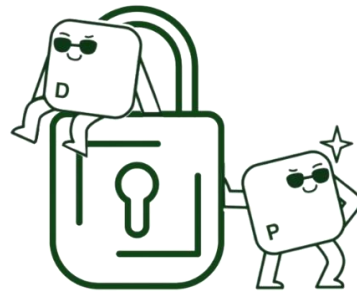


# FIRST RESULTS OF DATAPRO SURVEY

DATAPROTECTION  
BETWEEN  
INDIVIDUAL AGENCY,  
SURVEILLANCE AND  
MAKING MONEY



**DATAPRO** ✓

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# 1. OVERVIEW OF THE SURVEY



## **Number of Participants: A total of 333 respondents**

- Lime Survey: 248 participants
- Google Survey (Czech Republic): 85 participants

## **Age Distribution:**

- Most common age groups: 13 years (19.43%) and 14 years (14.84%)
- Average age: around 14 years

# 1. OVERVIEW OF THE SURVEY



## Gender Distribution:

- Female: 48.93%
- Male: 43.26%
- Diverse: 2.48%
- No response: 5.32%

## Country of Origin:

- Germany: 55,86 %
- Czech Republic (Google Survey): 25,53 %
- Switzerland: 6,91 %
- Poland: 4,8 %
- Spain: 3,90%
- Italy: 3 %

# 1. OVERVIEW OF THE SURVEY



## Here are some example questions

- How often do you use the Internet?
- How does a safe password look like?
- My social media account might be a target of cyber attacks.
- I have heard the word “doxing” before.
- The formal requirements of data protection are impractical.
- We all leave so many traces in the internet, so it is too late to protect it.
- It doesn't matter if I share pictures of myself and my family on social media publicly.

# 1. OVERVIEW OF THE SURVEY



<b>I am responsible for the protection of my personal data, the data of my family members, friends and others.</b>		
Please rate the following statements in concern of data protection...		
<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
strongly agree	47	16,67%
agree	74	26,24%
neutral	68	24,11%
disagree	36	12,77%
strongly disagree	11	3,90%
No answer	46	16,31%

## 2. KEY RESULTS



### 1. Internet Usage and Social Media:

- The majority (69%) use the internet daily without restrictions.
- Over 80% of students have four or more social media accounts.
- Instagram and TikTok are the most popular platforms.

# DETAILED RESULT



How often do you use the Internet?		
Answer	Count	Percentage
Every day, as much as I want	136	69,04%
Every day, but my parents control it	38	19,29%
Only a few times a day/week, with limited time	17	8,63%
I'm not allowed to, but I would like to use it	0	0,00%
I don't use it at all and I prefer to do something else	1	0,51%
No answer	5	2,54%

## 2. KEY RESULTS



### 2. Privacy and Security:

- 47% of students believe their social media accounts could be targeted by cyber-attacks.
- Only 40% use password managers, despite the increased security they provide.
- 54% of students consider posts from people they know on social media more trustworthy than those from strangers.



## 2. KEY RESULTS



### 3. Awareness of Cybersecurity:

- 48% of students know what identity theft means, but only 35% are familiar with the term “phishing”.
- 11% of students actively take measures to protect their data, such as requesting and reviewing information stored about them.
- Most students think they have a basic understanding of secure passwords. 93% choose strong passwords, but some still opt for simple ones.

# DETAILED RESULT



How does a safe password look like? (multiple-choice)		
Answer	Count	Percentage
Dmim24ePfDP!m	208	<b>43,42%</b>
123456	7	1,46%
PG83he#19Kf	238	<b>49,69%</b>
Josefine2003	22	4,59%
I don`t know	4	0,84%

## 2. KEY RESULTS



### 4. Protection of Personal Data and Influence:

- 52% of students are concerned that big companies could influence their behaviour if their personal data is not protected.
- 35% of students believe they have nothing to hide and are therefore not worried about their data privacy.

## 2. KEY RESULTS



### 5. Data Protection and Responsibility:

- 73% agree that data protection is a fundamental basis for civil rights.
- 35% do not trust most companies on the internet to handle their data responsibly, indicating a high level of scepticism towards data practices.
- 30% of students often do not know what they are agreeing to when they click the “accept” button on websites.

# DETAILED RESULT



<b>Often I am just clicking around, not sure what I accept with the 'accept' button.]</b>		
Please rate the following statements in concern of data protection...		
<b>Answer</b>	<b>Count</b>	<b>Percentage</b>
strongly agree	30	<b>10,64%</b>
agree	60	<b>21,28%</b>
neutral	70	<b>24,82%</b>
disagree	48	<b>17,02%</b>
strongly disagree	24	<b>8,51%</b>
No answer	50	<b>17,73%</b>

# 3. EXPECTED DATA-DERIVED HYPOTHESES



## 1. Hypothesis: Parental Control and Online Behavior

Students whose internet usage is monitored by their parents are less active on social media and tend to have fewer accounts.

## 2. Hypothesis: Correlation Between Cybersecurity Knowledge and Online Behavior

Students who are familiar with terms like “phishing” and “identity theft” are more likely to take protective measures such as using password managers.

## 3. Hypothesis: Platform Preference by Age Group

Younger students (10-12 years) prefer platforms like TikTok and YouTube, while older students (15-18 years) are more active on Instagram and WhatsApp.

# 3. HYPOTHESES DEVELOPED FROM THE DATA



## 5. Hypothesis: Distrust of Companies Increases Data Protection Awareness

Students who distrust companies on the internet are more likely to take steps to protect their data and actively adjust their privacy settings.

## 6. Hypothesis: Lack of Knowledge About Data Processing

Students who do not know what they are agreeing to by accepting cookies have lower trust in companies and view data protection as particularly important.

# 4. CONCLUSIONS AND RECOMMENDATIONS



## 1. Increased Education in Cybersecurity and Data Protection:

- Offer training on topics such as phishing, doxing, and secure password practices to improve students' knowledge and security awareness.
- Integrate cybersecurity education into school curricula to provide practical skills for dealing with digital threats.

## 2. Involving Parents in Security Education:

- Develop programs to help parents guide their children's online activities in a supportive manner while respecting their privacy.
- Create guides for parents on topics such as social media, data protection, and cybersecurity.



# 4. CONCLUSIONS AND RECOMMENDATIONS



## 3. Raising Awareness of Data Protection Rights and Responsibilities:

- Educate students about their rights regarding the storage and processing of personal data and how to exercise these rights.
- Establish platforms for students to ask questions about data protection and receive support.

## 4. Educating About the Influence of Large Companies:

- Highlight how personal data can be used to influence user behavior.
- Discuss the impact of algorithms and advertising on social media platforms to foster critical awareness.



**THANK YOU**