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Creating a safe environment for text donation: towards a truly informed consent

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Abstract

Our social media activity data is a valuable source of information about our preferences, psychological and social processes. However, collecting such private data, including messages, for scientific research is at an early stage (Ueberwasser & Stark, 2017), which is natural given privacy issues involved (Bemmann & Buschek, 2020). Our study is geared towards: i) making the process of sharing personal data more ethical, consensual, informed and comfortable; ii) identifying profiles of participants willing to share these data. 293 students of both technical and non-technical background completed an online questionnaire designed to identify the relationship between willingness to share the data and factors such as: 1) kinds of data; 2) method of data processing; 3) purpose of data gathering and use; 4) demographics of participants. Qualitative and quantitative analyses revealed the categories of participants' concerns and preferences regarding the form of anonymization conditional on the subjects' profile and their technical skills.