

# Data Marketplace

We are aiming to design a website for a data marketplace where users can sell their personal data. The purpose of this survey is to collect information regarding your preferences for the sale of your data.

Please make sure you have read the following form carefully before deciding to participate in this survey.

**\* Required**

I understand that I have been asked to participate in a research project being conducted under the supervision of Marta Kersten of Computer Science and Software Engineering of Concordia University (x5830, [marta.kersten@concordia.ca](mailto:marta.kersten@concordia.ca)).

## Purpose

I have been informed that the purpose of the research is to look at the user experience and user interface (UX and UI) design a personal data marketplace where users would be able to sell their data. Subjects in the study will be asked how they would like to use a personal data market place, what functionalities are important, what goals they would have in using such a market place etc.

## Procedures

I understand that by participating in the following research I will be requested to answer questions and discuss your feelings towards and opinions of an online personal data marketplace. I understand I will be asked about my perception of what would be useful in a personal data marketplace, what kind of functionality they would deem useful, what would make it usable etc. Furthermore, participants might be asked to look at designs and play around with prototypes and be asked about their opinions on the designs and experiences using these prototypes. Participation in this research will be carried out either using online questionnaires or through personal interviews.

## Risks and Benefits

It is not anticipated that you will experience any discomfort from the procedures, and this research is not intended to benefit you personally.

## Conditions of Participation

- I understand that I am free to withdraw my consent and discontinue my participation at any time without negative consequences.
- I understand that my participation in this study is: CONFIDENTIAL (i.e., the researcher will know, but will not disclose my identity)
- I understand that the data from this study may be published.

1. I HAVE CAREFULLY STUDIED THE ABOVE AND UNDERSTAND THIS AGREEMENT. I FREELY CONSENT AND VOLUNTARILY AGREE TO PARTICIPATE IN THIS STUDY. \*

*Mark only one oval.*

☐ Yes

☐ No

2. Date \*

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*Example: January 7, 2019*

3. Signature \*

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If at any time you have questions about the proposed research, please contact the study's Principal Investigator Marta Kersten of CSSE of Concordia University (x5830, [marta.kersten@concordia.ca](mailto:marta.kersten@concordia.ca)).  
If at any time you have questions about your rights as a research participant, please contact the Manager, Research Ethics, Concordia University, 514.848.2424 ex. 7481 [oor.ethics@concordia](mailto:oor.ethics@concordia).

## Demographic Questions

4. What is your age? \*

*Mark only one oval.*

☐ Under 18

☐ 18-24 years old

☐ 25-34 years old

☐ 35-44 years old

☐ 45-54 years old

☐ Over 55

☐ Prefer not to say

5. What gender do you identify as? \*

*Mark only one oval.*

- ☐ Male
- ☐ Female
- ☐ Non-Binary
- ☐ Prefer not to say
- ☐ Other: \_\_\_\_\_

6. Please specify your ethnicity \*

*Check all that apply.*

- ☐ Caucasian
- ☐ Black or African American
- ☐ Asian/Pacific Islander
- ☐ Hispanic or Latino
- ☐ Native American

Other: ☐ \_\_\_\_\_

7. What is your current employment status? \*

*Mark only one oval.*

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Unemployed
- ☐ Student
- ☐ Retired
- ☐ Self-Employed
- ☐ Other: \_\_\_\_\_

8. What field do you study/work in? \*

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9. What is the highest degree or level of education you have completed? \*

*Mark only one oval.*

- ☐ High School
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Ph.D. or higher
- ☐ Prefer not to say
- ☐ Other: \_\_\_\_\_

10. What is your marital status? \*

*Mark only one oval.*

- ☐ Single
- ☐ Married
- ☐ In a relationship
- ☐ Divorced
- ☐ Widowed
- ☐ Prefer not to say

Services

11. What financial services do you use? Select all that apply \*

*Check all that apply.*

- ☐ Paypal
- ☐ Google Pay
- ☐ Apple Pay

Other: ☐ \_\_\_\_\_

12. Which of the following social media platforms do you use? Select all that apply \*

*Check all that apply.*

- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ Google
- ☐ Twitter
- ☐ Reddit
- ☐ Pinterest
- ☐ I don't use social media

Other: ☐ \_\_\_\_\_

13. Which of the following e-commerce marketplaces do you currently use? Select all that apply \*

*Check all that apply.*

- ☐ Amazon
- ☐ Ebay
- ☐ Kijiji
- ☐ Alibaba
- ☐ Etsy

Other: ☐ \_\_\_\_\_

Data

14. How likely would you be willing to sell your data on a data marketplace? \*

*Mark only one oval.*

	1	2	3	4	5	
Not likely at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely

15. How likely would you be willing to sell your data directly, without a third party involved (ex: a data marketplace)? \*

*Mark only one oval.*

	1	2	3	4	5	
Not likely at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely

16. What types of data would you be willing to sell? Select all the apply \*

*Check all that apply.*

- ☐ Web Browsing History
- ☐ Location History
- ☐ Smartphone Usage
- ☐ Social Media Data
- ☐ Pictures
- ☐ Shopping History
- ☐ Banking Transactions
- ☐ Medical History

Other: ☐ \_\_\_\_\_

Selling

17. How would you like to be rewarded for selling your data? \*

*Check all that apply.*

- ☐ Gift Cards
- ☐ Direct Deposit
- ☐ Cryptocurrencies
- ☐ PayPal
- ☐ Redeemable Points

Other: ☐ \_\_\_\_\_

18. How should the price for selling data be set?

*Mark only one oval.*

- ☐ Seller sets the price for the type of data. Buyers decide to buy the data or not
- ☐ Buyers set the price of the type of data they want.
- ☐ Buyers and sellers set their preferred price. The website matches them based on price and data type

Selling

19. Would you like to know who you are selling your data to? \*

*Mark only one oval.*

- ☐ Yes      *Skip to question 20*
- ☐ No
- ☐ Indifferent

Selling

20. Who would you sell your data to? \*

*Check all that apply.*

☐ Advertisement Companies

☐ Insurance Companies

☐ Credit Companies

☐ Research

☐ No one

Other: ☐ \_\_\_\_\_

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