from this site	1	2	3	4	5
4) It is possible that my private life will be invaded by the personal information given to the site	1	2	3	4	5

5. In terms of personal information protection, what type of web sites do you consider to be most reliable? Please choose three from below in the order of your feeling of reliability.

5.1. Most reliable

5.2. Second most reliable

5.3. Third most reliable

- 1) Sites that offer high-quality service in both quality and quantity
- 2) Sites that are maintained by the company or organization that I trust
- 3) Sites that clearly define personal information protection policy
- 4) Sites that are certified by an institution with public confidence
- 5) Sites that are well-known among Internet users
- 6) Sites that are recommended by the professionals in the field
- 7) Sites that clearly offer technical measures against hacking
- 8) Other (Specify: _____)

6. Who do you consider to be most responsible for protecting and regulating the use of personal information on the Internet?

- 1) Government
- 2) The companies or the web sites themselves
- 3) Private self-regulatory organization
- 4) Individuals using web sites
- 5) Web sites should not be regulated
- 6) Other (Specify: _____)

R. The following are questions about the damages of private life or personal information invasion in cyberspace. During the last year, to what extent have you experienced each of the following damages?

	None	1-2 times	3-5 times	6-9 times	10 times or more
1) Credit card was stolen online	1	2	3	4	5
2) Cyber banking or cyber stock was stolen	1	2	3	4	5
3) Electronic document(including web contents) was stolen, altered, or destroyed	1	2	3	4	5
4) False information about you was transmitted, or your reputation was damaged	1	2	3	4	5
5) Private life was invaded by a candid camera	1	2	3	4	5
6) Id or password was stolen	1	2	3	4	5
7) Someone joined a web site using my information	1	2	3	4	5

8. To what extent have you have received a spam mail(unwanted or unidentified electronic email)?

- 1) Everyday
- 2) Every 2-3 days
- 3) Every 4-6 days
- 4) Once a week
- 5) Every 2-4 weeks
- 6) Once a month
- 7) Rarely
- 8) Never

S. Now, we are going to ask a few questions about your personal information. The information provided by you will be used for classification purpose only.

1. In general, which one from below do you consider to be closer to your political orientation?

- 1) Progressive
- 2) Moderate
- 3) Conservative

2. What is your sex?

- 1) Male
- 2) Female

3. What is your age?

_____ years old

4. What is your marital status?
 - 1) Married
 - 2) Living with someone as a couple
 - 3) Separated
 - 4) Divorced
 - 5) Widow/Widower
 - 6) Never married

5. What is the highest level of education you have obtained?
 - 1) Elementary school or below
 - 2) Middle school(including drop-out)
 - 3) High school(including drop-out)
 - 4) 2-year college(including currently attending, drop-out, or graduated)
 - 5) 4-year college(including currently attending, drop-out, or graduated)
 - 6) Graduate school or over
 - 7) Other (Specify: _____)

6. What is the monthly income in your household?
 - 1) 500,000 Won or less
 - 2) 500,000 to 1,000,000 Won
 - 3) 1,000,000 to 1,500,000 Won
 - 4) 1,500,000 to 2,000,000 Won
 - 5) 2,000,000 to 2,500,000 Won
 - 6) 2,500,000 to 3,000,000 Won
 - 7) 3,000,000 to 3,500,000 Won
 - 8) 3,500,000 to 4,000,000 Won
 - 9) 4,000,000 to 4,500,000 Won
 - 10) 4,500,000 Won or more

7. Type of housing currently residing
 - 1) House
 - 2) Multi-family housing
 - 3) Apartment
 - 4) Shanty
 - 5) Commercial building
 - 6) Other

8. Ownership of the housing currently residing
 - 1) Self-owned
 - 2) Leased on a deposit basis(house)
 - 3) Leased on a deposit basis(room)
 - 4) Monthly rent
 - 5) (Specify: _____)

14. Are you currently working, or have you ever worked in fields that deal with personal information of general citizens or customers?
- 1) Currently working in such a field
 - 2) Worked in such a field in the past
 - 3) Never worked in such a field

<Interviewer Record>

※ The following are to be filled out by interviewers.

1. Characteristics of survey area
 - 1) City, residential area
 - 2) City, commercial area
 - 3) City, industrial area
 - 4) Rural area with city like characteristics

2. Respondent's type of residence
 - 1) House
 - 2) Townhouse
 - 3) Multi-family housing
 - 4) Low-rise apartment (5 floors or less)
 - 5) High-rise apartment (6 floors or more)
 - 6) Commercial building
 - 7) Other (Please specify: _____)

3. Type of survey
 - 1) Interview
 - 2) Filled out by respondent
 - 3) Both

4. Respondent reaction
 - ___ 1) Very interested
 - ___ 2) Somewhat interested
 - ___ 3) Not interested

5. Total duration
_____ minutes

Appendix: Classification of Occupations

Professionals

11. Medical Doctors
12. Pharmacists/Nurses
13. Lawyers/Judges/Public Prosecutors/Accountants
14. College Professors/Researchers
15. Teachers
16. Journalists/Broadcasters
17. Religious Professionals/Athletes/Artists
18. Engineers
19. Other Professionals (Specify _____)

Managers

21. Small Business CEO (employ 5 or more)
22. Large Company Executives
23. Senior Government Officials
24. Senior Officials of Social Organization
25. Field Officers or over/Police Managers
26. Other Professional Services Managers (Specify _____)

Clerks

31. Office Workers/Bank Workers/General Office Clerks
32. Clerks of Social Organization
33. Telephonists/Postmen/Typists
34. Company Grade Officers and Warrant Officers/Police Officers
35. Other Clerks (Specify _____)

Salespersons

41. Retail and Wholesale Shop Keepers (employ fewer than 5)/Real Estate Agents
42. Retail Salespersons/Door to Door Salespersons
43. Street Stall Salespersons and Vendors
44. Other Salespersons (Specify _____)

Service Workers

51. Restaurants/Inn/Barbershop/Hair Saloon/Laundry Owners, etc.
52. Food Service/Lodging Service/Barbers/Hairdressers/Laundry and Ironing Workers
53. Cleaners/Domestic Chores Helpers/Building Guards
54. Other Service Workers (Specify _____)

Production Workers

61. Manufacturing Supervisors/Skilled(Semi-Skilled) Manufacturing Workers
62. Manufacturing labourers
63. Elementary Workers/Chauffeurs
64. Drivers(auto, heavy equipment)
65. Miners
66. Other Production Workers (Specify _____)

Farmers and Fishermen

71. Rich Farmers
72. Middle-Class Farmers
73. Small Farmers
74. Poor Farmers
75. Agriculture Elementary Workers
76. Livestock/Dairy Farmers
77. Ship owners
78. Fishermen, Fishery Farm Workers/Aquatics Cultivation Workers
79. Other Farmers and Fishermen (Specify _____)

Unemployed

81. Housemakers
82. Retired Persons/Pensioners
83. Unemployed Persons
84. Others (Specify _____)