

Japanese Youngsters' Social Attitude towards Privacy

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Overview

- Research background, objectives and methodology
- Results and analyses of questionnaire surveys conducted in 2008 and 2011
 - Follow-up interviews
- Implications for privacy protection policies in Japan



Research background

- Effectiveness of online privacy policies
 - Next Generation Electronic Commerce Promotion Council of Japan's report (2008), "Survey on Online Privacy"
 - For each online company to gain consumers' trust
 - A link to their online privacy policy should be created on the front page of their website
 - An online privacy policy should contain detailed descriptions about the ways of protecting consumers' privacy
 - » Purpose of personal data utilisation, ways of collection, sharing and disclosure of data, security, cookie
 - They should get the 'privacy mark' and post it on the front page of their website





Research objectives and methodology

- How do Japanese youngsters recognise information privacy and what attitudes do they hold towards it?
 - The awareness about online privacy of young Japanese people as customers of online shopping sites or business to consumer (B to C) e-commerce sites
 - ➔ Insightful implication for effective online privacy policies in Japan
- Questionnaire surveys and semi-structured interviews



Results of the questionnaire survey in 2008

416 valid responses

Age	19 20.7%	20 47.4%	21 25.0%	22+ 7.4%
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Gender	Male 59.9%	Female 40.1%
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Q1. Have you ever accessed the Internet?	Yes 98.6%	No 1.4%
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Q4. Have you ever purchased anything from online shopping sites?	Yes 71.7%	No 28.3%
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Results of the questionnaire survey in 2008

Q9. Is a privacy policy an important element for your online shopping?	Yes 74.2%
	No 25.8%

Q10. Do you read a privacy policy when you purchase something online?		
Always/ almost always	Sometimes	Almost never/ never
9.5 %	29.0%	61.5%



Contradictory results of the 2008 survey

		Q10. Do you read a privacy policy when you purchase something online?			
		Always or almost always	sometimes	Almost never or never	Total
Q9. Is a privacy policy an important element for your online shopping?	Yes	24	64	99	187
	No	0	9	56	65
Total		24	73	155	252

52.9%



Contradictory results of the 2008 survey

- Literal interpretation
 - I don't need to read a privacy policy, although it is important to my online shopping
- Follow-up interviews
 - Why don't you read such important privacy policies when you shop online?
 - Online privacy policies are not easy to understand
 - Online privacy policies have similar contents, so I don't feel the necessity to read them repeatedly



Contradictory results of the 2008 survey

		Q12. Do you believe that companies comply with their privacy policies?				
		All of them	Some of them	None of them	I'm not sure	Total
Q9. Is a privacy policy an important element for your online shopping ?	Yes	8	53	4	115	180
	No	4	10	1	49	64
Total		12	63	5	164	244

63.9%



Contradictory results of the 2008 survey

- Literal interpretation
 - I'm not sure if companies comply with their privacy policies, which are important to me
- Follow-up interviews
 - Is it OK for you that you are not sure if companies comply with their privacy policies?
 - I don't know how I can confirm this
 - The existence of privacy policies is important, because I can ledge a claim against companies based on their privacy policy when necessary



Results of questionnaire survey in 2008

	Q15. Is protection of the right to privacy important?
Very important	47.9%
Important	45.8%
Not so important	0.7%
Not important	0.0%
I have no idea	5.6%

A light blue speech bubble containing the text "93.7%" is positioned over the "Very important" and "Important" rows of the table, indicating the total percentage for these two categories.

Q14. Do you know what the right to privacy is?	
Yes	27.4%
No	72.6%



Contradictory results of the 2008 survey

		Q15. Is protection of the right to privacy is important?		
		Very important or important	Not so important or not important	Total
Q14. Do you know what the right to privacy is?	Yes, I know	77	0	77
	No, I don't know	189	2	191
Total		266	2	268

A callout bubble points to the cell containing '77' and '71.1%' in the 'Yes, I know' row, indicating that 77 out of 107 (77 + 30) respondents who know what the right to privacy is, consider it very important or important.



Contradictory results of the 2008 survey

- Literal interpretation
 - Protection of the right to privacy is important, although I don't know what the right is
- Follow-up interviews
 - Why do you consider protection of the right to privacy is important, even though you don't know what the right is?
 - Mass media reports claim that protection of the right is important
 - My credit card number and other information are used by others
 - I'll become a target of stalking
 - I was taught that protection of the right is important at schools
 - The Act for Protection of Personal Information went into force in April 2005



Contradictory results of the 2008 survey

- Follow-up interviews
 - Why haven't you made an effort to understand the right to privacy, even though you consider the right is important?
 - The relevant (government) authorities should preserve any right people have, so I don't feel the necessity to claim protection of my privacy



Why the contradictions?

- Japanese cultural characteristics
 - Little consciousness about the necessity of autonomous protection activities for human rights
 - Total dependence on relevant authorities
 - Okami Ishiki お上意識 + Amae 甘え
 - Awareness of the importance of protecting the right to privacy has been built by “hearsay”
 - Media reports
 - A written policy is just *Tatemae* or a beautiful fiction
 - Japanese linguistic tradition
 - A really important thing is never written and spoken



Results of the questionnaire survey in 2008

Q21. Do you recognise the following seals?		
	Privacy Mark	VeriSign
Yes, I know what this means	1.9%	1.1%
I have seen this, but don't know what the seal it is	15.4%	36.5%
I don't know this seal at all	82.8%	62.4%





Results of the questionnaire survey in 2008

Q21. Do you understand about the followings?			
	Cookies	Padlock symbol (SSL)	Phishing
Yes	19.8%	43.6%	44.6%
No	80.2%	56.4%	55.4%



Results of the questionnaire survey in 2011

428 valid responses

Age	18 43.2%	19 19.6%	20 18.4%	21 12.1%	22+ 6.5%
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Gender	Male 50.5%	Female 49.5%
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Q4. Have you bought anything online?	Yes 73.5%	No 26.5%
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Results of the questionnaire survey in 2011

		Q5: Do you read online privacy policies when you purchase something online?		
		I read them frequently or occasionally	I seldom read them or have not read them at all	Total
Q4: Do you consider that online privacy policies provide you with important information with respect to your online shopping behaviour?	Yes	114	180	294
	No	1	8	9
Total		115	188	303

A callout bubble points to the value 180 in the 'Yes' row for Q4, indicating that 61.2% of respondents (180 out of 303) consider online privacy policies to provide important information.



Results of the questionnaire survey in 2011

		Q5: Do you read online privacy policies when you purchase something online?		
		I read them frequently or occasionally	I seldom read them or have not read them at all	Total
Q11: Is protection of the right to privacy important for you?	Very important or important	115	190	305
	Not so important or not important	1	1	2
Total		116	191	307

62.3%



Results of the questionnaire survey in 2011

- Notable differences between the results of the surveys conducted in 2008 and in 2011
 - The proportion of those who acknowledged the importance of online privacy policies for their online shopping behaviour significantly increased from 74.2% in 2008 to 96.8% in 2011
 - The proportion of those who knew the notion of the right to privacy also increased from 27.4% in 2008 to 41.4% in 2011, although more than a half of the respondents didn't know the notion



Results of the questionnaire survey in 2011

- Similarities between the results of the surveys conducted in 2008 and in 2011
 - More than a half of the respondents to the survey in 2011 who acknowledged the importance of the online privacy policies seldom read or had not read privacy policy
 - More than a half of those who consider it is important to protect the right to privacy seldom read or had not read privacy policies



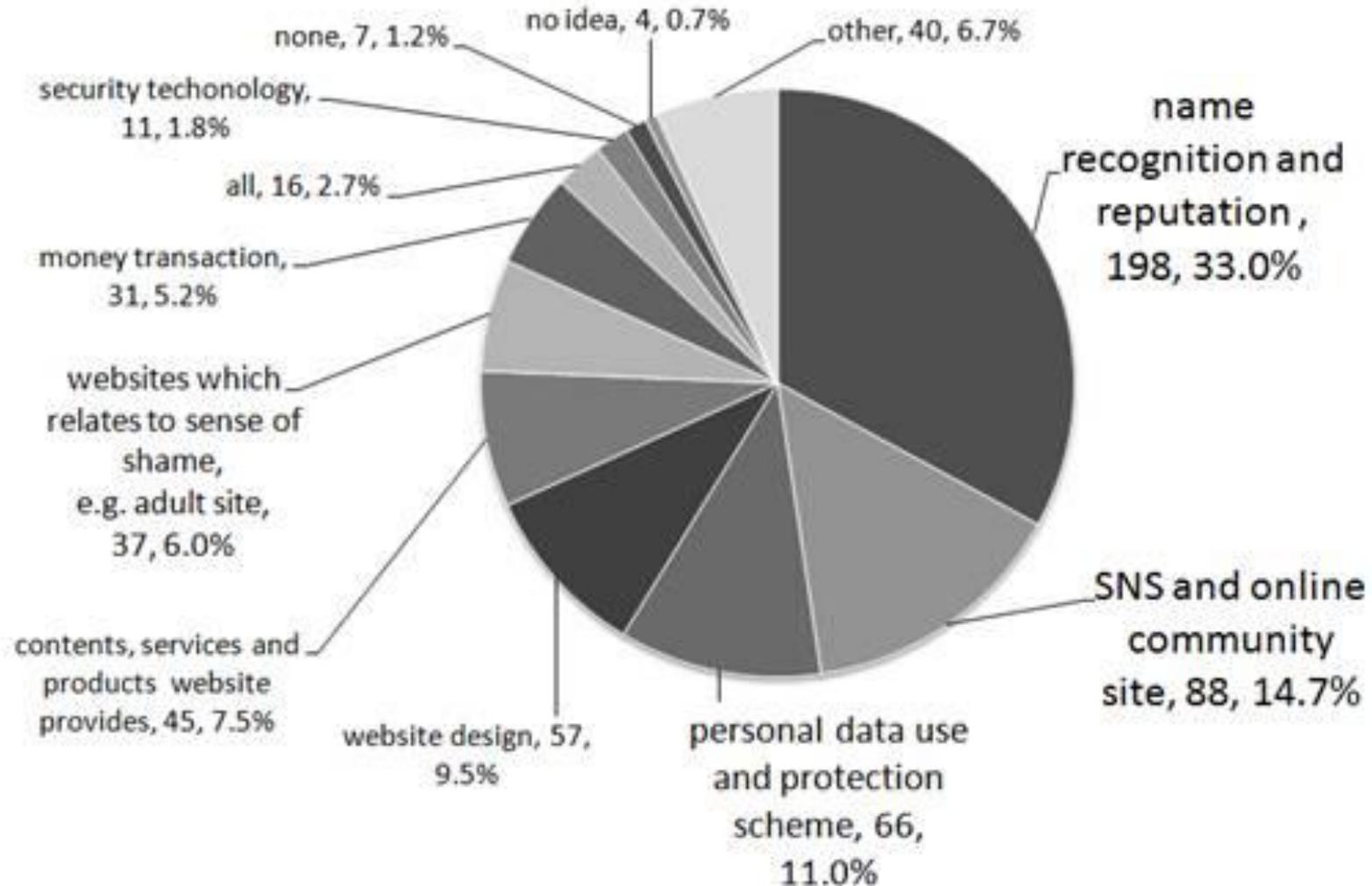
Results of the follow-up interviews in 2011

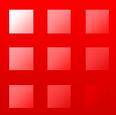
- Why don't you read online privacy policies?
 - The policies are just Tatemae, unworthy to be read
 - I don't have any way to investigate if companies comply with their privacy policies, so I don't need to read them
 - It is no wonder that a private company abide by their commitments
 - No one understands the notion of the right to privacy. But, everyone knows the importance of protecting it. So, the relevant authorities and laws should protect my privacy, even though I don't feel it necessary to understand the notion.



Results of the questionnaire survey in 2011

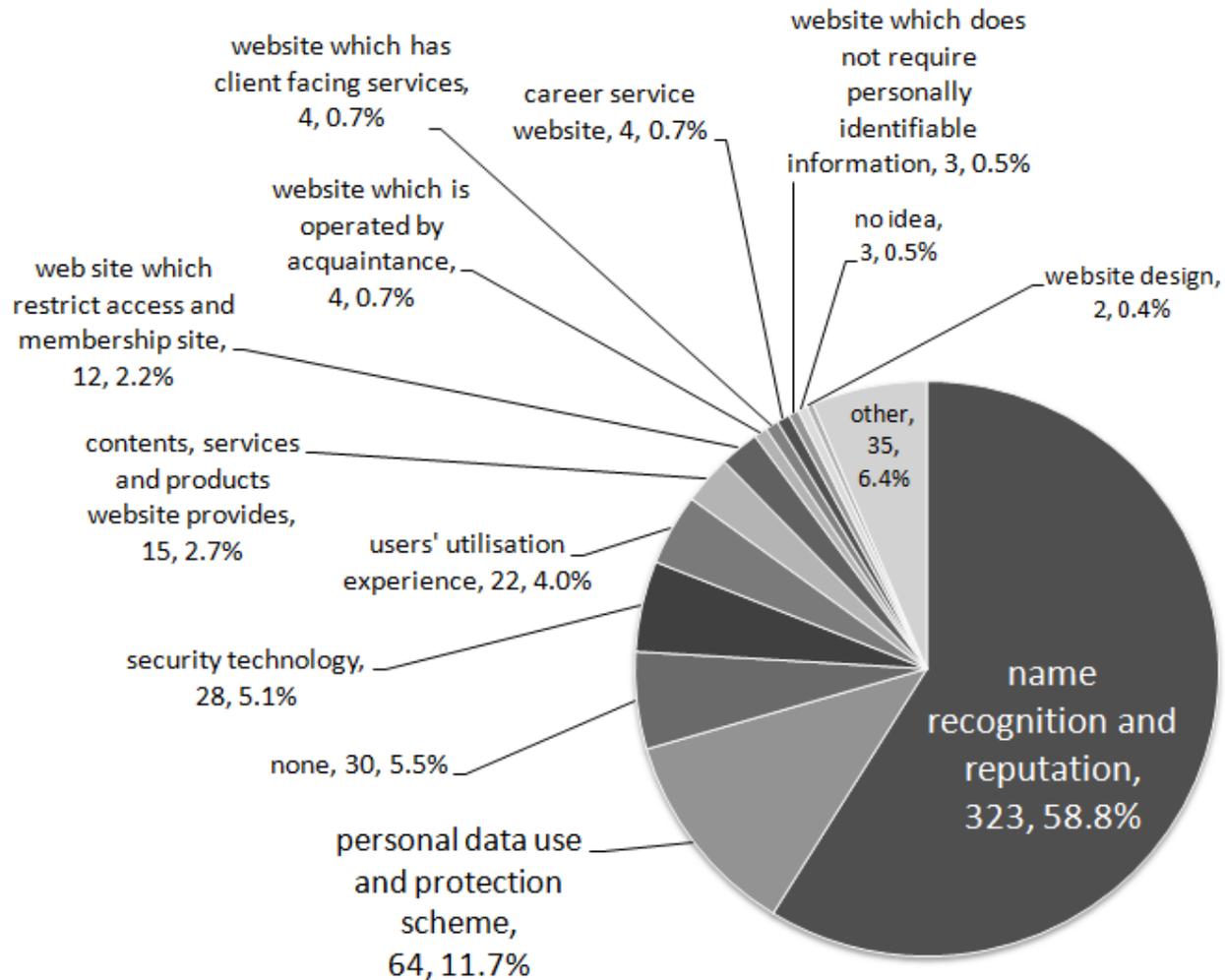
Q15 What characteristics does a website to which you don't desire to provide your personal information have?





Results of the questionnaire survey in 2011

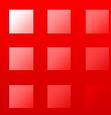
Q16 What characteristics does a website to which you feel safe to provide your personal information have?





Results of the questionnaire survey in 2011

- A major source of trustworthiness of B to C e-commerce sites in terms of personal data use and protection was
 - Name recognition and reputation of them or operators of them
 - Rather than privacy policies posted on the websites
 - 125 respondents answered that they don't desire to provide their personal data to websites which are unofficial or were operated by low-profile companies or individuals
 - 244 respondents considered that they felt safe to provide high-profile and high-traffic websites with their personal information.



Conclusions and implications

- The decisive factor for the Japanese respondents to judge whether an online shopping site and/or its operator is trustworthy in terms of personal data handling and protection is
 - Name recognition and reputation of websites and/or operators of them
 - Neither privacy policies nor privacy seals posted on its website
 - Despite the frequent allegation that these are key factors for cultivating trust of online businesses



Conclusions and implications

- ➔ Japanese Net users' determination of which website they visit to enjoy shopping is based on
 - The reputation of sites
 - ➔ They don't feel the necessity for reading online privacy policies and checking privacy seals
 - Japanese people's low sense of entitlement and the Japanese tendency to regard written documents as *Tatemae* or beautiful fictions can foment the feeling
 - Word-of-mouth/mouse sites, weblogs and social networking sites may function as an important source of such reputation.

- Implications for effective privacy protection policies
 - Proper educational programme to learn
 - The importance of the right to privacy
 - Proper awareness of one's rights
 - Basic knowledge about online privacy protection scheme
 - At primary and secondary schools
 - Encouraging students to learn continuously

 Thank you for your attention

Q & A