Report on
Privacy Awareness Survey Facebook Users

Submitted to

Office of the Privacy Commissioner for Personal Data

By
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Table of contents

Executive summary

Background

The Office of the Privacy Commissioner for Personal Data (PCPD) commissioned the Centre for the Advancement of Social Science Research of the Hong Kong Baptist University (CASR) to conduct a telephone survey on the usage habit (particularly their awareness on personal data privacy protection) of Facebook users in Hong Kong.

Survey Method

Prior to the survey, CASR conducted a focus group discussion on 25 June 2012 for randomly invited Facebook users aged 18 or above in order to find out their experience in using Facebook and their awareness of the privacy risk associated with using Facebook. The results from the focus group discussion helped the development of the questionnaire in the survey.

The telephone survey was held between 28 July 2012 and 5 August 2012 for Facebook users aged between 15 and 70. Interviewers called household telephone numbers by random and asked to speak to anyone in the household that used Facebook. If there were more than one member using Facebook, the person with the closest birthday would be asked to answer the questions. In total 1,016 respondents using Facebook were successfully interviewed.

Penetration of Facebook on household basis and demographic information of respondents

The results found that about 45% of the households whose member(s) use(s) Facebook. The demographic information of the respondents is:

Gender			
Male	42.5%	Female	57.5%
Age			
Aged 15-20	26.8%	Aged 41-50	14.1%
Aged 21-30	28.6%	Aged 51-60	10.2%
Aged 31-40	18.3%	Aged 61 -70	2.0%
Education			
Primary or below	1.5%	Tertiary (non-degree level)	8.2%
Secondary	37.4%	Tertiary (degree level) or above	41.9%
Upper secondary / Sixth form	11.1%		
Occupation			
Managers and administrators	7.1%	Plant and machine operators and assemblers	1.2%
Professionals	11.5%	Non-skilled workers	0.5%
Associate professionals	5.6%	Housewives	6.2%
Clerks	17.2%	Students	33.5%
Service workers and shop sales workers	8.9%	Unemployed	3.7%
Skilled agriculture and fisheries workers	0.1%	Retired	3.2%
Craft and related workers	0.9%	Others	0.3%
Personal monthly income			
Below HK$5,000	1.3%	HK$40,000 – HK$49,999	4.3%
HK$5,000 – HK$9,999	13.1%	HK$50,000 – HK$59,999	3.4%
HK$10,000 – HK$14,999	22.9%	HK$60,000 – HK$69,999	1.5%
HK$15,000 – HK$19,999	17.6%	HK$70,000 – HK$79,999	0.9%
HK$20,000 – HK$29,999	22.3%	HK$80,000 or above	3.0%
HK$30,000 – HK$39,999	9.9%		

General Findings

Experience in using Facebook:

Male: 42.5%	(432 respondents)
Female: 57.5%	(584 respondents)

- The figures suggest that there are slightly more female users than male users of Facebook.

Demographic distribution by age:

Aged 15-20:	26.8% (268 respondents)
Aged 21-30:	28.6% (286 respondents)
Aged 31-40:	18.3% (183 respondents)
Aged 41-50:	14.1% (141 respondents)
Aged 51-60:	10.2% (102 respondents)
Aged 61-70:	2.0% (20 respondents)

- The figures suggest a possible heavier use of Facebook by the younger generations, particular the five-year age group from 15 to 20 years old.

Length of use:

For less than a year	3.6% (36 respondents)
For one year:	9.3% (94 respondents)
For two years:	22.1% (224 respondents)
For three years:	23.3% (236 respondents)
For four years:	16.6% (168 respondents)
For five years or longer:	25.2% (256 respondents)

- The figures suggest many Facebook users have already used it for a number of years.

Means of access to Facebook:

By desktop computers at work	25.0%	(254 respondents)
By desktop computers at home	82.6%	(839 respondents)
By smartphones:	71.3%	(724 respondents)
By notebook/netbook computers:	46.5%	(472 respondents)
By Tablet computers:	30.4%	(309 respondents)
By smartphones and at least one more other types of device:	71.3%	(724 respondents)
By desktop computers at home and at least one more other types of device:	80.5%	(818 respondents)

- These figures suggest that the majority of Facebook users used more than one device to access Facebook, and all users who used smartphone to access Facebook also used at least one other type of device to access Facebook.

Occupations:

Employed	53.1%	(513 respondents)
Students	33.5%	(324 respondents)
Housewives/unemployed/retired:	13.1%	(127 respondents)

Other most-commonly-used social networking tools for these Facebook users:

Whatsapp	24.3%	(839 respondents)
Weibo (新浪微博):	13.9%	(724 respondents)
MSN:	13.1%	(472 respondents)
Twitter:	7.7%	(309 respondents)
Skype:	4.8%	(254 respondents)

Frequency on using Facebook:

Several times a day	47.3%	(481 respondents)
Once a day	24.3%	(247 respondents)
Several times a week	16.9%	(172 respondents)
Once a week	5.7%	(58 respondents)
Less than once a week	2.7%	(27 respondents)
Once a month	1.5%	(15 respondents)
Less than once a month	1.6%	(16 respondents)

Time spent on Facebook each time:

Less than 5 minutes	15.6%	(158 respondents)
5 – 10 minutes	25.9%	(263 respondents)
11 – 20 minutes	20.1%	(204 respondents)
21 – 30 minutes	15.2%	(154 respondents)
31 – 60 minutes	7.0%	(71 respondents)
More than an hour	16.3%	(165 respondents)

Main use of Facebook:		
Watch friends' status/news	85.8%	(872 respondents)
Share photos	30.6%	(311 respondents)
Chat with friends/family members	28.7%	(292 respondents)
Update personal status	23.5%	(239 respondents)
Organise events	15.0%	(152 respondents)
Play games	13.5%	(137 respondents)
Share information – e.g. news or messages	10.4%	(106 respondents)
Share personal views	9.5%	(97 respondents)
Read Fan pages	4.6%	(47 respondents)
Use Facebook apps	2.1%	(21 respondents)

Type of Facebook apps in use:		
Games	34.1%	(346 respondents)
Social networking (e.g. calendar which gathers friends' birthday)	24.1%	(245 respondents)
Business (e.g. apps from commercial organisations)	5.7%	(58 respondents)
Others	0.7%	(7 respondents)
Don't use any apps	49.5%	(503 respondents)

Type of Facebook games in use:		
Solo games (e.g. Diamond Dash, Bejeweled Blitz)	26.0%	(264 respondents)
Network/Interactive games (e.g. GodGame, Mahjong, Landlords)	24.0%	(244 respondents)
Others	0.3%	(3 respondents)
Don't play any games	58.8%	(597 respondents)

Privacy Awareness

Number of Facebook friends:		
Don't know the number of friends in Facebook	23.1%	(235 respondents)
Know the number of friends in Facebook	76.9%	(781 respondents)

Regularly review and check friends for deletion:		
Would not check friends for deletion	27.5%	(215 out of 781 respondents)
Regularly check friends for deletion	72.5%	(566 out of 781 respondents)

Create multiple Facebook accounts to communicate with different types of contacts:

Created multiple accounts to communicate with contacts	6.3%	(64 respondents)
Have not created multiple accounts to communicate with contacts	93.7%	(952 respondents)

Create multiple friend groups in Facebook:

Created multiple friend groups	36.2%	(368 respondents)
Have not created multiple friend groups	63.8%	(648 respondents)

Consideration when adding/accepting a Facebook friend:

Do I know the real person?	81.3%	(824 respondents)
Degree of familiarity	19.2%	(195 respondents)
Is the person friend of my friends?	7.2%	(73 respondents)
Do I want to share personal status/information with the person?	1.4%	(14 respondents)
Having common interests?	1.0%	(10 respondents)
Do I know the persona online?	0.7%	(7 respondents)
Personal interests	0.5%	(5 respondents)
Others	6.7%	(68 respondents)
No special consideration	4.9%	(50 respondents)

Do users read the terms clearly or understand permission of the apps before accepting

Yes	55.8%	(313 out of 561 respondents who used apps and played games)
No	40.8%	(229 out of 561 respondents who used apps and played games)
Partially	3.4%	(19out of 561 respondents who used apps and played games)

Concerned over whether the use of Facebook would lead to privacy intrusion (for all respondents)

Yes	55.1% (560 respondents)
No	44.9% (456 respondents)

Concerned over whether the use of Facebook would lead to privacy intrusion (for the 15-20 age group)

Yes	44.4% (119 out of 268 respondents)
No	55.6% (149 out of 268 respondents)

Concernes over what information in Facebook could be leaked

Personal information	21.0% (213 respondents)
Photos	12.5% (127 respondents)
Phone numbers	5.9% (60 respondents)
Email addresses	4.0% (41 respondents)
Information of friends or family being accessed	3.4% (35 respondents)

Reasons why there is no worry about privacy intrusion

No / not too much personal information	27.6%	(280 respondents)
No / not too much important information	7.0%	(72 respondents)
There is privacy setting in Facebook / I have adjusted the privacy setting	2.5%	(26 respondents)
All information in my Facebook account can be opened to the public	2.5%	(25 respondents)
No real information entered to Facebook	1.1%	(12 respondents)

Protective measures taken by users

Yes	58.9%	(598 respondents)
No	44.1%	(417 respondents)

Detailed protective measures taken by users

Number of respondents who knew they could control the access right of their uploaded information to different types of friends.	85%	(864 respondents)
Adjust privacy settings to limit to friends only	23.2%	(236 respondents)
Adjust privacy settings	13.5%	(137 respondents)
Limit the amount of personal information uploaded/disclosed	3.3%	(34 respondents)
Install antivirus software	1.6%	(17 respondents)
Frequently change password	1.0%	(11 respondents)
Apply different privacy setting for different type of information	1.0%	(11 respondents)

- While the majority of Facebook users knew that they could adjust privacy setting to control the access right of their uploaded information to different types of friends, only a small portion of them did.

Reasons why no protective action is taken

Don't know what confidentiality actions can be taken	12.0%	(122 respondents)
No / Not too much important information	6.3%	(64 respondents)
No / Not too much personal information	6.3%	(64 respondents)
Too troublesome	2.7%	(27 respondents)
No need	2.6%	(26 respondents)

Knowing that photos shared with 'Friends only' can still be seen by others if the photos are tagged by friends

Yes	81.1%	(824 respondents)
No	18.9%	(192 respondents)

Seek permission from friend before uploading them to Facebook

Yes	31.3%	(318 respondents)
No	43.6%	(443 respondents)
Sometimes	6.0%	(61 respondents)
Never upload group photos	19.1%	(194 respondents)

Profile information put in Facebook account

Gender	87.7%	(890 respondents)
Name	75.8%	(769 respondents)
Profile picture	72.4%	(735 respondents)
Date of Birth	69.5%	(705 respondents)
Email address	63.1%	(640 respondents)
Education background	50.3%	(511 respondents)
Personal interests	40.7%	(414 respondents)
Languages	34.8%	(353 respondents)
Marital status	30.1%	(306 respondents)
Sexual orientation	20.7%	(210 respondents)

Conclusions

Overall, the results of the Facebook survey provide a general picture on the use of Facebook and the awareness of personal data protection by Hong Kong residents. In general, the survey suggests that the younger generation tends to be a more active user group of Facebook. It was also found that Facebook users tend to be have used it for some time (two years or longer) and often use more than one type of device to access Facebook. The majority of participants in the survey suggested that their main use was to check out news/updates of their friends. More than half of the respondents regularly kept track and reviewed the connection with their friends. Figures suggest that only 6% and 36% of Facebook users respectively created multiple accounts and multiple friend groups to ensure their posted information is shared with the right people

The survey figures show that there may be a gap between Facebook users' privacy protection awareness and their practice:

1. More than half of the respondents (55%) expressed concerns over whether the use of Facebook could lead to privacy intrusion, yet only a small proportion of them took actions (such as creating multiple accounts or friend groups) to limit the extent of information sharing;

2. While the majority of respondents (85%) knew that they could control access rights to their posted information, less than half of them (37%) made use of this privacy setting;

3. Only 39% of respondents who upload photos to Facebook would seek permission from friends before uploading their friends' photos.

I. BACKGROUND

In order to understand the usage habit (particularly their awareness on personal data privacy protection) of Facebook users in Hong Kong, the Office of the Privacy Commissioner for Personal Data (PCPD) conducted a survey among Facebook users in Hong Kong. The Centre for the Advancement of Social Sciences Research (CASR) in the Faculty of Social Sciences of Hong Kong Baptist University was commissioned by PCPD to conduct this survey.

II. SURVEY OBJECTIVES

This survey aims at collecting data in order to:
1. understand the usage of Facebook and the personal data privacy awareness by Facebook users;
2. provide background information to help address the personal data protection issues created by the use of Facebook;
3. provide background information to facilitate the revision of existing leaflets or guidelines, or to issue new leaflets or guidelines; and
4. provide background information for the formulation of various educational and promotional strategies and plans.

III. METHODOLOGY

3.1 Qualitative Study

A focus group was conducted on 25th June 2012 in CASR with Facebook users aged 18 or above in order to find out their experience in using Facebook and their awareness on the risk and security on using them. The results were used to assist the development of the questionnaire in the quantitative study. The summary of focus group discussions is attached in Appendix I.

3.2 Quantitative Study

The target respondents of the survey were Facebook users aged between 15 and 70. Telephone interviews were conducted between 28th July 2012 and 5th August 2012. The translated English version of the questionnaire (the interview was conducted in Cantonese) is attached in Appendix II. Random sampling was used to select the respondent from each household by using the "Last Birthday" method. Finally, 1,016 successful interviews were conducted. SPSS was used to perform the data analysis and the detail findings are presented in the following session.
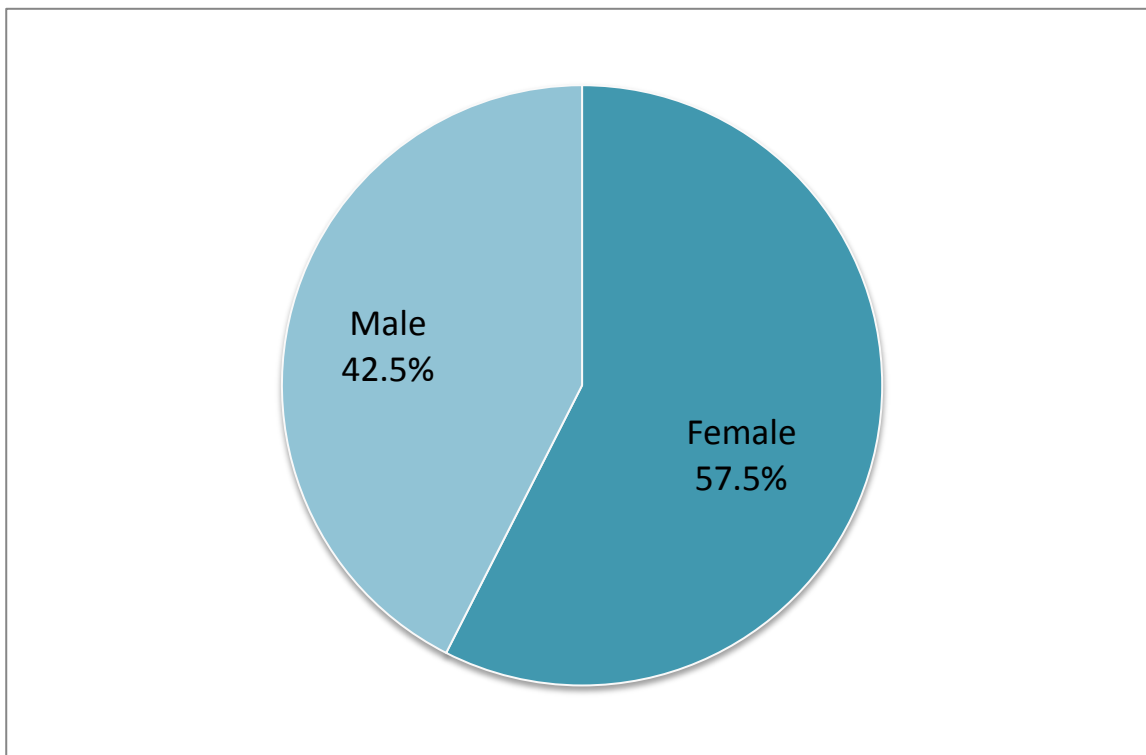
IV. DETAILED FINDINGS OF QUANTITATVIVE STUDY

4.1 Demographic information of respondents who use Facebook

Gender

58% of the respondents are female and 43% of the respondents are male.   This suggests there are slightly more female users than male users of Facebook.
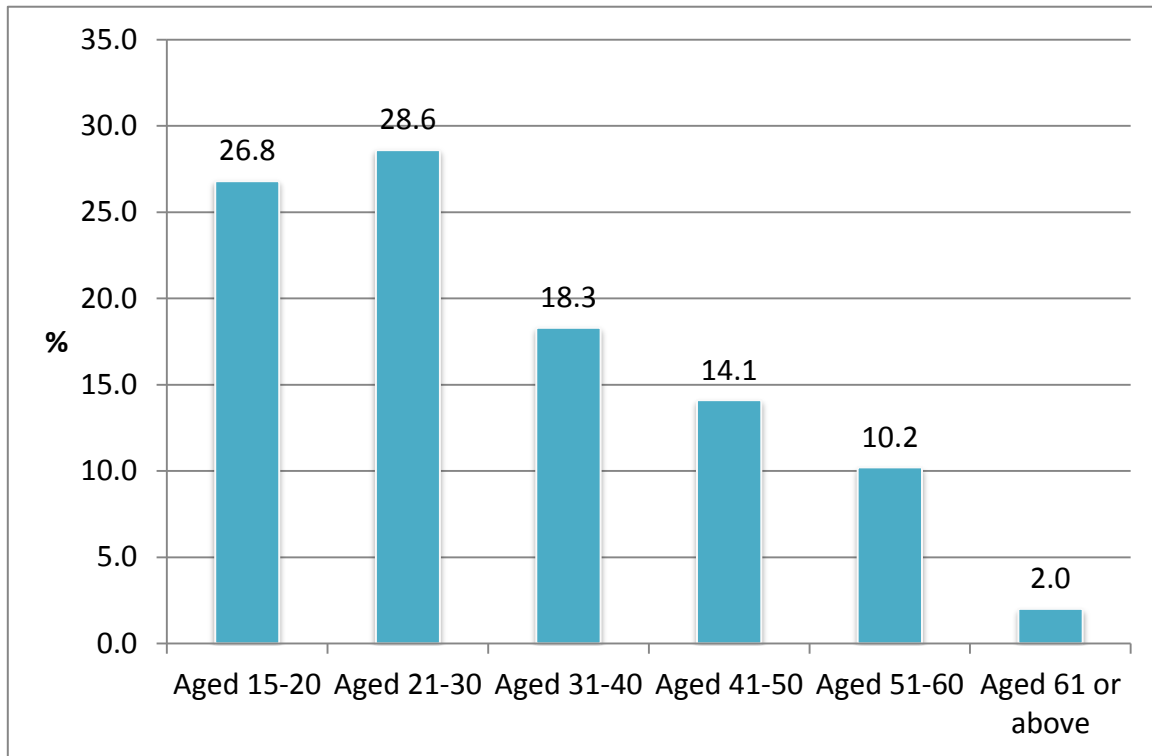
Chart 1: Gender (N=1,016)

Age

Different age groups were covered in this survey, 29% of the respondents aged between 21 and 30, 27% aged 15-20 and 18% aged 31-40.   This suggests a possible heavier user of Facebook by the young generations, particular the five-year age group from 15 to 20 years old.

Chart 2: Age (N=1,000)

Education

42% of the respondents have tertiary (degree level) education level or above and 37% of respondents have secondary education level.

Chart 3: Education (N=1,003)
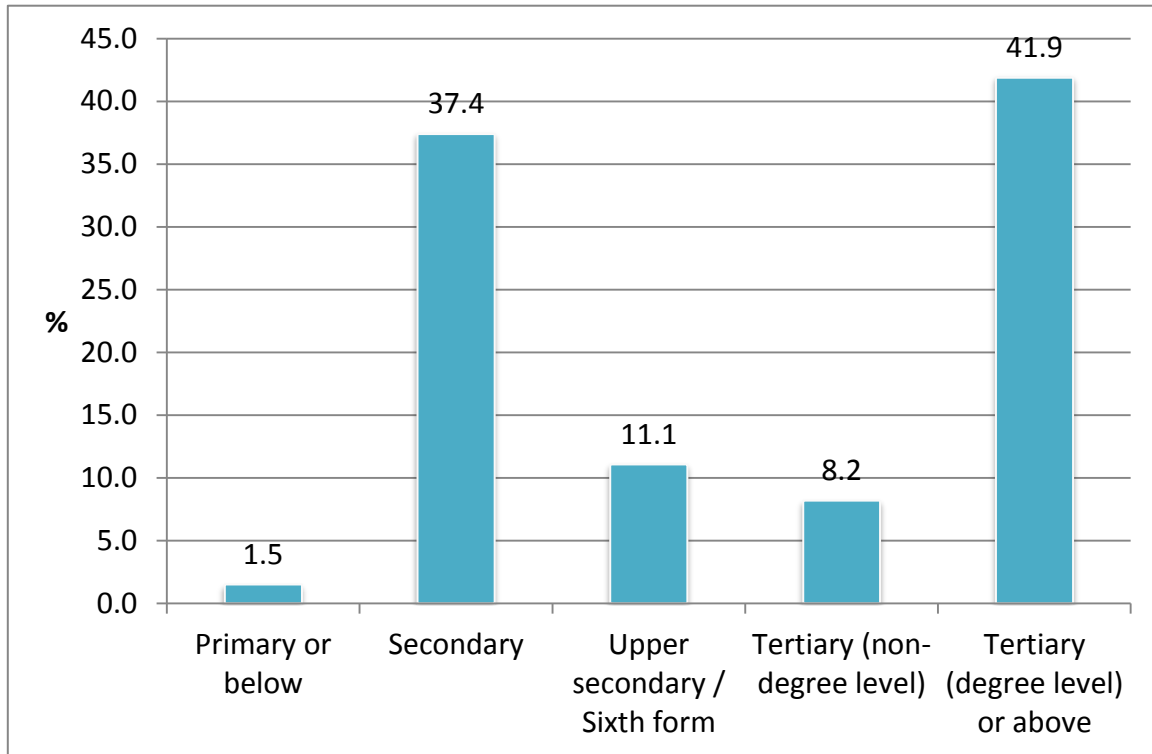
Occupation

More than half (53%) of the respondents are working population and the rest are students, housewives, unemployed and retired.

Chart 4: Occupation (N=967)

Occupation	Percentage
Students	33.5
Clerks	17.2
Professionals	11.5
Service workers and shop sales workers	8.9
Managers and administrators	7.1
Housewives	6.2
Associate professionals	5.6
Unemployed	3.7
Retired	3.2
Plant and machine operators and…	1.2
Craft and related workers	.9
Non-skilled workers	.5
Skilled agriculture and fisheries workers	.1
Others	.3
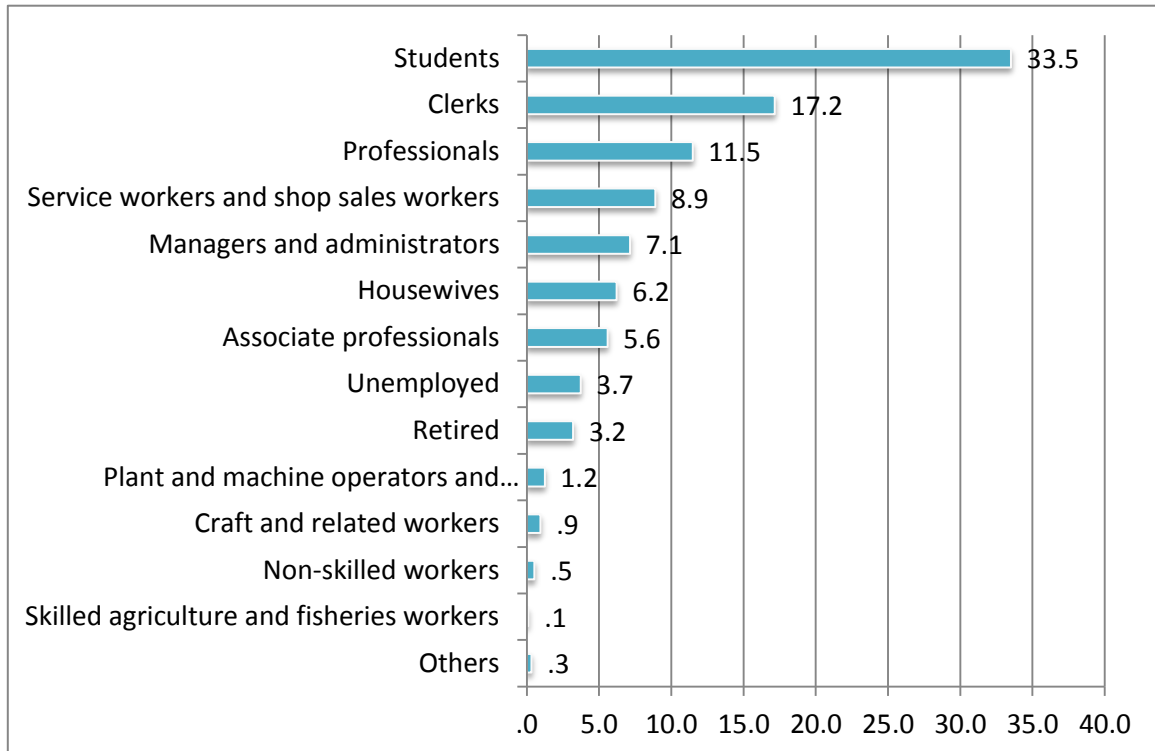
Personal monthly income

For the 23% of the respondents who are working have income between HK$10,000 and HK$14,999 and 22% of them have income between HK$20,000 and HK$29,999.

Chart 5: Personal monthly income (N=467)
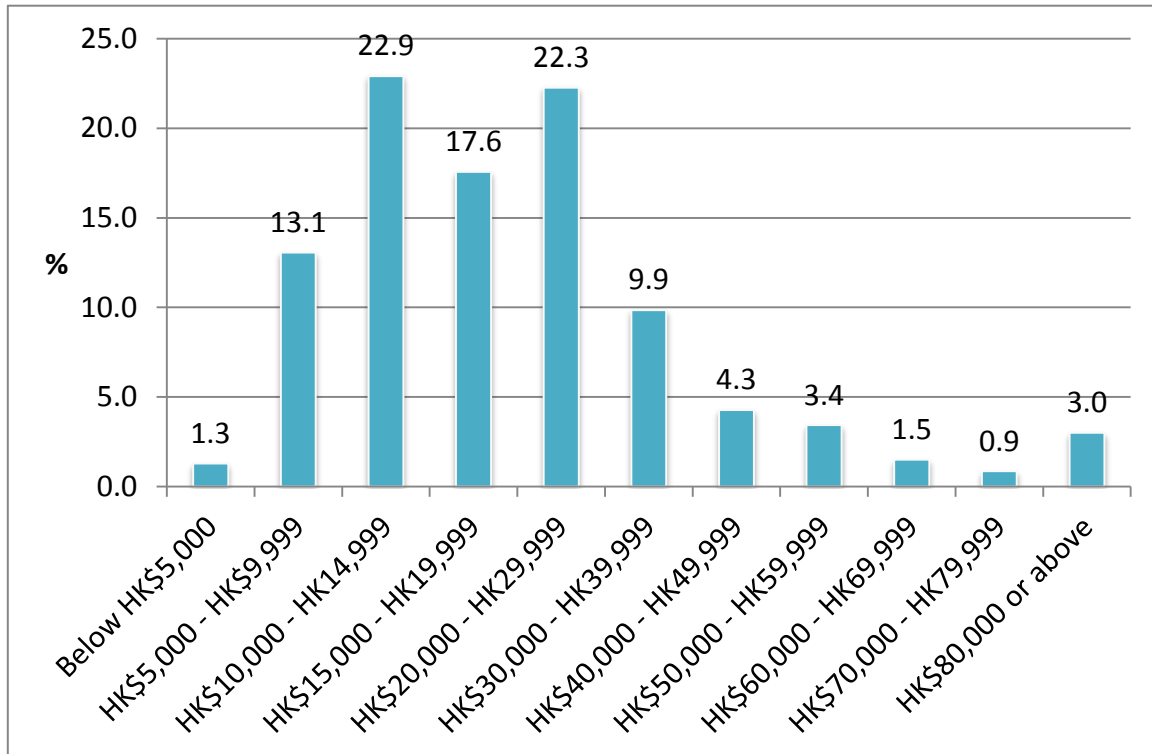
4.2 Analysis of major findings to each question

This section summarises the findings for each question in the questionnaire and the note-worthy relationships between the questions and demographic information. This section is divided into two parts. The first pat is the general behavior in using Facebook and the second part is about privacy awareness for using Facebook.

4.2.1 General behavior

Length of use

25% of the respondents have been using Facebook for 5 years or above.   23% of them have been using it for 3 years and 22% of them have been using it for 2 years.

Chart 6: Number of years using Facebook (N=1,016) – Q1
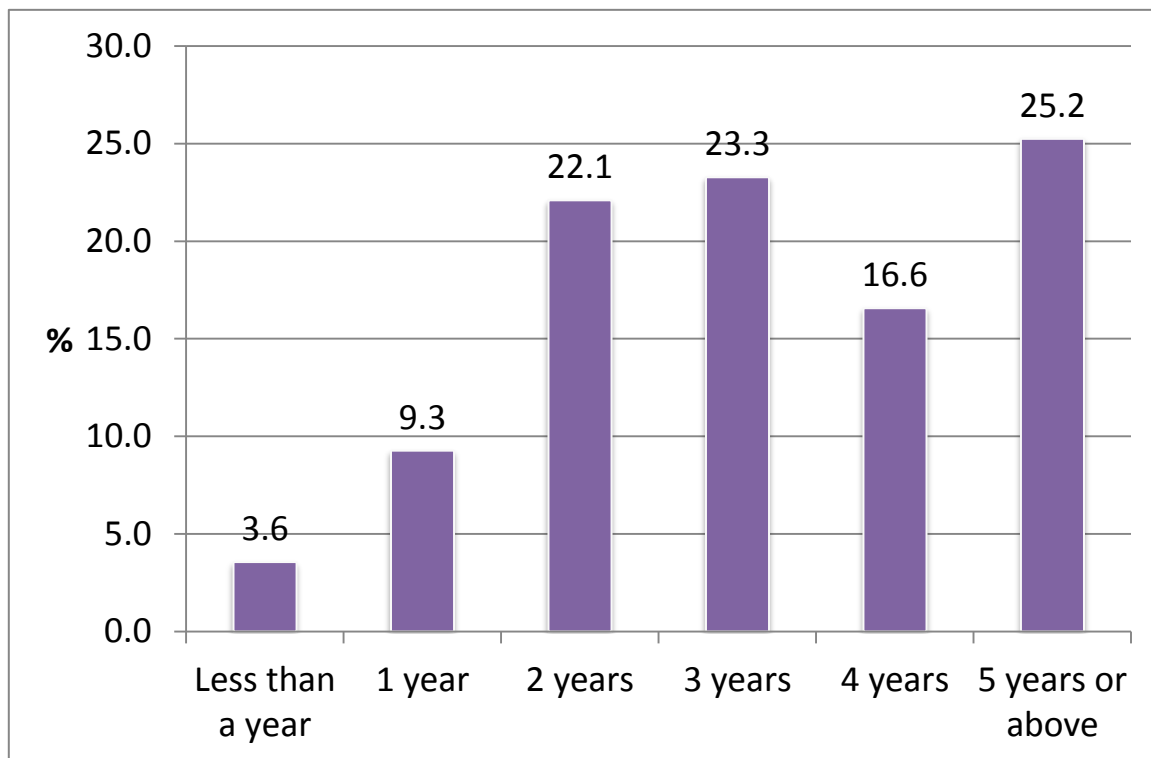
More female (29.7%) than male (19.2%) respondents used Facebook for more than 5 years.

Chart 7: Experience in using Facebook vs Gender
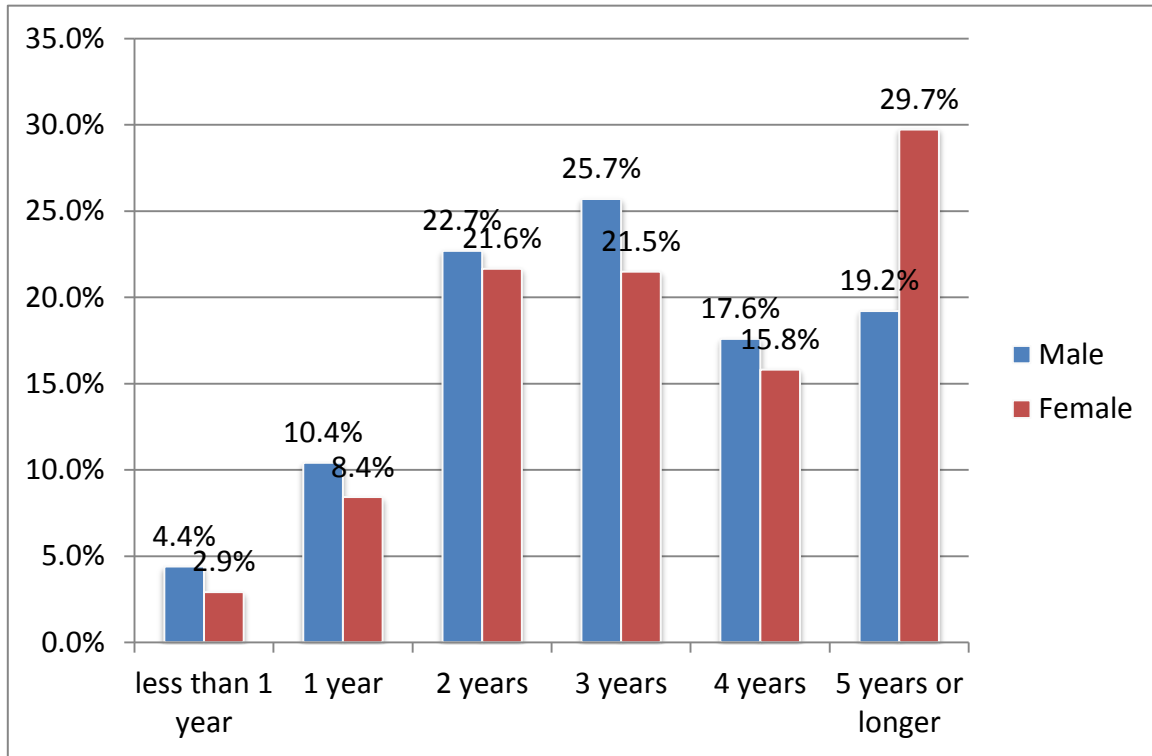
Means of access in Facebook

Most respondents accessed Facebook by desktop computers at home (82.6%) and desktop computers at home and at least one more other types of device (80.5%).   It reflected that majority of the Facebook users used more than one device to access Facebook.
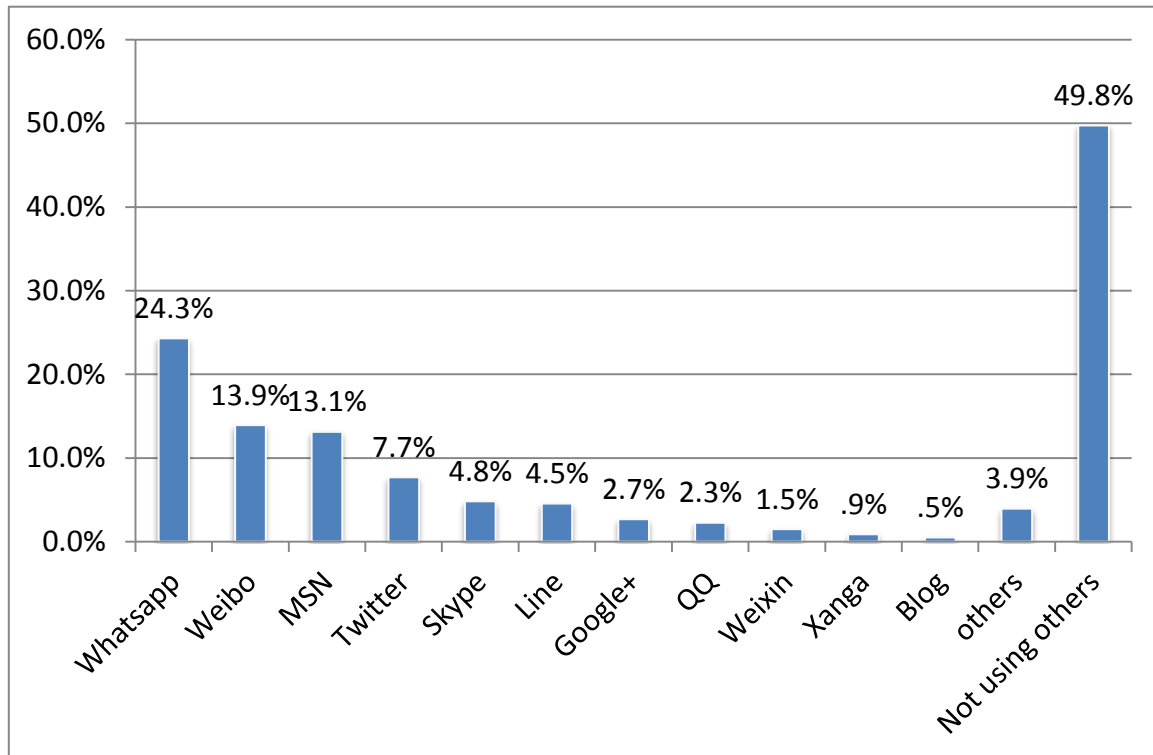
Chart 8: Distribution for Android and iPhone users (N=1,016) – Q2
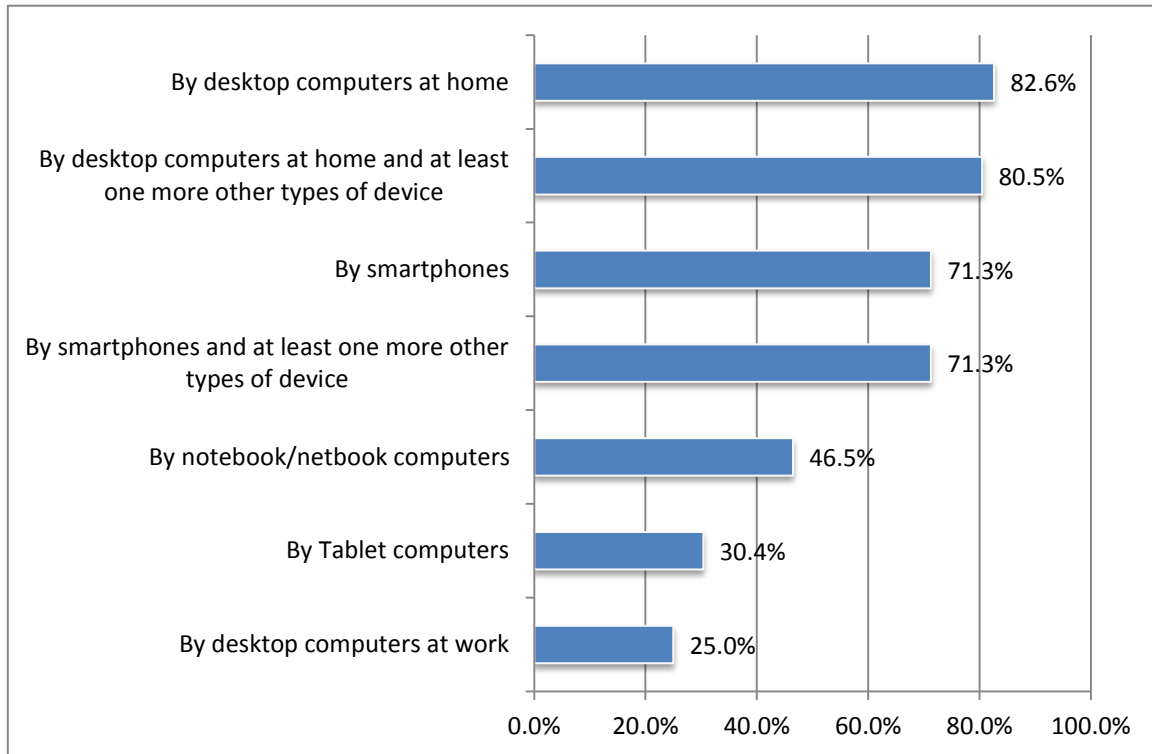
Other most-commonly-used social networking tools for Facebook users

Near half of the respondents did not use other social networking tools besides Facebook. 24.3% of the respondents used whatsapp.
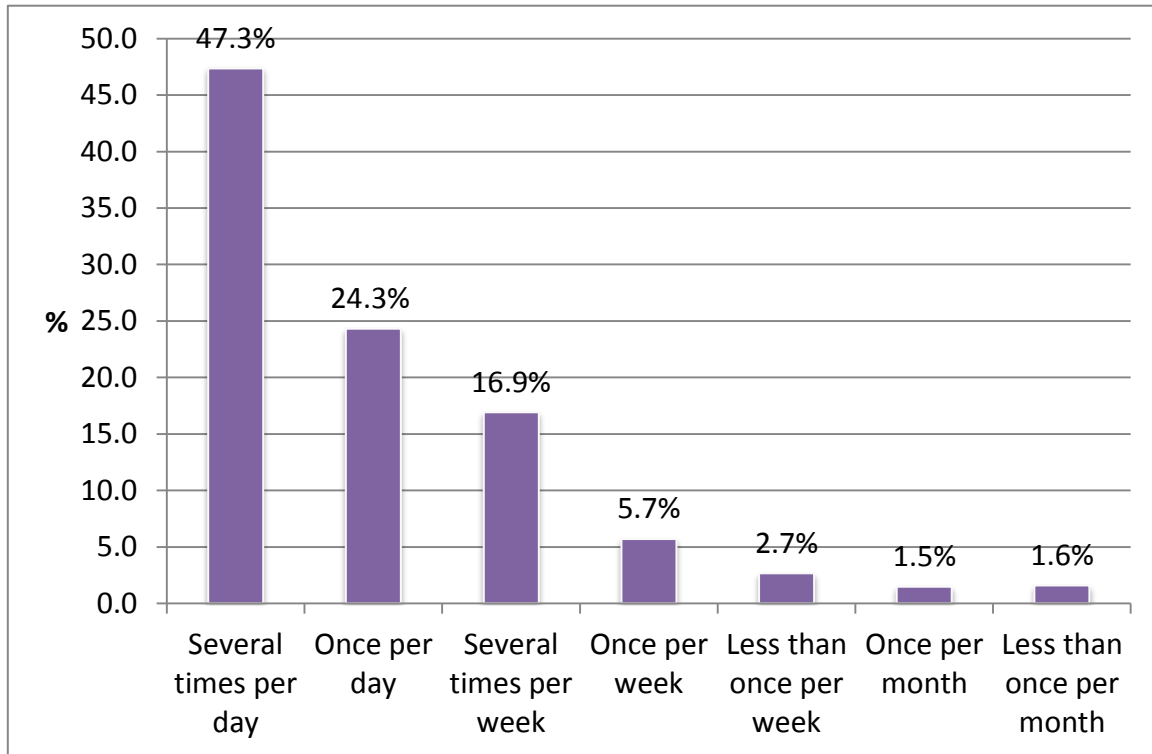
Chart 9: Other most-commonly-used social networking tools for Facebook users (N=1,016) – Q3

Frequency on using Facebook

Most (47%) of the respondents used Facebook several times per day.   24% of them used Facebook once per day and 17% of them use Facebook several times per week.

Chart 10: Frequency on using Facebook (N=1,016) – Q4

It was found that more respondents aged 21-30 used Facebook several times a day than other age groups (63.3%).
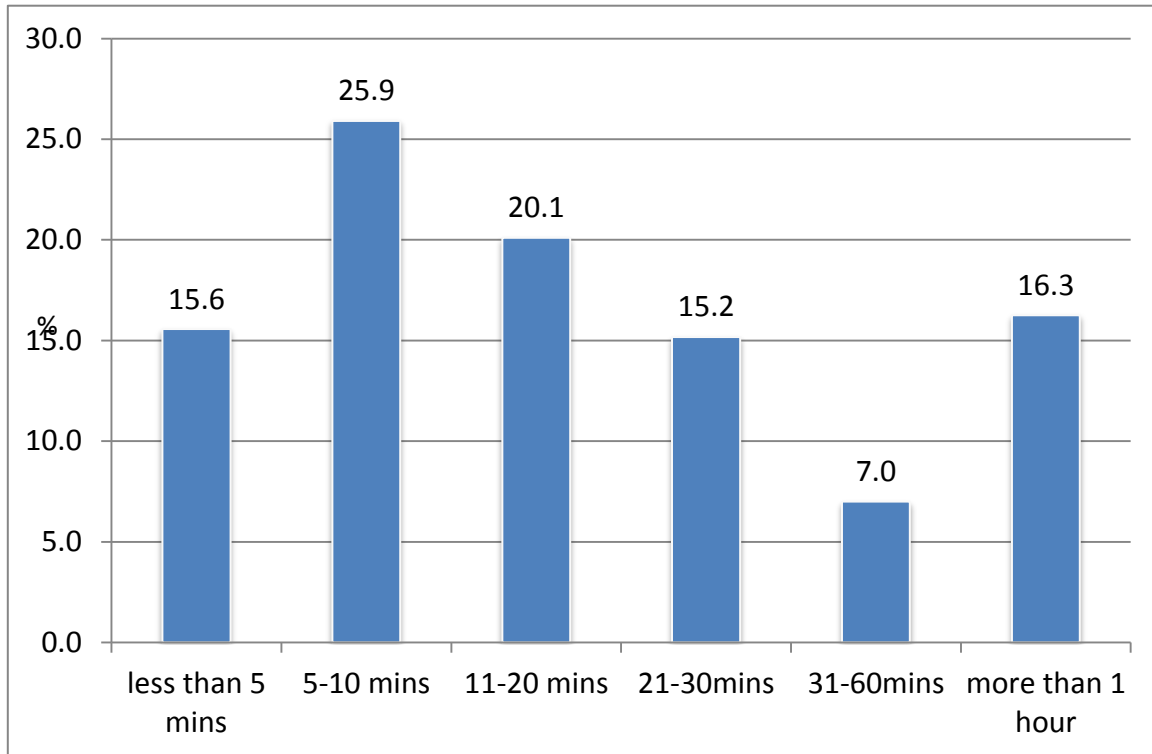
Chart 11: Frequency on using Facebook vs Age
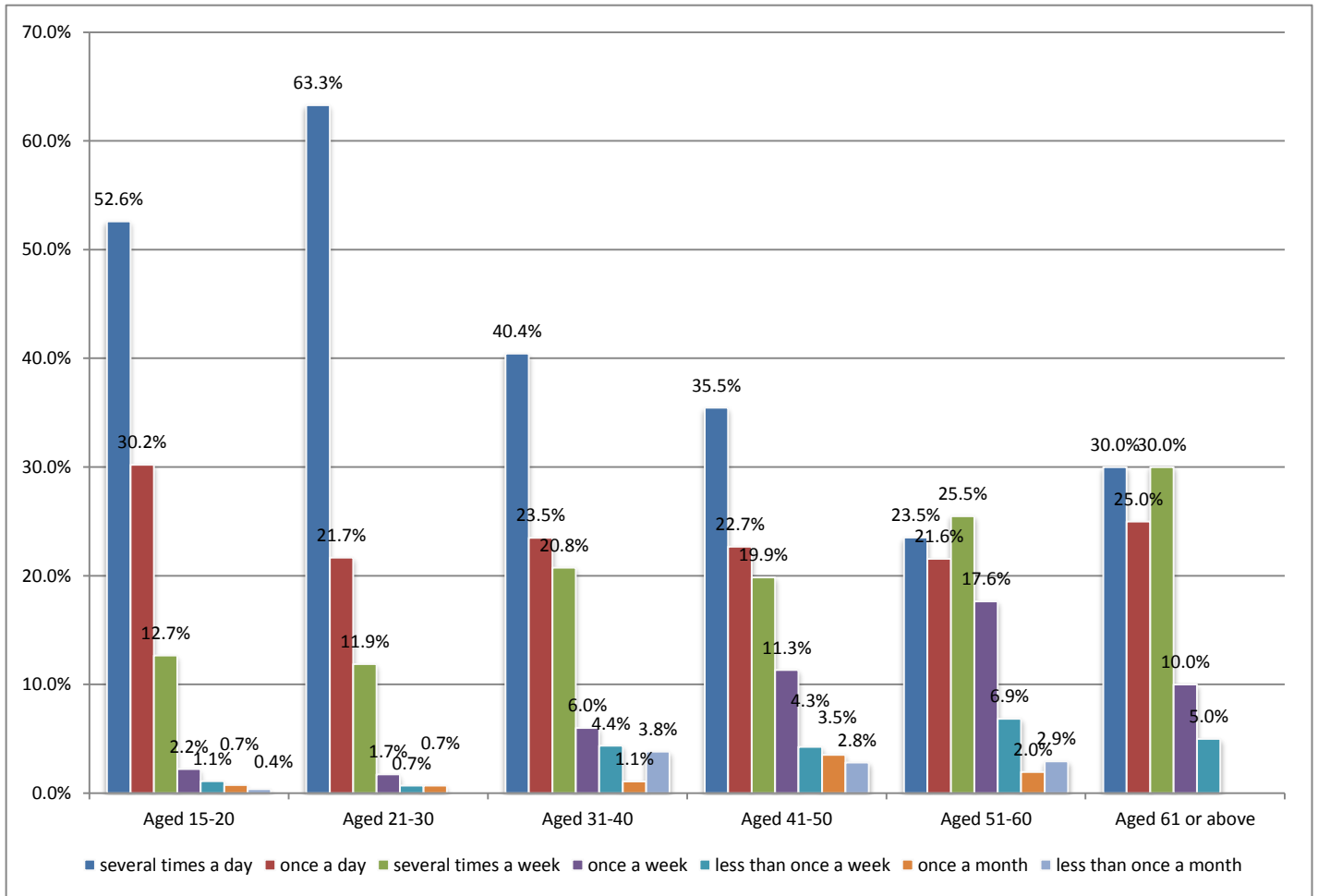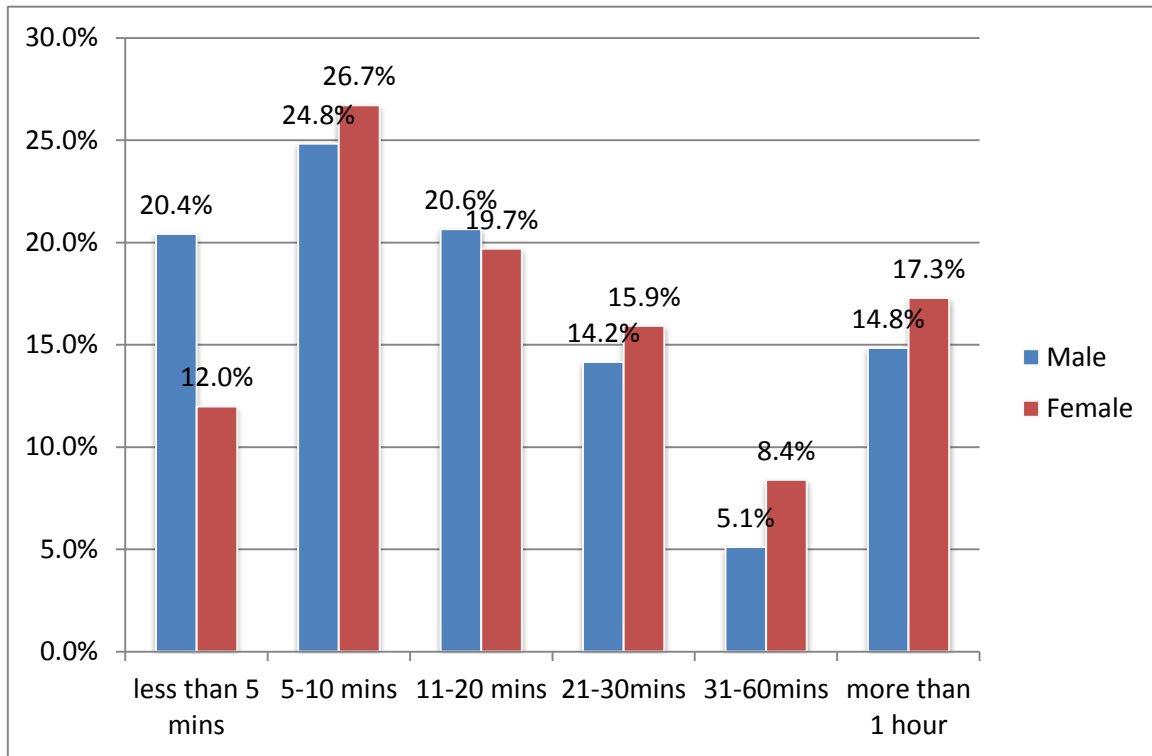
Time spent on Facebook each time

26% of the respondents spend 5-10 minutes on Facebook each time and 20% of them spend 11-20 minutes on Facebook each time.

Chart 12: Time spent on Facebook each time (N=1.016) – Q5

It was found that more male respondents (20.4%) than female respondents (12%) spent less than 5 minutes in Facebook each time.

Chart 13: Time spent on Facebook each time vs Gender

It was found that more respondents aged 15-20 (25.5%) spent more than 1 hour in using Facebook each time.
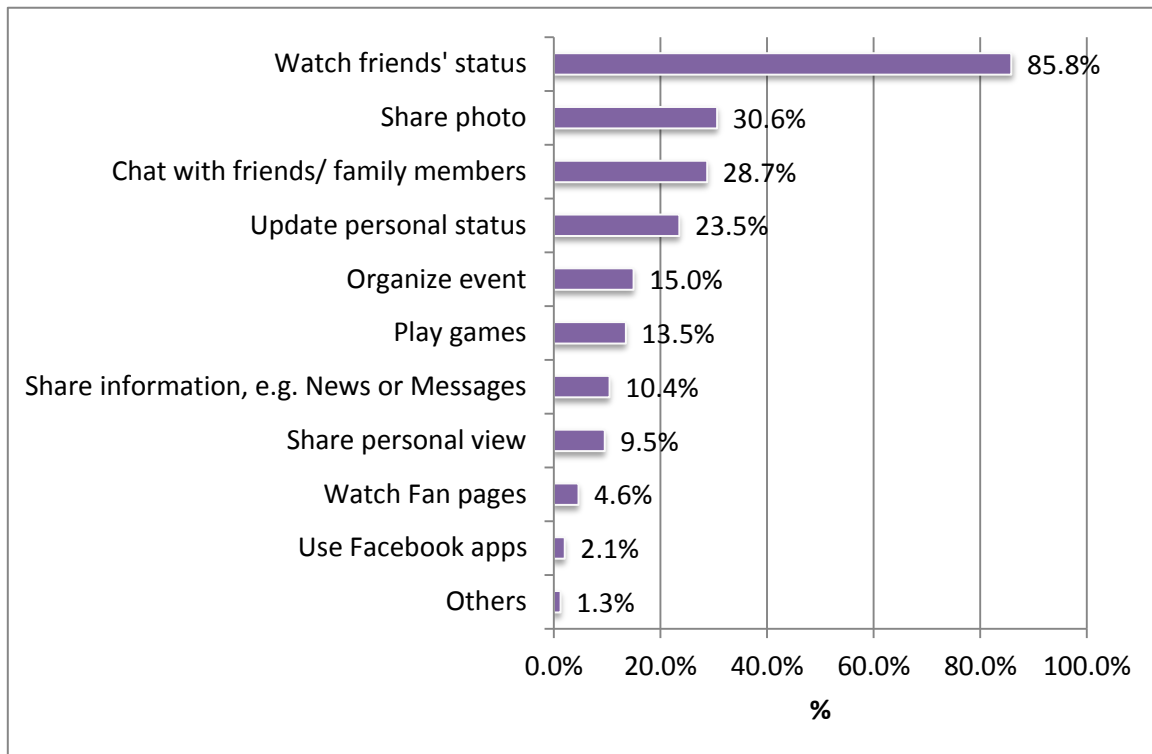
Chart 14: Time spent on Facebook each time vs Age
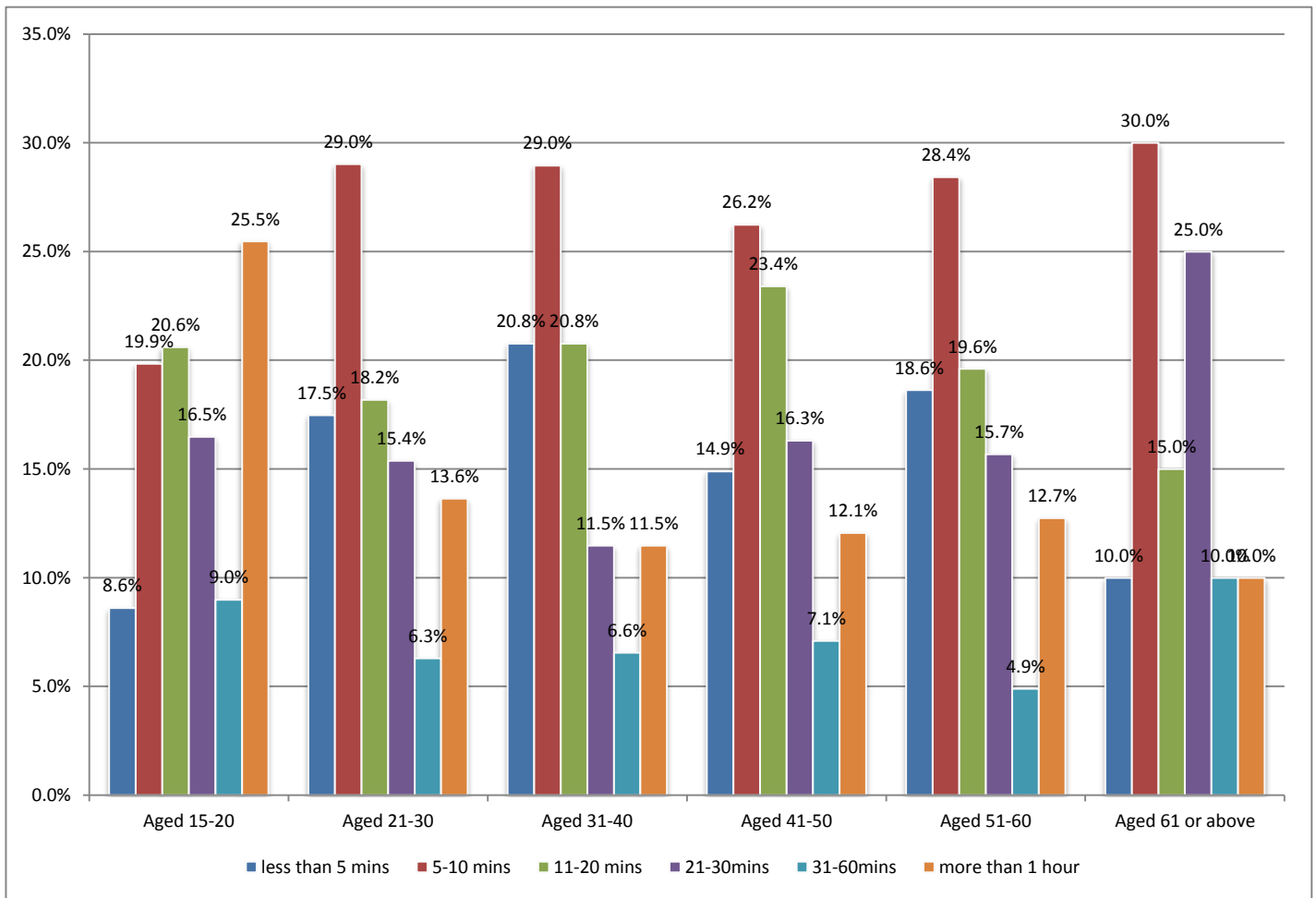
Main use of Facebook

Most (86%) respondents indicated that they mainly use Facebook for watching friends' status. About 31% of the respondents mainly use Facebook for sharing photos and 29% of them mainly use it for chatting with friends / family members.
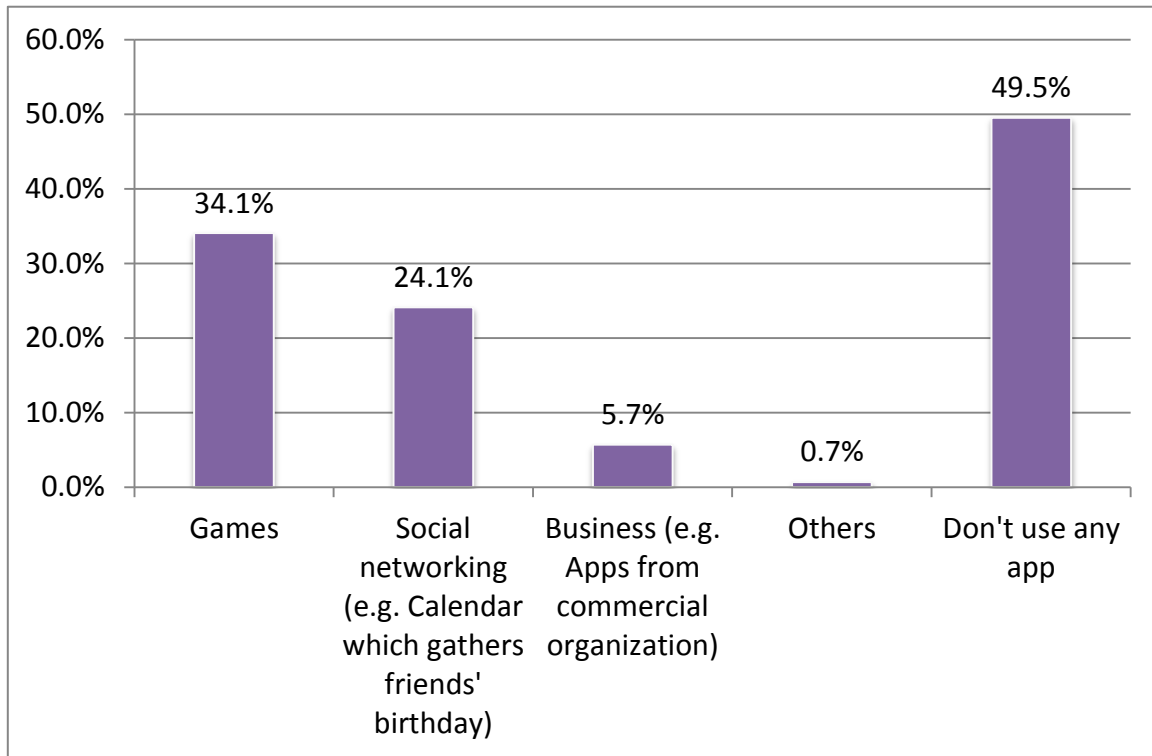
Chart 15: Main use of Facebook (N=1,016) – Q6

Type of Facebook apps in use

34% of the respondents are using "Game" apps on Facebook and 24% of the respondents are using "Social networking (e.g. calendar which gathers friends' birthday)" apps on Facebook.   Half (50%) of the respondents don't use any app on Facebook.

Chart 16: Apps using on Facebook (N=1,016) – Q11

Type of Facebook games in use

26% of the respondents are playing Solo games and 24% of them are playing Interactive games on Facebook.   59% of the respondents reflected that they don't play any game on Facebook.

Chart 17: Games playing on Facebook (N=1,016) – Q12
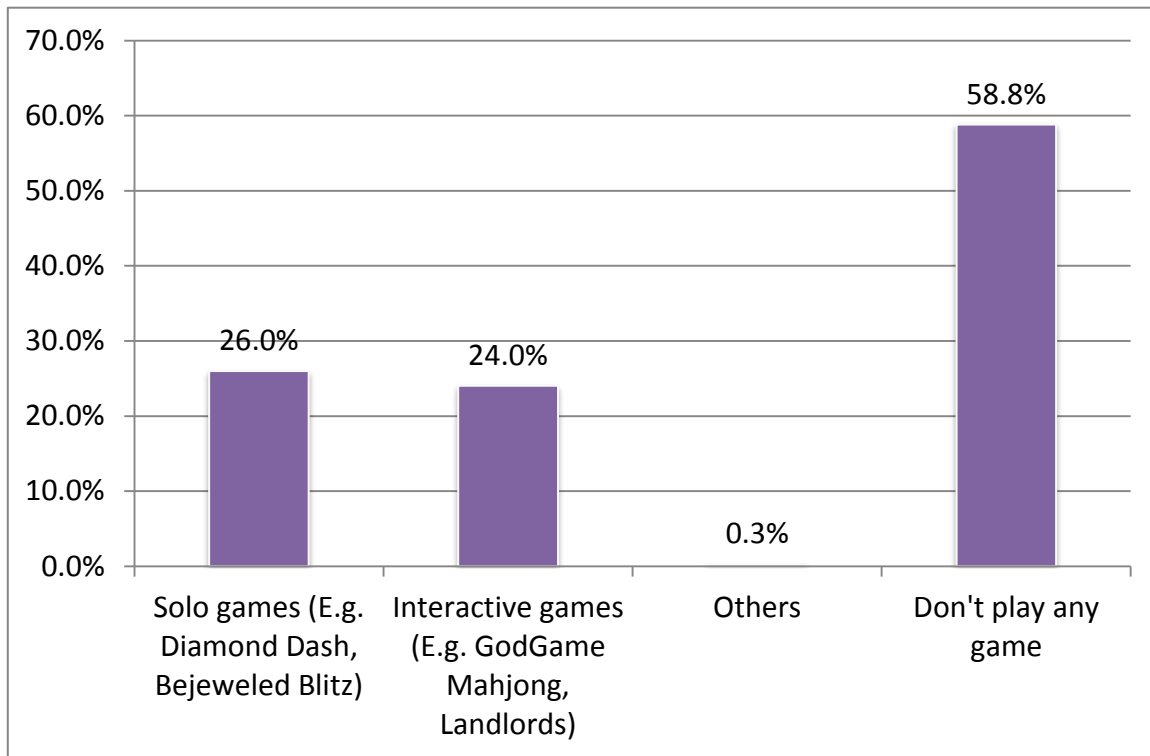
4.2.2 Privacy awareness

Number of Facebook friends

The majority (77%) of respondents know the number of friends they got on Facebook.

Chart 18: Do you know how many friends you got on Facebook? (N=1,016) – Q7
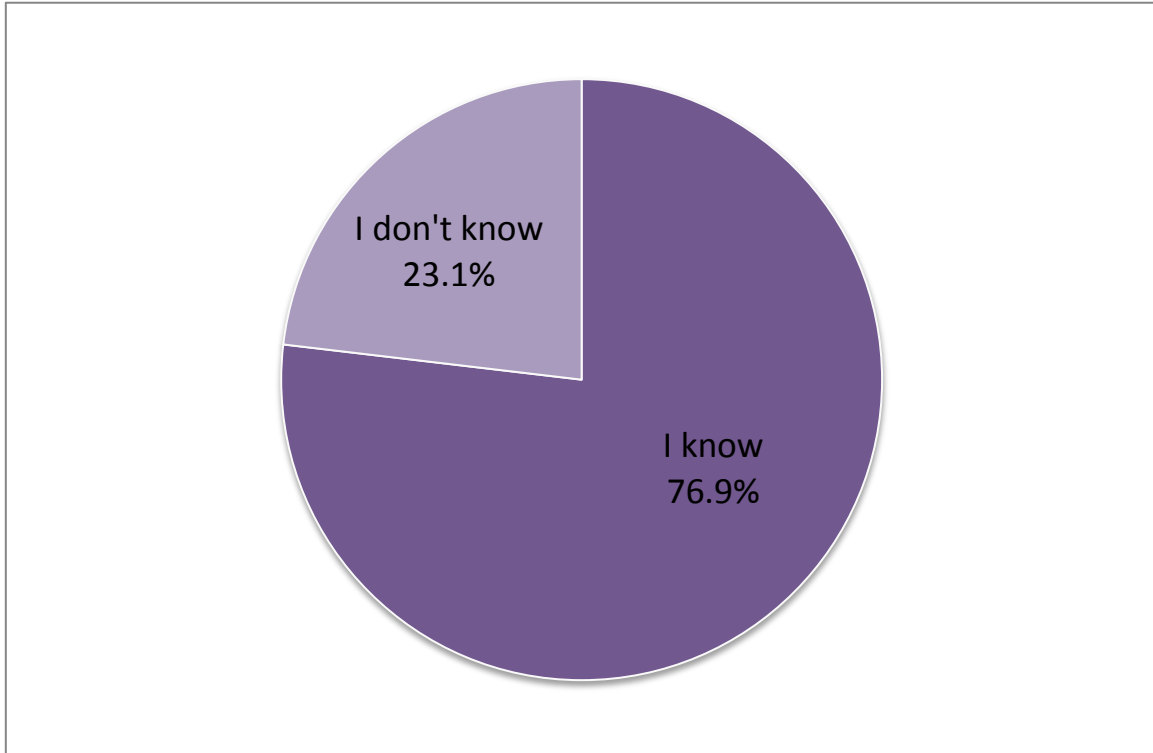
Regularly review and check friends for deletion

For those respondents who know the number of friends they got on Facebook, 73% of them check the Facebook friend list to see if they are friends they want to add and delete not relevant people or people who no longer are friend.

Chart 19: Incidence in checking the Facebook friend list to see if they are friends you want to add and deleting not relevant people or people who no longer are friend (N=781) – Q7a
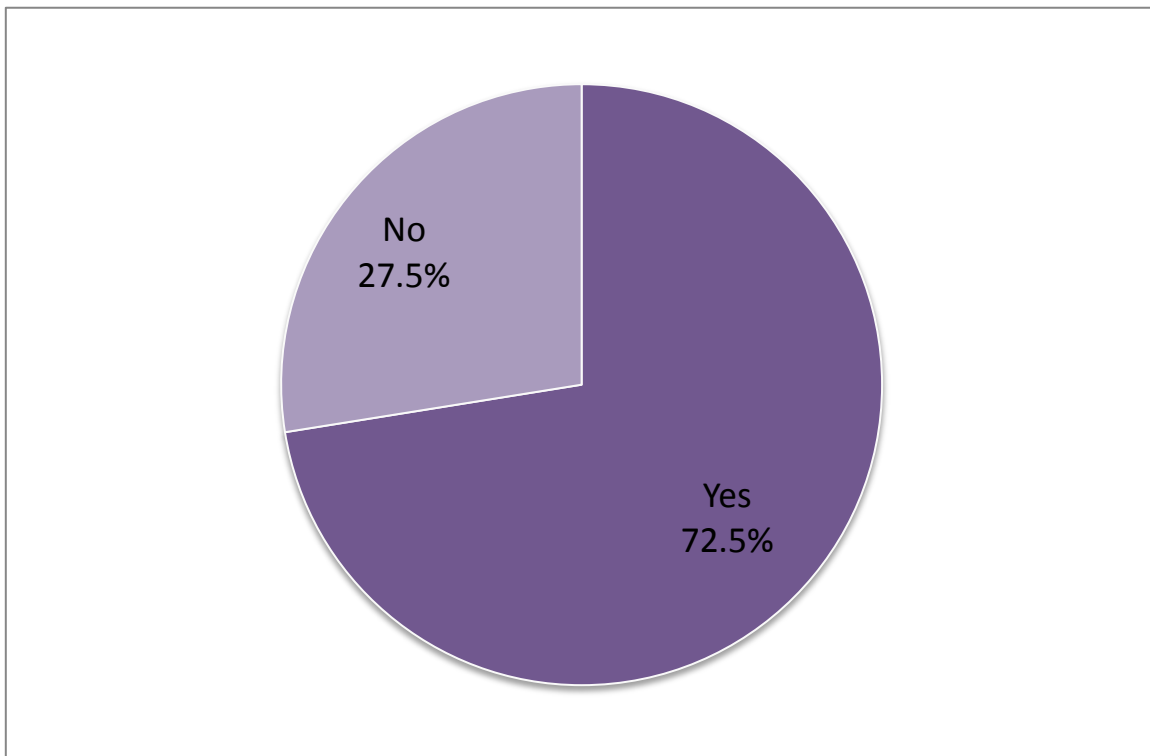
Create multiple Facebook accounts to communicate with different types of contacts

The majority (94%) of the respondents don't create multiple Facebook accounts to communicate with different types of friends (e.g. colleagues, classmates, etc.).

Chart 20: Incidence in signing up different Facebook accounts to communicate with different types of friends (N=1,016) – Q8
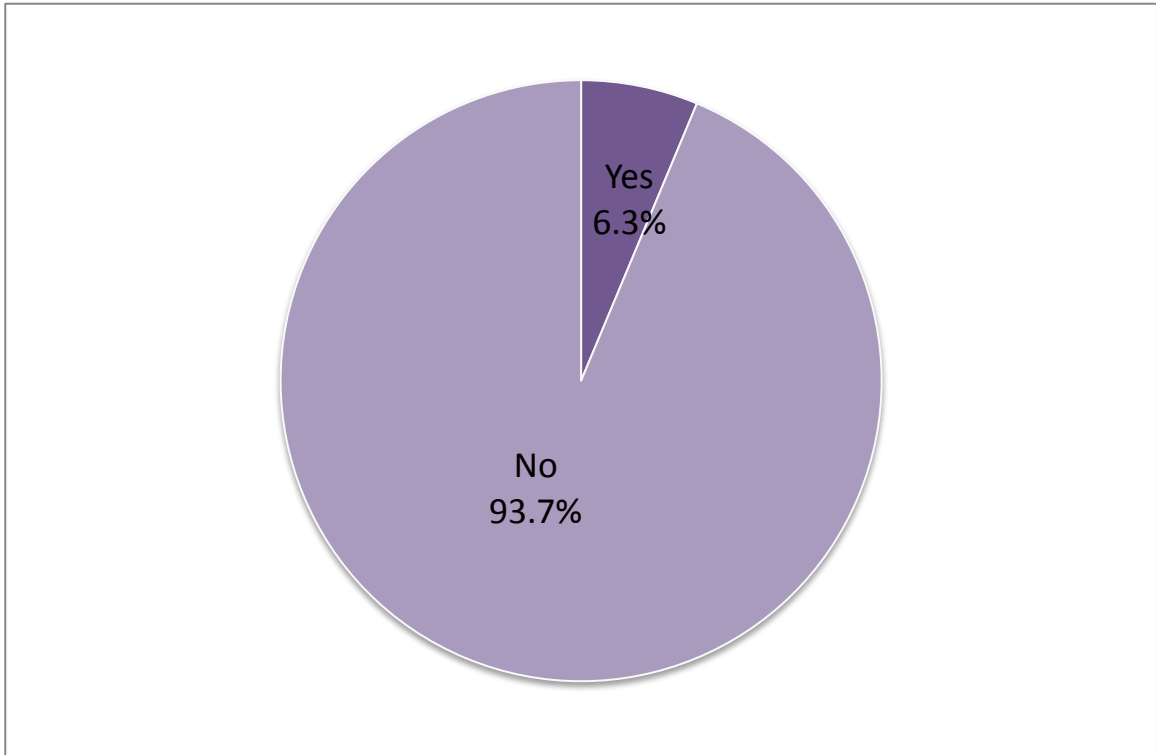
Create multiple friend groups in Facebook

64% of the respondents do not create multiple friend groups.

Chart 21: Incidence in grouping friends and putting them in different type of friend lists
(N=1,016) – Q9
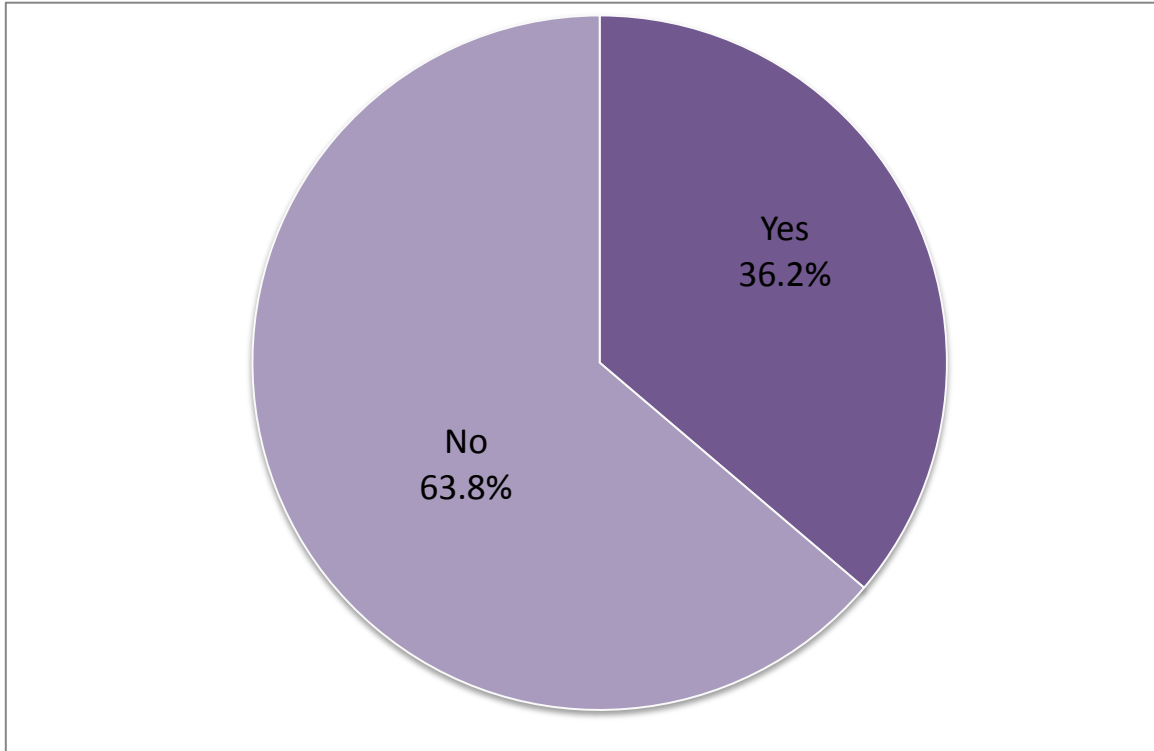
It was discovered that more respondents in younger age groups (15-30) create multiple friend groups than other age groups

Chart 22: Incidence in signing up different Facebook accounts to communicate with different types of friends vs Age
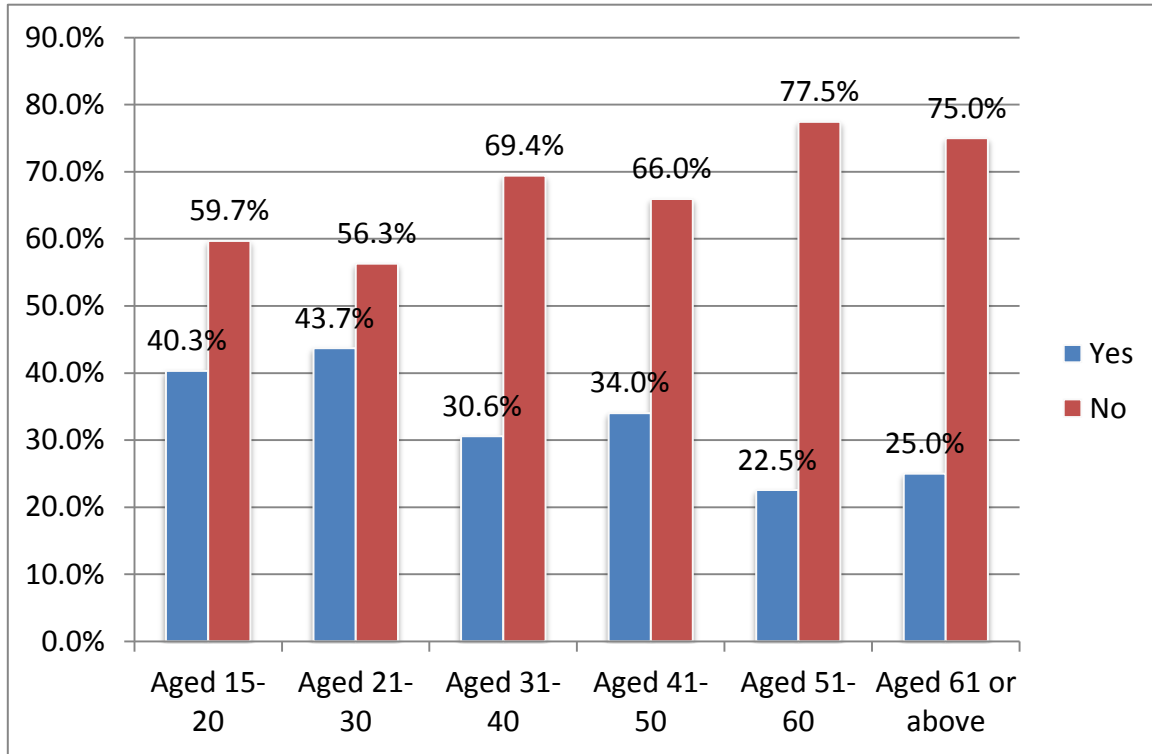
Consideration when adding/accepting a Facebook friend

The majority (81%) of the respondents will consider "Do I know the real person?" when adding a new friend on Facebook.   19% of them will consider "Degree of familiar" of that person when adding a new friend.

Chart 23: Consideration to add a new friend on Facebook (N=1,016) – Q10
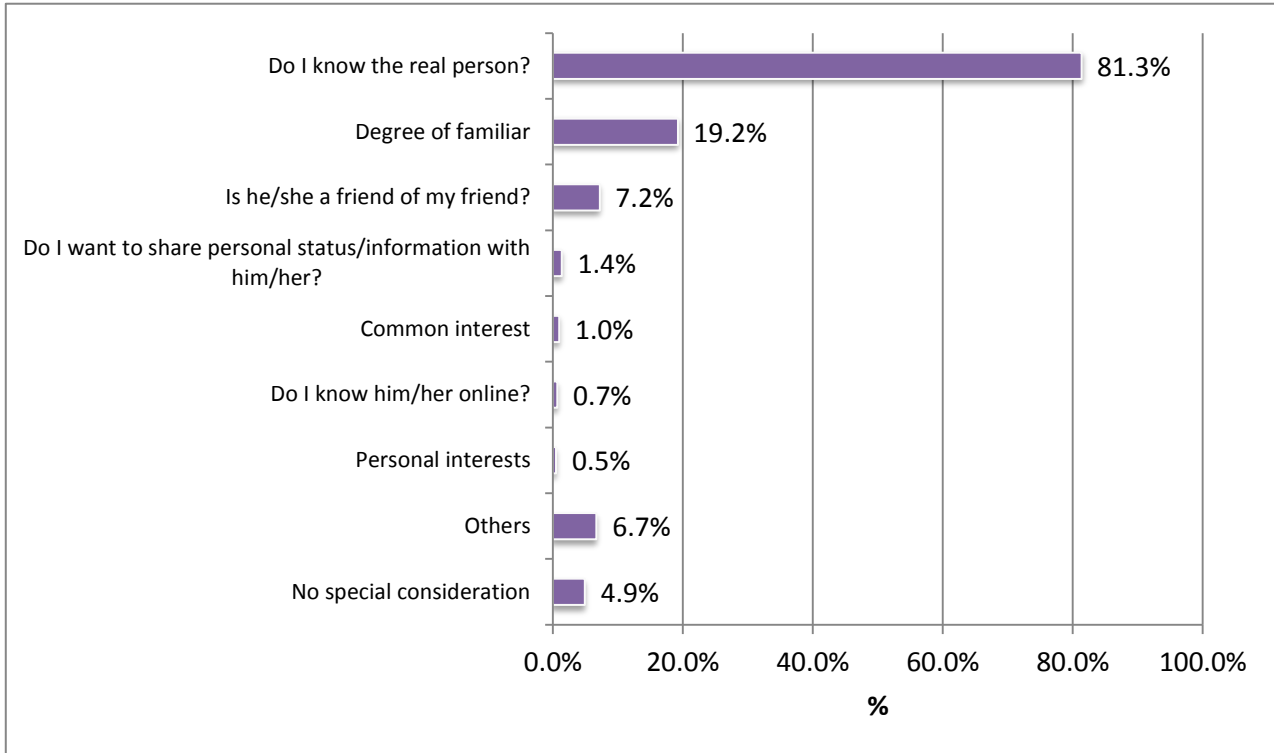
Do users read the terms clearly or understand permissions of the apps before accepting

For those respondents who are using apps or playing games on Facebook, 56% of the respondents reflected that they will read the terms and conditions clearly or ensure the permissions of the apps to their Facebook information when they decide whether to accept or use a Facebook app or game or not.

Chart 24: Incidence in reading the terms and conditions clearly or ensuring the permissions of the apps to their Facebook information when they decide whether to accept or use a Facebook app or game or not (N=561) – Q12a
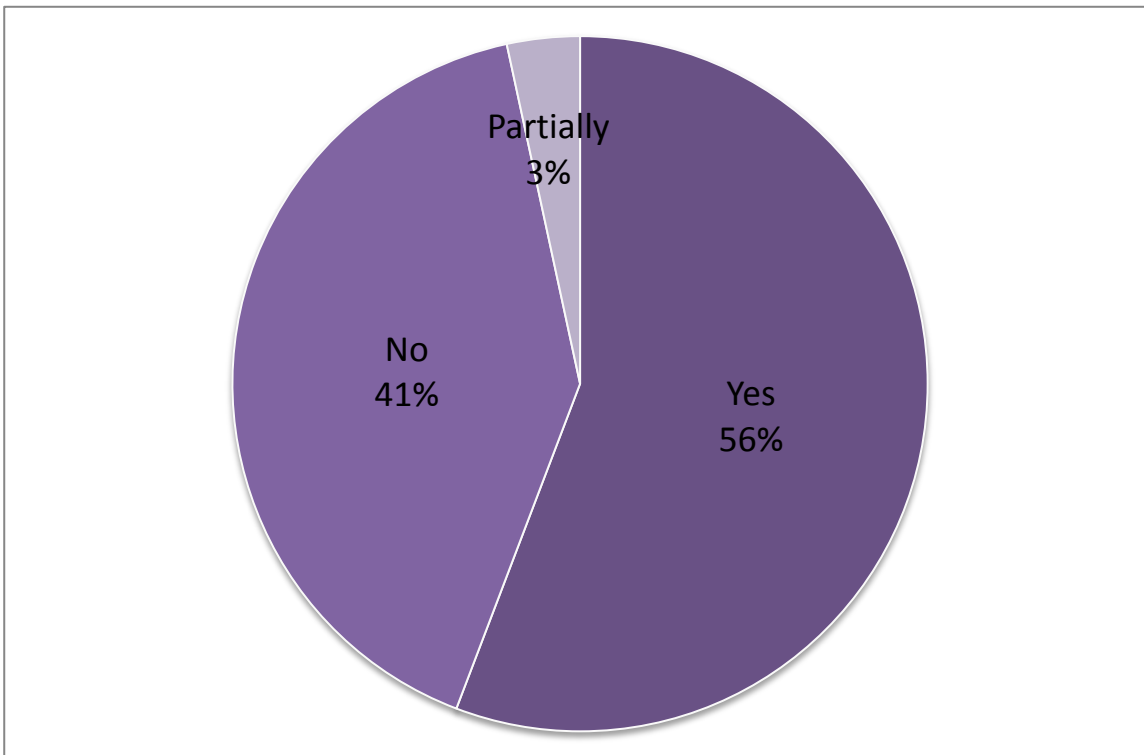
Concerned over whether the use of Facebook would lead to privacy intrusion

More than half (55%) of the respondents are worried about the privacy leakage when using the Facebook.

Chart 25: Are you worried about using of Facebook will lead to privacy leakage? (N=1,016) – Q13
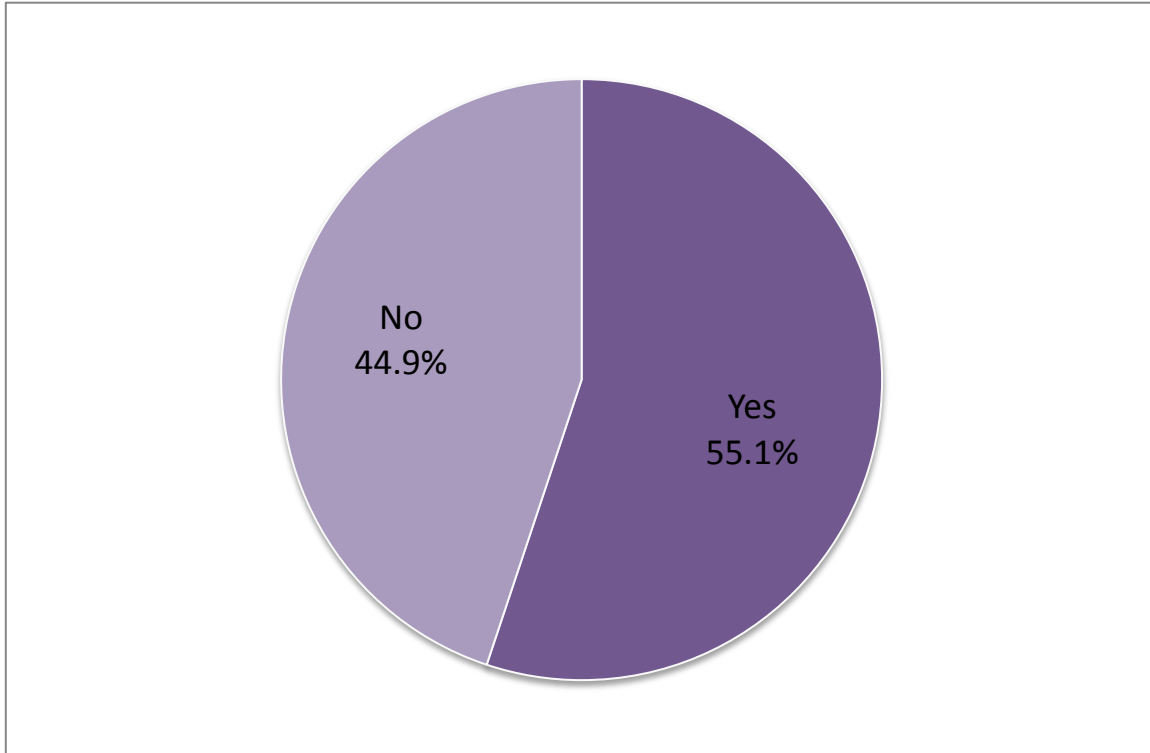
More respondents aged 15-20 do not worry about using Facebook will lead to privacy leakage.

Chart 26: Are you worried about using of Facebook will lead to privacy leakage? vs Age
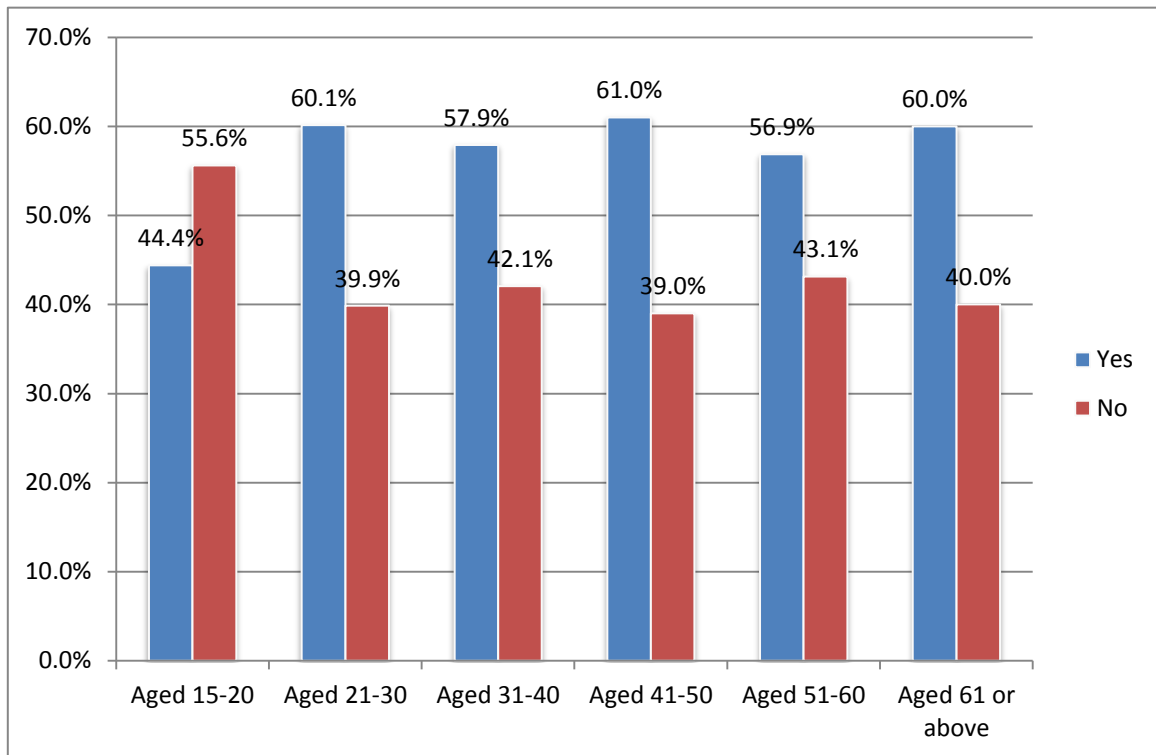
Detailed concerned over what information in Facebook could be leaked

Most respondents concerned about the leakage of personal information (21%) and photos (12.5%).

Chart 27: Detailed concerned over what information in Facebook could be leaked – Q14a
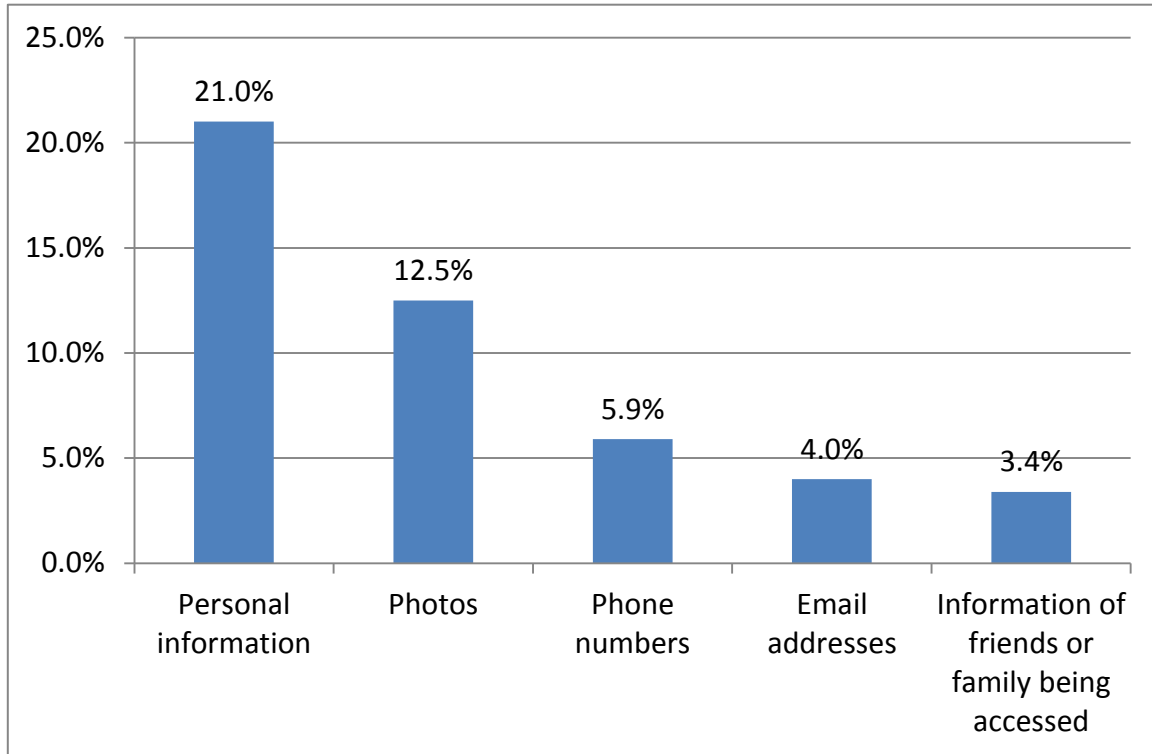
Other information that respondents concerned could be leaked:

Type of Data leakage	No. of mentions
Birth date being accessed	14
Address being accessed	14
Private conversation content being accessed	13
Facebook status being accessed	13
Photos being stolen	12
Whereabouts being accessed	10
Facebook password being accessed	10
Personal information being used for marketing	10
Hong Kong identity card number being accessed	9
Name being accessed	7
Facebook account being stolen	6
Friends of friends can access to my information	6
Bank account / Credit card information being accessed	6
Work information being accessed	5
Educational background being accessed	5
Information being stolen / sold by Facebook	5
Messages being accessed	4
Computer being hacked / virus being introduced to computer	4
No confidence in the security of the Facebook	4
Receiving junk mails	2
Being added as a friend by strangers	2
Friend lists being accessed	2
Internet browsing history being accessed	2
Not sure my information can be accessed by who	2
Others	24

Reasons why there is no worry about privacy intrusion

27.6% of the respondents do not worry about privacy intrusion is because they do not have or do not have much personal information in the Facebook.

Chart 28: Reasons why there is no worry about privacy intrusion – Q14b
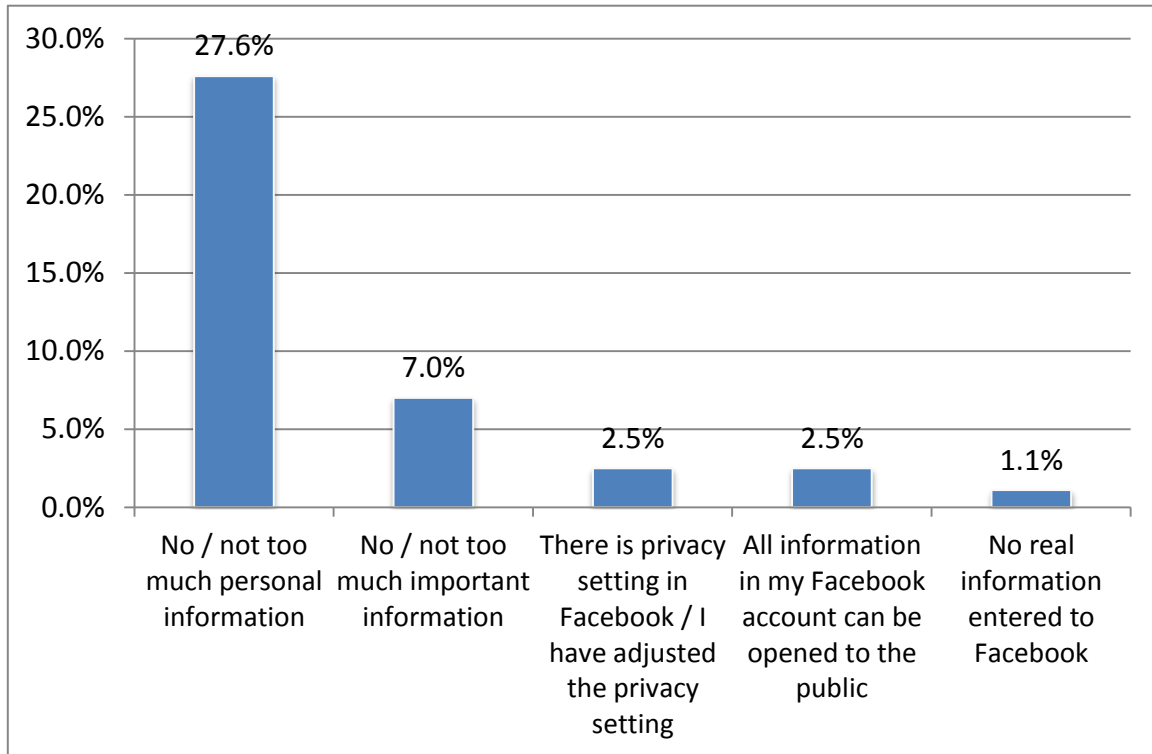
Other reasons why respondents do not worry about privacy intrusion include:

Reasons	No. of mentions
Have confidence on Facebook	11
Never being aware of data leakage	10
Have adjusted privacy setting, only my friends can access my information	9
Have taken protective action	9
Seldom use Facebook	6
Have expected the risk of information leakage	5
Seldom update my status on Facebook	4
Data leakage would also happen in other ways	4
Never upload information to Facebook	4
Believing that information leakage would not happen	3
Know the real person of all the friends on Facebook	3
Have adjusted privacy setting, only my close friends can access to my information	2
Did not upload any photo	2
Always read the terms carefully	2
Try to be careful	2
Seldom add a new friend on Facebook	2
Do not have secret	2
Believing that my practice would not lead to data leakage	2
No reason	18
Don't know	6
Others	18

Protective measures taken by users

More than half (59%) of the respondents indicated that they would take protective measures when using Facebook.

Chart 29: Protective measures taken by users (N=1,016) – Q16
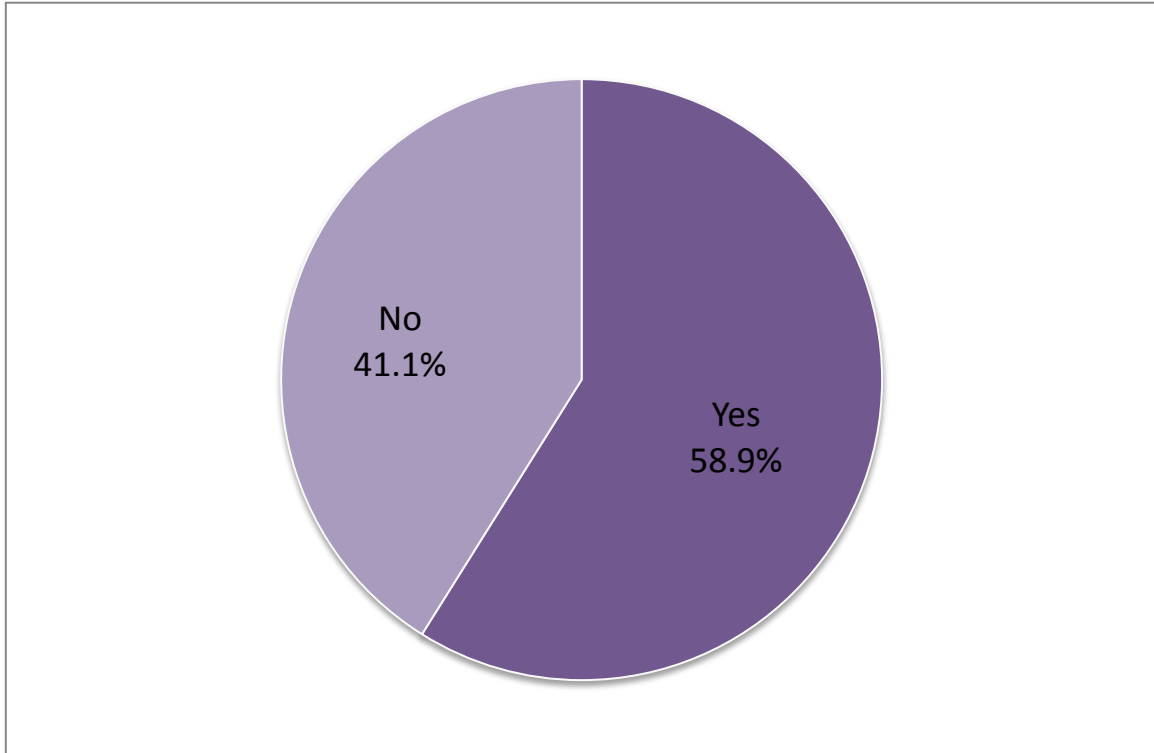
More respondents aged 15-30 take protective measures than other age groups.

Chart 30: Protective measures taken by users vs Age
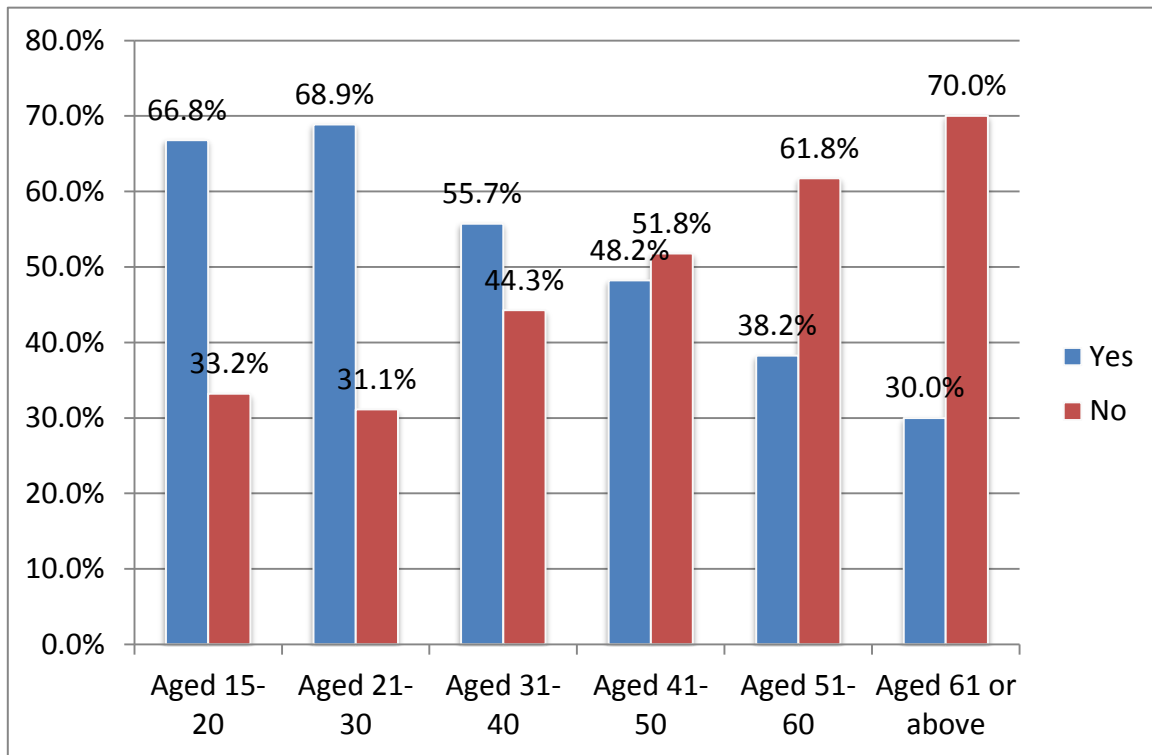
Detailed protective measures taken by users

23.2% of the respondents will adjust privacy settings to limit to friends only. 13.5% of the respondents will adjust privacy settings.

Chart 31: Detailed protective measures taken by users – Q15
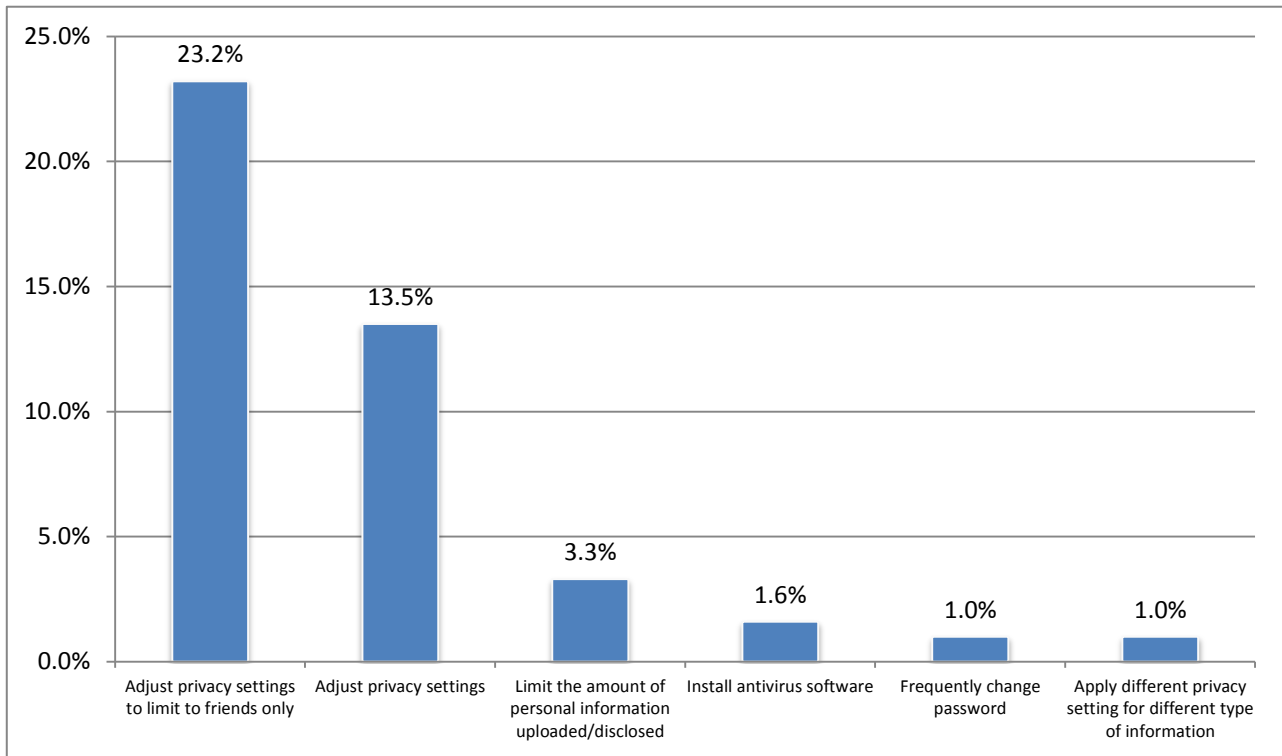
Other protective measures include:

Confidentiality action taken	No. of mention
Adjust privacy setting, only assigned friends can access my information	18
Adjust privacy setting of photos, only my friends can access my information	10
Adjust privacy setting, only myself can access my information	7
Adjust privacy setting of photos	7
Set up identity authentication	7
Install anti-theft program	6
Adjust privacy setting of photos, only assigned friends can access my information	6
Consider carefully before adding a new friend	5
Install firewall	4
My Facebook account cannot be searched publicly	4
Group my friends on Facebook	4
Adjust privacy setting to the highest level	3
Provide fake information	3
No / Not too much personal information	3
Keep the security setting secret	3
Don't know	3
Only add a friend	5
Read the terms carefully before downloading the apps, would not provide personal information	3
Never downloading / sharing apps casually	2
Only assigned friends can access to tagged photos	2
Block the friends on Facebook who do not know in real	2
Do not allow others to tag myself in photos	2
Others	20

Control the access right of their uploaded information to different types of friends

The majority (85%) of the respondents know that they could control the access right of their uploaded content on Facebook to different type of friends.

Chart 32: Control the access right of their uploaded information to different types of friends (N=1,016) – Q19
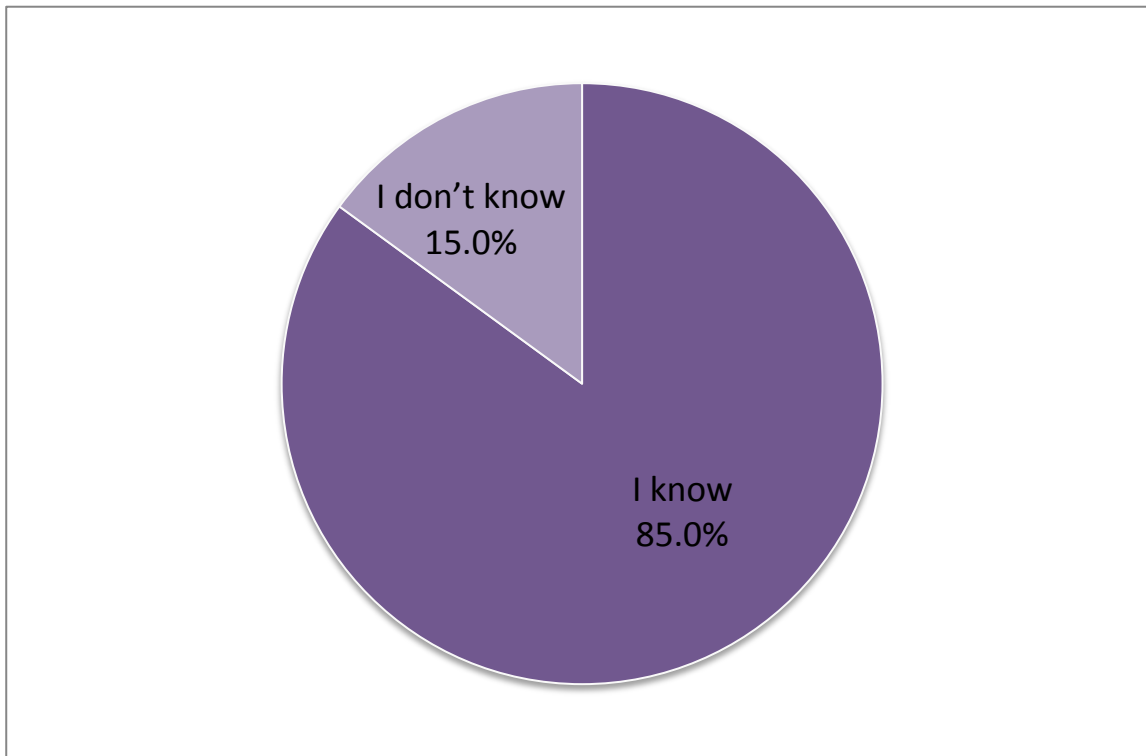
I don't know
15.0%

I know
85.0%

The results indicated that while majority of the Facebook users knew that they could adjust privacy setting to control the access right of their uploaded information to different types of friends, only a small portion of them did.

Reasons why no protective action is taken

12% of the respondents do not know what confidentiality action can be taken.

Chart 33: Reasons why no protective action is taken – Q15b
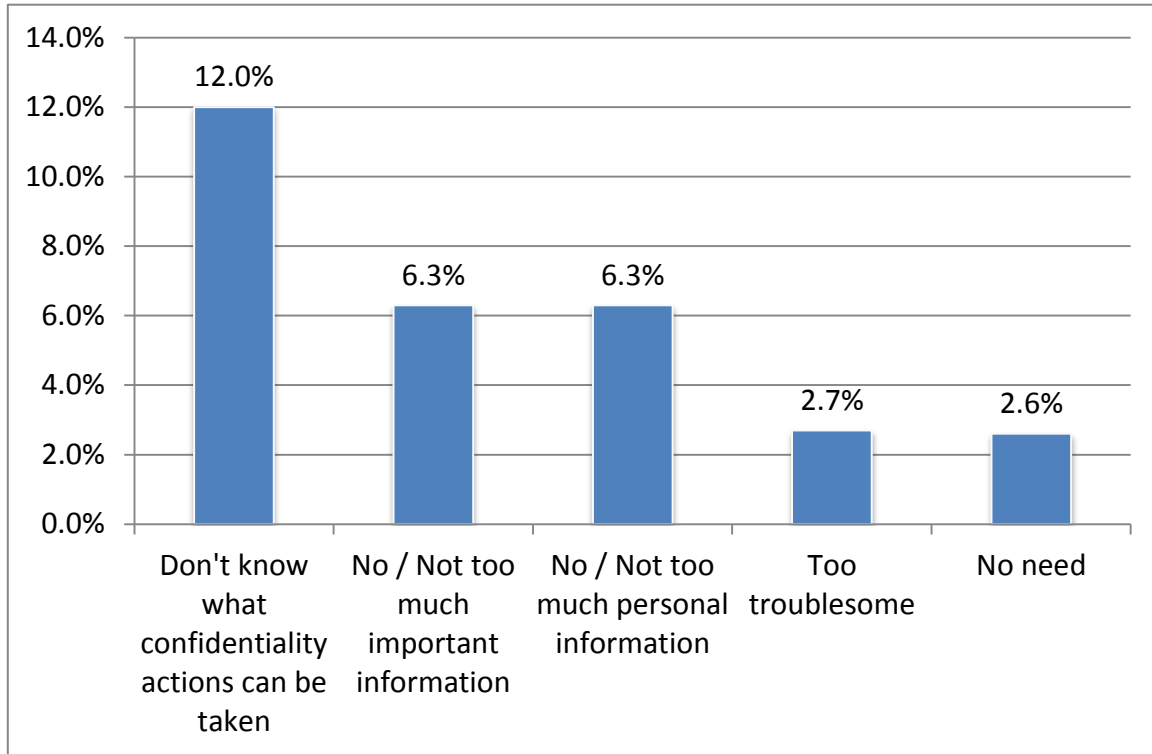
Other reasons include:

Reason	No. of mention
Seldom use Facebook	14
Know the real person of all the friends on Facebook	12
Don't worry	8
Only my friends can assess my information on Facebook	8
Do not beware of data leakage problem	8
Believing that Facebook is safe	8
Never upload / update information to Facebook	7
Some of the information provided is fake	5
Do not access Facebook in public places	3
Protective softwares are installed in computer	3
The protective action is useless	2
Facebook does not provide any protective actions	2
Expected the existence of data leakage	2
The risk of data leakage is low	2
Not familiar with Facebook	2
No reason	14
Don't know	6
Others	20

Knowing the photos shared with 'Friends only" can still be seen by others if the photos are tagged by friends

The majority (81%) of the respondents indicated that they know that others could still view their uploaded photo on Facebook with tags or comments by other friends even they have set "view by friends only".

Chart 34: Knowing the photos shared with 'Friends only" can still be seen by others if the photos are tagged by friends"? (N=1,016) – Q16
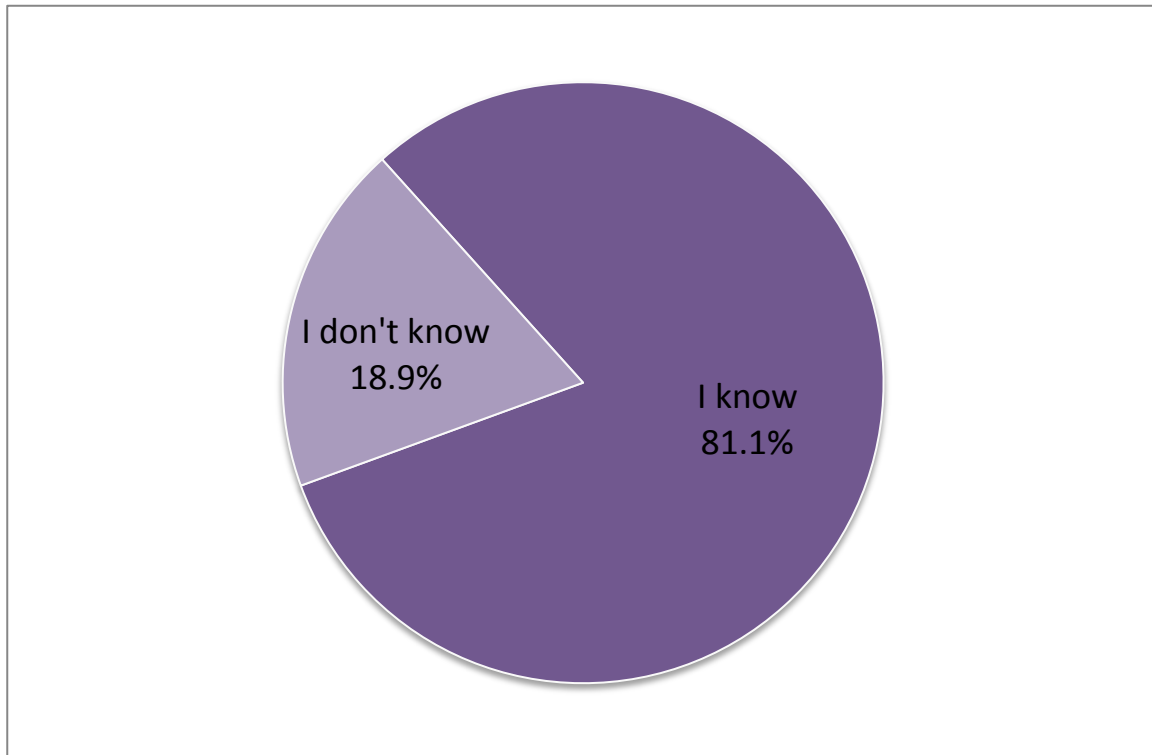
Seek permission from friend before uploading them to Facebook

44% of the respondents will not seek permission from their friends when they upload a group photo to Facebook.　19% of them never upload any group photo to Facebook.

Chart 35: Incidence in seeking permission from the friends when uploading a group photo to Facebook (N=1,016) – Q17
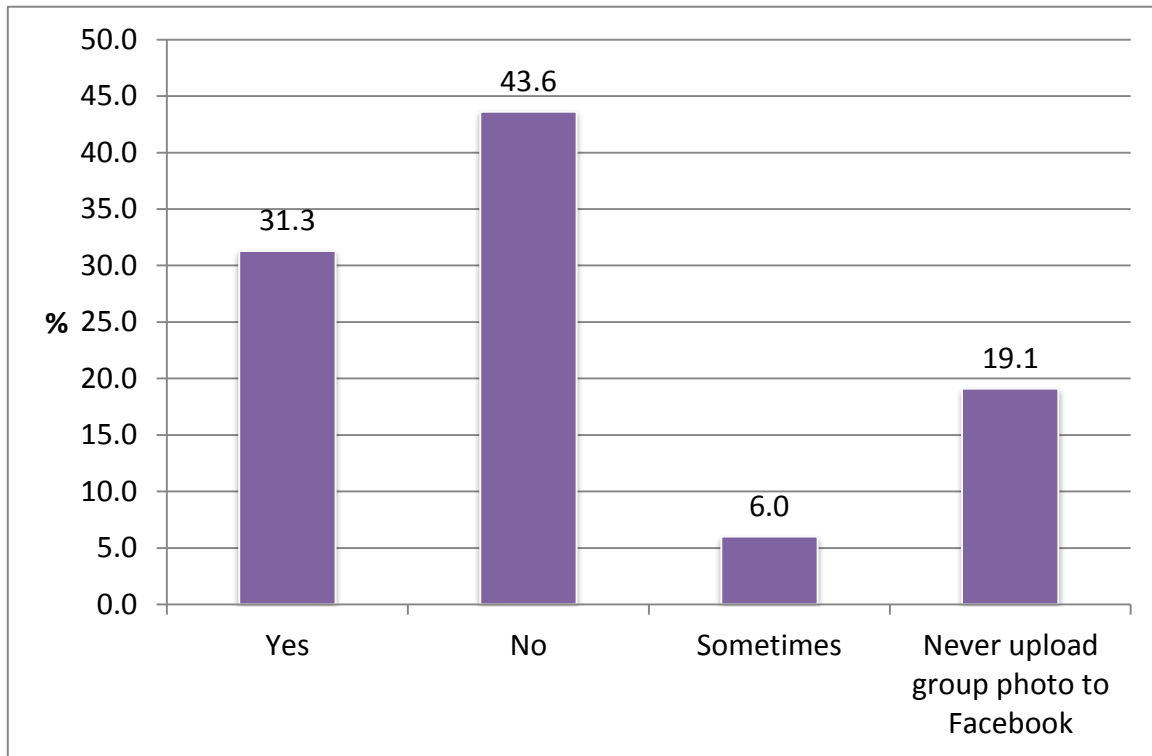
Profile information put in Facebook account

Most (88%) respondents put "Sex" on their Facebook profile.   76% and 72% of them put "Name" and "Profile picture" on their Facebook profile respectively.   3% of them reflected that they do not put any personal data on the Facebook profile.

Chart 36: Profile information put in Facebook account (N=1,016) – Q18
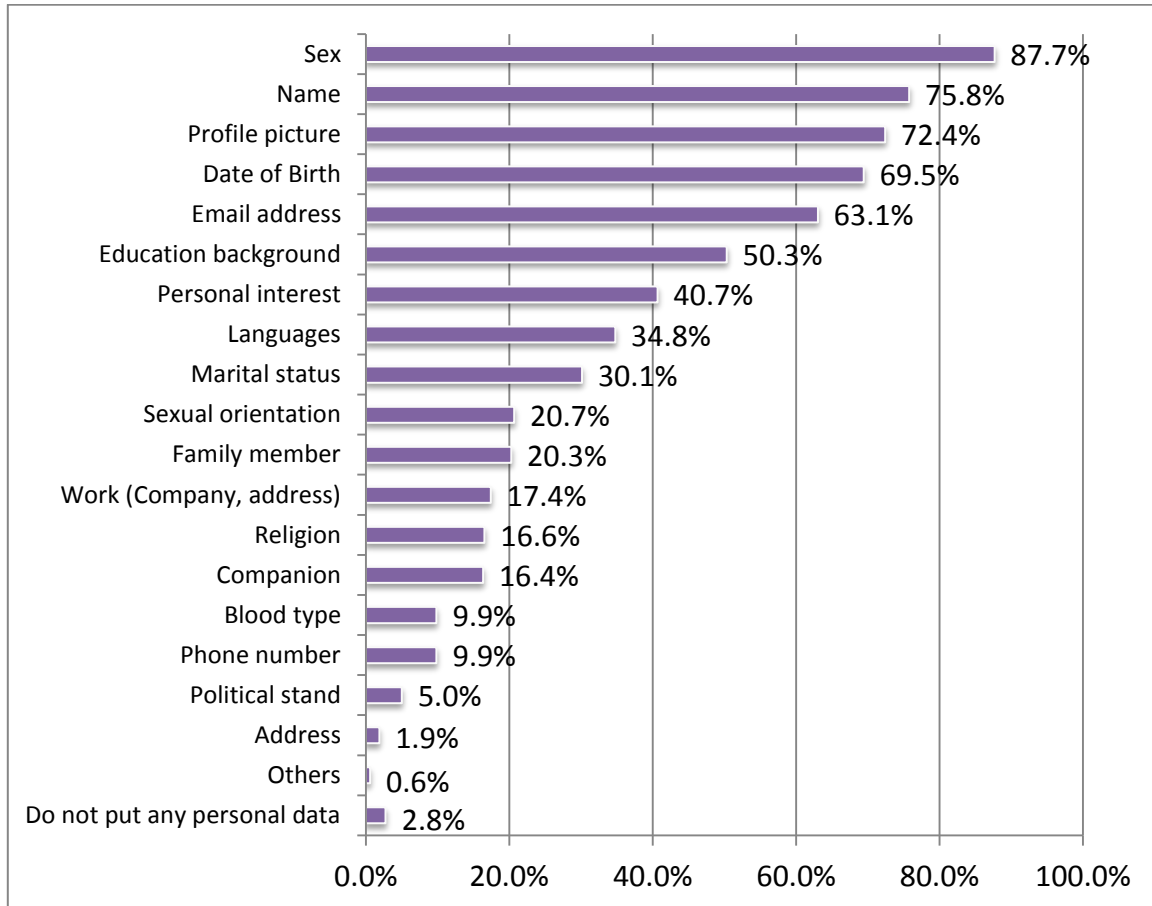
Consideration when downloading apps in Facebook

Most (74%) respondents will consider "Interested or not" when they download apps or games on Facebook. 57% of them will consider the "Praise / Recommendation from friends" and 54% will consider the "Purpose". Only about one-third of the respondents consider "Terms and conditions" and "Privacy policy".

Chart 37: Consideration when downloading apps in Facebook (N=1,016) – Q20
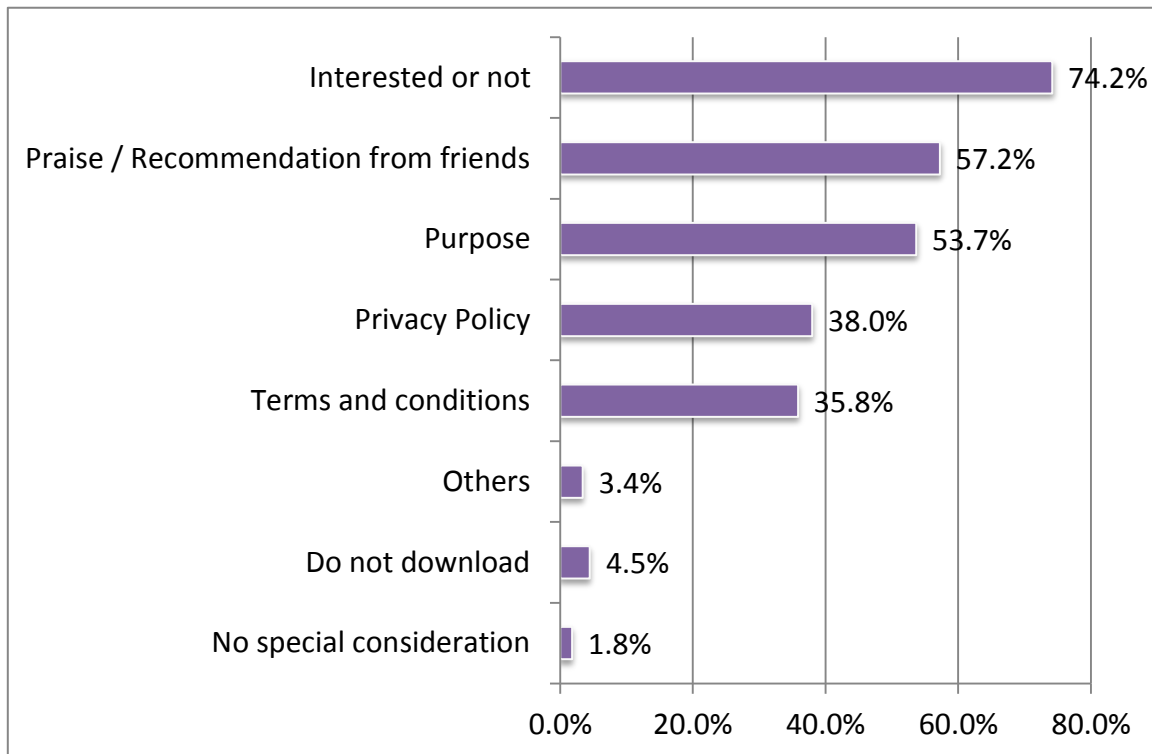
V. CONCLUSION

In order to understand usage habit (particularly their awareness on personal data privacy protection) of Facebook users in Hong Kong, CASR was commissioned to conduct a survey with the Facebook users. Telephone interviews were conducted with the target respondents from general public aged between 15 and 70. Finally, 1,016 successful interviews were conducted.

The results showed that more than half of the users are female (57.5%) and most of them are aged 21-30 (28.6%). 41.9% of the respondents are of Tertiary education with degree level or above. Most of them are students (33.5%).

In general, the survey results showed that 25% of the respondents have been using Facebook for 5 years or above.　23% of them have been using it for 3 years and 22% of them have been using it for 2 years.　More female (29.7%) than male (19.2%) respondents used Facebook for more than 5 years.

Most respondents accessed Facebook by desktop computers at home (82.6%) and desktop computers at home and at least one more other types of device (80.5%).　It reflected that majority of the Facebook users used more than one device to access Facebook.

Most of the respondents (47%) used Facebook several times per day.　It was found that more respondents aged 21-30 used Facebook several times a day than other age groups (63.3%).

26% of the respondents spend 5-10 minutes on Facebook each time and 20% of them spend 11-20 minutes on Facebook each time. It was found that more male respondents (20.4%) than female respondents (12%) spent less than 5 minutes in Facebook each time. Furthermore, more respondents aged 15-20 (25.5%) spent more than 1 hour in using Facebook each time.

Most (86%) respondents indicated that they mainly use Facebook for watching friends' status.

About 31% of the respondents mainly use Facebook for sharing photos and 29% of them mainly use it for chatting with friends / family members.

The majority (77%) of respondents know the number of friends they got on Facebook.

The majority (94%) of the respondents don't create multiple Facebook accounts to communicate with different types of friends (e.g. colleagues, classmates, etc.).

64% of the respondents do not create multiple friend groups. It was discovered that more respondents in younger age groups (15-30) create multiple friend groups than other age groups

More than half (55%) of the respondents are worried about the privacy leakage when using the Facebook.   More respondents aged 15-20 do not worry about using Facebook will lead to privacy leakage.

Most respondents concerned about the leakage of personal information (21%) and photos (12.5%). Those respondents who do not worry about privacy intrusion is mainly because they do not have or do not have much personal information in the Facebook.

More than half (59%) of the respondents indicated that they would take protective measures when using Facebook. More respondents aged 15-30 take protective measures than other age groups.

23.2% of the respondents will adjust privacy settings to limit to friends only.   13.5% of the respondents will adjust privacy settings.   The majority (85%) of the respondents know that they could control the access right of their uploaded content on Facebook to different type of friends.The results indicated that while majority of the Facebook users knew that they could adjust privacy setting to control the access right of their uploaded information to different types of friends, only a small portion of them did.

The majority (81%) of the respondents indicated that they know that others could still view their

uploaded photo on Facebook with tags or comments by other friends even they have set "view by friends only".44% of the respondents will not seek permission from their friends when they upload a group photo to Facebook. 19% of them never upload any group photo to Facebook. Most (88%) respondents put "Sex" on their Facebook profile. 76% and 72% of them put "Name" and "Profile picture" on their Facebook profile respectively. 3% of them reflected that they do not put any personal data on the Facebook profile.

Most (74%) respondents will consider "Interested or not" when they download apps or games on Facebook. 57% of them will consider the "Praise / Recommendation from friends" and 54% will consider the "Purpose". Only about one-third of the respondents consider "Terms and conditions" and "Privacy policy".

Overall, the survey figures show that the privacy protection awareness and practice of Facebook users could be improved in the following areas:

1. More than half of the respondents (55%) expressed concerns over whether the use of Facebook could lead to privacy intrusion, yet only a small proportion of them took actions (such as creating multiple accounts or friend groups) to limit the extent of information sharing;

2. While the majority of respondents (85%) knew that they could control access rights to their posted information, less than half of them (37%) made use of this privacy setting;

3. Only 39% of respondents who upload photos to Facebook would seek permission from friends before uploading their friends' photos.

Appendix I – Focus group summary

Summary on focus group discussion (Facebook)

Date: 25th June 2012

Time: 19:00pm – 20:15pm

Venue: Centre for the Advancement of Social Sciences Research, HKBU

Moderator:

Dr. Agnes Law   (Director, CASR)

Secretary:

Mr Steve Fung   (Project Assistant, CASR)

Number of Interviewees: 10

Part I. Experience of using Facebook

1. When did you start to become a Facebook user?

    Most of the participants have used Facebook for two to three years.

    The breakdown of the time that participants started to become a Facebook user is as follows:

Time	Number
More than three years ago	2
Two to three years ago	7
A year ago	1

2. Why do you choose to use Facebook? Do you use other social network tools such as Instant messenger, Blog, Online photo album, twitter, discussion forum?

    Participants stated that using Facebook was a trend at that time and they use it for various purposes, for example, communicating with peers, family members, exchanging and sharing photos and status with others.

    Some participants also indicated that they are using some other social network tools.

- Weibo
- Google Plus
- MSN
- Xanga
- Twitter
- Skype
- E-mail

3. How frequent do you use Facebook? What is the mode of assess (desktop, tablet, phone)?

Some participants indicated that they check Facebook every time when they use computer. Other participants reported that they check Facebook two to three times per week only.

For the mode of assess, the results are as follow:

Mode of assess	Number
Desktop (Company)	1
Desktop (Household)	9
Smartphone	3

4. What do you usually do with Facebook? Could you list out?

Participants discussed a lot about the things they do with Facebook:

- Chatting/communicating with friends and family members
- Organizing events/gathering in Facebook group
- Photo-taking/sharing
- To keep contact with newly meet friends
- Reading news, report, and articles
- Visiting fan pages in Facebook
- Playing Facebook games
- Gathering information by joining the fan pages of famous people/group

5. Could you prioritize your different usages of Facebook? Why?

Participants listed five things they mostly do in Smartphone as follows:

i.   Playing Facebook games
ii.   Group chatting with friends in Facebook
iii. Reading news feed and comments of friends
iv.   Reading news, report, and articles
v.   To keep contact with friends

6. Do you know how many friends you have? Do you check regularly if they are still your friend?

Most of the participants stated that they know the number of friends they have in Facebook and they are able to identify their friends in Facebook too.

Only three participants will update their friend list regularly and "unfriend" those people who they have not communicated for a long time.

7. Do you have a mixed group of friends or silo groups (e.g. only work contact, school friends, hobby buddies) in Facebook?
    Only two participants indicated that they have divided friends into different groups in Facebook and allowing them to read his/her new feeds differently, depending on the nature of group.

    The rest of the participants have a mixed group of friends.

8. What factor do you concern most when you are going to add a new friend in Facebook? Why? Would you accept invitation to meet with Facebook friends you only know through Facebook? Why?
    Participants stated that knowing him/her in person is essential to decide if they will add him/her as a Facebook friend. All participants rejected the idea that adding Facebook friends they only know through Facebook.

9. What kind of apps/games have you used in Facebook? Which do you usually use? Why?
    Some participants mentioned the apps/games they usually use in Facebook as follows:

Apps/games	Nature	Name
Games	Social networking	Restaurant city
		Happy farms
	Individual entertainment	Mini-game
Apps	Social networking	Birthday calendar
	Gifts winning	Business's apps

    Few participants stated that they will not play or use games/apps in Facebook since there are risk of losing their personal information.

10. What does Facebook mean to you? Why?
    For the participants, Facebook represents the change of way of communication, the change of information flow, and convenience.

Part II: Awareness of the risk and security of using Facebook

11. Do you trust Facebook fan pages more than other websites?
    Most participants do trust Facebook fan pages more because the update of fan pages is quick and frequent.

12. Do you have concern on any privacy risk in using Facebook? Why do you think there is concern/(not any concern)?
    Some participants concern the risk of using Facebook, including: (i) Others may read, check their chat logs in Facebook and (ii) Their photos could be used by other parties for commercial uses or promotion in the way they are unwilling to.

    A few participants, however, think that the problem of privacy risk is not that serious since they did not put any important information in Facebook and they often do not share photos.

13. Do you know picture/posting set to friends only can still be seen by others if these friends tag/comment on them?
    Only one participant do not know the picture/posting set to friends only can still be seen by others if friends tag/comment on them. The other nine participants stated that they know this very well and indicated that they know how to disable this function as well.

14. Do you post photos you take with others to Facebook without getting consent from those in the photo?
    Not many participants would post photos in Facebook in fact. However, all participants agreed that they usually do not ask others before they post a photo unless someone requests them to not to post.

15. What personal information did you put in your Facebook? Why are you (not) putting it?
    This table summaries information that participants do or do not put in their Facebook:

Information to put in Facebook	Information not to put in Facebook
Name	Address
Gender	Marital status
Date of Birth (without year)	Phone number
Name of schools they have studied in	Sexual orientation

    They chose not to put this information as these are too private and personal, hence cannot be published to others.

16. Do you know you can control the scope of exposure in each other? Which piece of information would you open to the public/friends/friends of friend?

All participants indicated that they know how to control the scope of exposure in Facebook. Only some of them said that they will divide their friends into different groups and set the scope of exposure differently.

17. What security steps/practices do you do to protect your personal data in Facebook? Do you think it is enough? Why? (If no, why not?) Do you usually update the security setting of Facebook?

Some participants indicated that they do have security steps to protect their personal data in Facebook.

- Check the Facebook setting twice per year
- Do not allow the new terms provided by Facebook
- Do not put important information in Facebook
- Change password when needed

18. Do you think using apps or playing games in Facebook may cause to the problem of security, such as risk of losing personal information? Why?

Not many participants think that using apps or playing games in Facebook may cause to the problem of security because they did not put in any important personal data in Facebook. Nevertheless, they stated that they will still be very careful when using apps or playing games.

19. What factor do you concern most when you are going to download/install a game/an apps in Facebook? What's next? How about the security of privacy? (For Facebook apps) Do you check and control what information you can access during the installation? Do you know how to go back and revoke those accesses of apps?

Most of the participants stated that they would consider the usefulness and function for downloading or installing a game/an app. However, some of them indicated that if an installation is suspicious, they will stop downloading it immediately.

Only one participant said that he would read the information and terms carefully before he 'agreed' to start the installation.

20. Do you know Facebook really is a publication tool and not a social/communications tool?

Participants indicated that publication is indeed part of the social/communication process and hence they do not see these two aspects as separated.

Part III: Reasons for not using Smartphone/Facebook

21. Have you ever considered stop using Facebook? What are the reasons?

Status	Number
Considered	5
Not sure	1
Never considered	3
Stopped using	1

Participants listed out some possible reasons for them to stop using Facebook as follows:

- Facebook may cause the problem of addiction
- The lack of dynamic in the communication in Facebook
- The lack of interaction in the communication in Facebook
- Using Facebook is a waste of time/energy

22. Do you use Smartphone? [For non-smartphone user] Why do you not to use Smartphone?

Four participants do not use Smartphone and these are the reasons:

i. The function of Smartphone is not necessary for them.
ii. Smartphone is too expensive.
iii. The nature of Smartphone would make human's life become meaningless.

23. Do you have friends not using Facebook? Why?

Some participants reported that they do have friends not using Facebook because of the following reasons:

i. They are not interested in Facebook and think that it is not necessary for them to use.
ii. They do not know how to use Facebook
iii. They are afraid of losing personal data through Facebook.

Appendix II- English questionnaire

Part 1：Introduction

Good evening/ afternoon, Sir/Madam/Miss, this is Mr / Miss   , an interviewer from the Centre for the Advancement of Social Sciences Research of Hong Kong Baptist University.   We are now conducting a research on the usage of Facebook on behalf of Office of the Privacy Commissioner for Personal Data. It could take you about ten minutes to complete the survey and the information you provided will be kept strictly confidential

Part 2：Selection Question

S1. Is there any Facebook user aged 15 to 70 in your family?

1. Yes → go to S2
2. No→ End of Questionnaire [CATI will record the number of households who answer "no" for calculating the penetration]

S2. How many are them? ____ person (if there are more than one, please ask the one who had most recent birthday to answer the phone)

Part 3：Main Part

Q1. How long have you been using Facebook? (Don't read out) (Single option)

1. Less than a year
2. 1 year
3. 2 years
4. 3 years
5. 4 years
6. 5 years or longer

Q2. How do you access Facebook? (Read out) (Multiple options)

1. Desktop computer at work
2. Desktop computer at home
3. Smartphone
4. Tablet computer (e.g. iPad, Galaxy Tab)
5. Notebook / netbook computers
6. Others: (Please state) _____

Q3. Do you use other social networking tools? (Don't read out) (Multiple options)

1. Weibo
2. Google+
3. Whatsapp
4. Line
5. MSN
6. Xanga
7. Twitter
8. Skype
9. Blog
10. Others (Please state) :_____
11. No

Q4. How often do you use Facebook? (Read out) (Single option)

1. Several times a day
2. Once a day
3. Several times a week
4. Once a week
5. Less than once a week
6. Once a month
7. Less than once a month

Q5. How long will you spend on Facebook each time? (Don't read out) (Single option)

1. Less than 5 minutes
2. 5–10 minutes
3. 11–20 minutes
4. 21–30 minutes
5. 31–60 minutes
6. More than an hour

Q6. What do you mainly use Facebook for? (Read out) (Up to 3 options)

1. Read friends' status / news
2. Chat with friends / family members
3. Organize events
4. Update personal status
5. Share personal views
6. Share information–e.g. news or messages
7. Share photos
8. Read Fan pages
9. Play games
10. Use Facebook apps
11. Others (Please state) : _____

Q7. Do you know how many friends you got in Facebook? (Don't read out) (Single option)

1. I know →go to Q7a
2. I don't know → skip to Q8

Q7a. Do you check your Facebook friend list to see if they are friends you want to add and delete not relevant people or people who no longer are friends regularly? (Don't read out) (Single option)

1. Yes
2. No

Q8. Do you create multiple Facebook accounts to communicate with different types of contacts, e.g. colleagues, classmates, etc? (Don't read out) (Single option)

1. Yes
2. No

Q9. Do you group your friends on Facebook, putting them in different type of friend lists? (Don't read out) (Single option)

1. Yes
2. No

Q10. What will you consider when you add / accept a Facebook friend?   (Don't read out)
(Multiple options)

1. Do I know the real person?
2. Personal interests
3. Degree of familiarity
4. Is the person friend of my friends?
5. Do I know the person online?
6. Others, (Please state):_____

Q11. What kind of apps are you using on Facebook? (Read out) (Multiple options)

1. Social networking (e.g. calendar which gathers friends' birthday)
2. Business (e.g. apps from commercial organizations)
3. Games
4. Others, (Please state):_____
5. Don't use any apps

Q12. What kind of games are you playing on Facebook? (Read out) (Multiple options)

1. Network / Interactive games (e.g. GodGame Mahjong, Landlords)
2. Solo games (e.g. Diamond Dash, Bejeweled Blitz)
3. Others, (Please state):_____
4. Don't play any game

<If Q11 = "5" and Q12 = "4", no need to answer Q12a and Q20.>

Q12a. Will you read the terms and conditions clearly or understand permissions of the apps to your Facebook information before accepting a Facebook app or game? (Don't read out) (Single option)

1.   Yes
2.   No
3.   Partially

Q13. Do you worry about the use of Facebook would lead to privacy intrusion? (Don't read out) (Single option)

1. Yes → go to Q14a
2. No → go to Q14b

Q14a. What kind of privacy intrusion are you worrying?

_____

Q14b. Why are you not worrying about privacy intrusion?

_____

Q15. Do you take any protective measures? (Don't read out) (Single option)

1. Yes, (Please state): _____
2. No, the reason is (Please state): _____

Q16. Do you know that photos shared with "Friends only" can still be seen by others if the photos are tagged by friends? (Don't read out) (Single option)

1. I know
2. I don't know

Q17. Will you seek permission from your friend before uploading a group photo to Facebook? (Don't read out) (Single option)

1. Yes
2. No
3. Sometimes
4. Never upload group photos to Facebook

Q18. What kind of profile information will you put in your Facebook account? (Read out) (Multiple options)

1. Name
2. Gender
3. Profile picture
4. Date of Birth
5. Blood type
6. Education background
7. Address
8. Marital status
9. Phone number
10. Sexual orientation
11. Email address
12. Political stand
13. Religion
14. Languages
15. Companion
16. Family members
17. Personal interests
18. Work (Company, address)
19. Others (Please state): _____
20. Won't put any profile information on Facebook

Q19. Do you know that you could control the access right of your uploaded content in Facebook to different types of friends? (Don't read out) (Single option)

1. I know
2. I don't know

Q20. What will you consider before downloading apps or games in Facebook? (Read out) (Multiple options)

1. Purpose
2. Interested or not
3. Praise / Recommendation from friends
4. Privacy Policy
5. Terms and conditions
6. Others (Please state): _____

Part 4：Smartphone

Q21. Do you use smartphone? (Don't read out) (Single option)

1. Yes → skip to D1
2. No → go to Q22

Q22. Why do you not use smartphone? (Don't read out) (Multiple options)

1. Smartphone is expensive
2. Data plan charge is expensive
3. Don't need the features of smartphone
4. Don't want to focus on smartphone; lack of humanity
5. Others (Please state): _____

Part 5：Demographic

Finally, I would like to gather some personal information for analysis. The information you provided will be kept strictly confidential.

D1. Gender (Don't read out)

1. Male
2. Female

D2. Age

1. Aged 15–20
2. Aged 21–30
3. Aged 31–40
4. Aged 41–50
5. Aged 51–60
6. Aged 61–70
7. Refused to answer

D3. Education

1. Primary or below
2. Secondary
3. Upper secondary/ Sixth form
4. Post-secondary (non-degree level)
5. Post-secondary(degree level) or above
6. Refused to answer

D4. Occupation

1. Managers and administrators
2. Associate professionals
3. Service workers and shop sales workers
4. Professionals
5. Clerks
6. Skilled agriculture and fisheries workers
7. Craft and related workers
8. Plant and machine operators and assemblers
9. Non-skilled workers
10. Housewives →End of Questionnaire
11. Students →End of Questionnaire
12. Unemployed →End of Questionnaire
13. Retired →End of Questionnaire
14. Others (Please state): _____
15. Refused to answer

D5. Personal monthly income (Including double pay, bonuses, etc)

1. Below HK$5,000
2. HK$5,000–HK$9,999
3. HK$10,000–HK$14,999
4. HK$15,000–HK$19,999
5. HK$20,000–HK$29,999
6. HK$30,000–HK$39,999
7. HK$40,000–HK$49,999
8. HK$50,000–HK$59,999
9. HK$60,000–HK$69,999
10. HK$70,000–HK$79,999
11. HK$80,000 or above
12. Refused to answer   [End of Questionnaire, Thank you for your time]

Appendix III –Frequency tables of each question

Q1. How long have you been using Facebook?

Length of use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	leess than 1 year	36	3.5	3.6	3.6
	1 year	94	9.3	9.3	12.8
	2 years	224	22.0	22.1	34.9
	3 years	236	23.2	23.3	58.2
	4 years	168	16.5	16.6	74.8
	5 years or longer	256	25.2	25.2	100.0
	Total	1014	99.8	100.0	
Missing	cannot remember	2	.2		
Total		1016	100.0		

Q2. How do you access Facebook?

$q2 Frequencies

		Responses		Percent of Cases
		N	Percent	
$q2[a]	desktop computers at work	254	9.8%	25.0%
	desktop computers at home	839	32.2%	82.6%
	smartphones	724	27.8%	71.3%
	tablet computers	309	11.9%	30.4%
	notebook/netbook computers	472	18.1%	46.5%
	others	4	0.2%	0.4%
Total		2602	100.0%	256.1%

a. Dichotomy group tabulated at value 1.

Q3. Do you use other social networking tools?

$q3 Frequencies

		Responses		Percent of
		N	Percent	Cases
$q3[a]	Weibo	141	10.7%	13.9%
	Google+	27	2.1%	2.7%
	Whatsapp	246	18.7%	24.3%
	Line	46	3.5%	4.5%
	MSN	133	10.1%	13.1%
	Xanga	9	0.7%	0.9%
	Twitter	78	5.9%	7.7%
	Skype	49	3.7%	4.8%
	Blog	5	0.4%	0.5%
	QQ	23	1.7%	2.3%
	Weixin	15	1.1%	1.5%
	others	40	3.0%	3.9%
	no	504	38.3%	49.8%
Total		1316	100.0%	129.9%

a. Dichotomy group tabulated at value 1.

Q4. How often do you use Facebook?

Frequency   on using facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	several times a day	481	47.3	47.3	47.3
	once a day	247	24.3	24.3	71.7
	several times a week	172	16.9	16.9	88.6
	once a week	58	5.7	5.7	94.3
	less than once a week	27	2.7	2.7	96.9
	once a month	15	1.5	1.5	98.4
	less than once a month	16	1.6	1.6	100.0
	Total	1016	100.0	100.0	

Q5. How long will you spend on Facebook each time?

time spent on facebook each time

		Frequency	Percent	Valid Percent	Cumulative Percent
	less than 5 mins	158	15.6	15.6	15.6
	5-10 mins	263	25.9	25.9	41.5
	11-20 mins	204	20.1	20.1	61.6
Valid	21-30mins	154	15.2	15.2	76.7
	31-60mins	71	7.0	7.0	83.7
	more than 1 hour	165	16.2	16.3	100.0
	Total	1015	99.9	100.0	
Missing	don't know	1	.1		
Total		1016	100.0		

Q6. What do you mainly use Facebook for?

$q6 Frequencies

		Responses		Percent of Cases
		N	Percent	
	Watch friends' status/news	872	38.1%	85.8%
	Chat with friends/family members	292	12.8%	28.7%
	Organise events	152	6.6%	15.0%
	Update personal status	239	10.5%	23.5%
	Share personal views	97	4.2%	9.5%
$q6[a]	Share information – eg news or messages	106	4.6%	10.4%
	Share photos	311	13.6%	30.6%
	Read Fan ages	47	2.1%	4.6%
	Play games	137	6.0%	13.5%
	Use Facebook apps	21	0.9%	2.1%
	Others	13	0.6%	1.3%
Total		2287	100.0%	225.1%

a. Dichotomy group tabulated at value 1.

Q7. Do you know how many friends you got in Facebook?

Do you know the number of friends you have in facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	781	76.9	76.9	76.9
	No	235	23.1	23.1	100.0
	Total	1016	100.0	100.0	

Q7a. Do you check your Facebook friend list to see if they are friends you want to add and delete not relevant people or people who no longer are friends regularly?

Do you regularly review and check friends for deletion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	566	55.7	72.5	72.5
	No	215	21.2	27.5	100.0
	Total	781	76.9	100.0	
Missing		235	23.1		
Total		1016	100.0		

Q8. Do you create multiple Facebook accounts to communicate with different types of contacts, e.g. colleagues, classmates, etc?

Do you create multiple Facebook accounts to communicate with different types of contacts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	6.3	6.3	6.3
	No	952	93.7	93.7	100.0
	Total	1016	100.0	100.0	

Q9. Do you group your friends on Facebook, putting them in different type of friend lists?

Do you create create multiple friend groups in Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	368	36.2	36.2	36.2
	No	648	63.8	63.8	100.0
	Total	1016	100.0	100.0	

Q10. What will you consider when you add / accept a Facebook friend?

$q10 Frequencies

		Responses		Percent of Cases
		N	Percent	
$q10[a]	Do I know the real person?	824	66.1%	81.3%
	Personal interests	5	0.4%	0.5%
	Degree of familiarity	195	15.7%	19.2%
	Is the person friend of my friends?	73	5.9%	7.2%
	Do I know the persona online?	7	0.6%	0.7%
	Having common interests?	10	0.8%	1.0%
	Do I want to share personal status/information with the person?	14	1.1%	1.4%
	Others	68	5.5%	6.7%
	No special consideration	50	4.0%	4.9%
Total		1246	100.0%	123.0%

a. Dichotomy group tabulated at value 1.

Q11. What kind of apps are you using on Facebook?

$q11 Frequencies

		Responses		Percent of
		N	Percent	Cases
$q11[a]	Social networking	245	21.1%	24.1%
	Business	58	5.0%	5.7%
	Games	346	29.9%	34.1%
	Others	7	0.6%	0.7%
	Don't use any apps	503	43.4%	49.5%
Total		1159	100.0%	114.1%

a. Dichotomy group tabulated at value 1.

Q12. What kind of games are you playing on Facebook?

$q12 Frequencies

		Responses		Percent of
		N	Percent	Cases
$q12[a]	Network/Interactive games	244	22.0%	24.0%
	Solo games	264	23.8%	26.0%
	Others	3	0.3%	0.3%
	Don't play any games	597	53.9%	58.8%
Total		1108	100.0%	109.2%

a. Dichotomy group tabulated at value 1.

Q12a. Will you read the terms and conditions clearly or understand permissions of the apps to your Facebook information before accepting a Facebook app or game?

Do users read the terms clearly or understand permission of the apps before accepting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	313	30.8	55.8	55.8
	No	229	22.5	40.8	96.6
	Partially	19	1.9	3.4	100.0
	Total	561	55.2	100.0	
Missing		455	44.8		
Total		1016	100.0		

Q13. Do you worry about the use of Facebook would lead to privacy intrusion?

Do you have concern over whether the use of Facebook would lead to privacy intrusion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	560	55.1	55.1	55.1
	No	456	44.9	44.9	100.0
	Total	1016	100.0	100.0	

Q15. Do you take any protective measures?

Protective measures taken by users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	598	58.9	58.9	58.9
	No	417	41.0	41.1	100.0
	Total	1015	99.9	100.0	
Missing	Don't know	1	.1		
Total		1016	100.0		

Q16. Do you know that photos shared with "Friends only" can still be seen by others if the photos are tagged by friends?

Knowing that photos shared with 'Friends only' can still be seen by others if the photos are tagged by friends

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	824	81.1	81.1	81.1
Valid	No	192	18.9	18.9	100.0
	Total	1016	100.0	100.0	

Q17. Will you seek permission from your friend before uploading a group photo to Facebook?

Do you seek permission from friend before uploading them to Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	318	31.3	31.3	31.3
	No	443	43.6	43.6	74.9
Valid	Sometimes	61	6.0	6.0	80.9
	Never upload group photos	194	19.1	19.1	100.0
	Total	1016	100.0	100.0	

Q18. What kind of profile information will you put in your Facebook account?

$q18 Frequencies

		Responses		Percent of Cases
		N	Percent	
$q18[a]	Gender	769	11.7%	75.8%
	Name	890	13.6%	87.7%
	Profile picture	735	11.2%	72.4%
	Date of Birth	705	10.8%	69.5%
	Blood type	100	1.5%	9.9%
	Education background	511	7.8%	50.3%
	Adress	19	0.3%	1.9%
	Marital status	306	4.7%	30.1%
	Telephone	100	1.5%	9.9%
	Sexual orientation	210	3.2%	20.7%
	Email address	640	9.8%	63.1%
	Political stand	51	0.8%	5.0%
	Religious	168	2.6%	16.6%
	Languages	353	5.4%	34.8%
	Partner	166	2.5%	16.4%
	Family members	206	3.1%	20.3%
	Personal interests	413	6.3%	40.7%
	Work address	177	2.7%	17.4%
	Others	6	0.1%	0.6%
	Do not put information in the account'	28	0.4%	2.8%
Total		6553	100.0%	645.6%

a. Dichotomy group tabulated at value 1.

Q19. Do you know that you could control the access right of your uploaded content in Facebook to different types of friends?

Number of respondents who knew they could control the access right of their uploaded information to different types of friends.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	864	85.0	85.0	85.0
Valid	No	152	15.0	15.0	100.0
	Total	1016	100.0	100.0	

Q20. What will you consider before downloading apps or games in Facebook?

$q20 Frequencies

		Responses		Percent of Cases
		N	Percent	
	Uses	301	20.0%	53.7%
	Interests	416	27.6%	74.2%
	Recommendations by friends	321	21.3%	57.2%
$q20[a]	Privacy policy	213	14.1%	38.0%
	Terms and conditions	201	13.3%	35.8%
	Others	19	1.3%	3.4%
	Will not consider anything	10	0.7%	1.8%
	Do not download	25	1.7%	4.5%
Total		1506	100.0%	268.4%

a. Dichotomy group tabulated at value 1.