Question in Project:

Internet of Things (English Version)

Question Topic:

Digitalization/ Use of digital systems

Construct:

Reason(s) for not using internet connected devices/systems previously

General Information:

Note: The item was tested both in English and German.

Question Text:

English version: What were the reasons for not using any of the aforementioned devices or systems that are connected to the internet?

German version: Was sind die Gründe dafür, dass Sie keine der zuvor genannten mit dem Internet verbundenen Geräte oder Systeme verwendet haben?

Instruction:

English version: Tick all that apply.

German version: Mehrfachnennungen sind möglich.

Answer Categories:

English version:
a) I didn't know such devices or systems exist
b) I had no need to use connected devices or systems
c) Concerns about the privacy and protection of data about me and my family generated by those devices or systems
d) Concerns about safety and security, for example that the device or system will be hacked, could become harmful for other objects or for people
e) Lack of skills to use those devices or systems
e) Lack of skills to use those devices or systems

f) Costs are too high
g) Lack of compatibility with other devices or systems
h) Other reasons:_____

German version:
a) Ich wusste nicht, dass solche Geräte oder Systeme existieren
b) Ich hatte bisher keinen Bedarf derartige mit dem Internet verbundene Geräte oder Systeme zu verwenden
c) Bedenken hinsichtlich der Privatsphäre und des Schutzes von Daten über mich und meine Familie, die durch solche Geräte oder Systeme erzeugt werden
d) Bedenken hinsichtlich der Sicherheit, z. B. dass das Gerät oder System gehackt wird oder sich als schädlich für andere Objekte oder für Menschen herausstellen könnte
e) Mangelnde Kenntnisse im Umgang mit diesen Geräten oder Systemen
f) Zu hohe Kosten
g) Mangelnde Kompatibilität mit anderen Geräten oder Systemen
h) Andere Gründe:_____

Cognitive Techniques:

No direct probing.
Question Z2 included an "Other" answer option so that respondents could type in additional reasons that were not mentioned in the answer categories. The goal of this "probe"/answer option was to find out whether the list of answer options is exhaustive and clear.

Findings for Question:

Only respondents who said that they have not used any of the devices or systems mentioned in question Z1 received question Z2, which asked them for the reasons for not doing so. In accordance with the quotas defined, 20 respondents in each country received this question. Due to the possibility to select multiple answer categories, percentages do not add up to 100 percent.
The reasons most frequently selected by the British respondents were "I had no need to use connected devices or systems" (n=10) and "costs are too high" (n=10). The reasons most often selected by the German respondents were also "I had no need to use connected devices or systems" (n=15) followed by "concerns about the privacy and protection of data…" (n=7) and "concerns about safety and security" (n=7).
Neither the British nor the German respondents mentioned any "other reasons" that were not already included in the list of answer categories. This result suggests that the list of answer options is exhaustive and clear to respondents.

Comments on question wording/translation:
In answer option c), the phrase "and my family" does not apply to people living alone.

Therefore, we suggest deleting it.
Answer option d) is double-barreled. It should be considered to split this answer option into two reasons for not using devices or systems connected to the internet: 1) Concerns about security, for example that the device or system will be hacked; 2) Concerns about safety, for example that the device or system could become harmful for other objects or for people

Recommendations:

Question: No changes recommended.
Answer category c): Given that the phrase "and my family" does not apply to respondents who live alone, we suggest deleting it:
"Concerns about the privacy and protection of data about me generated by those devices or systems."
Answer category d): Given that answer option d) is double-barreled, we recommend splitting this answer category into two:
1) Concerns about security, for example that the device or system will be hacked
2) Concerns about safety, for example that the device or system could become harmful for other objects or for people