

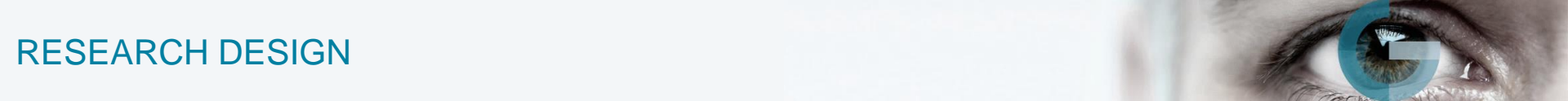
# INFORMAL TRANSLATION

## FACEBOOK AND ADVERTISING – USER-INSIGHTS

A quantitative study

November 2019





# RESEARCH DESIGN

## RESEARCH QUESTION

- The attitude and level of knowledge towards Facebook’s terms and conditions among active users

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## METHOD

- Computer Assisted Web Interview (CAWI) in Gallup's own online panel “gallupforum”

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## TARGET GROUP/ SAMPLE SIZE

- Austrians that are active online, age 14 and older
- 1000 respondents

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## PERIOD OF INVESTIGATION

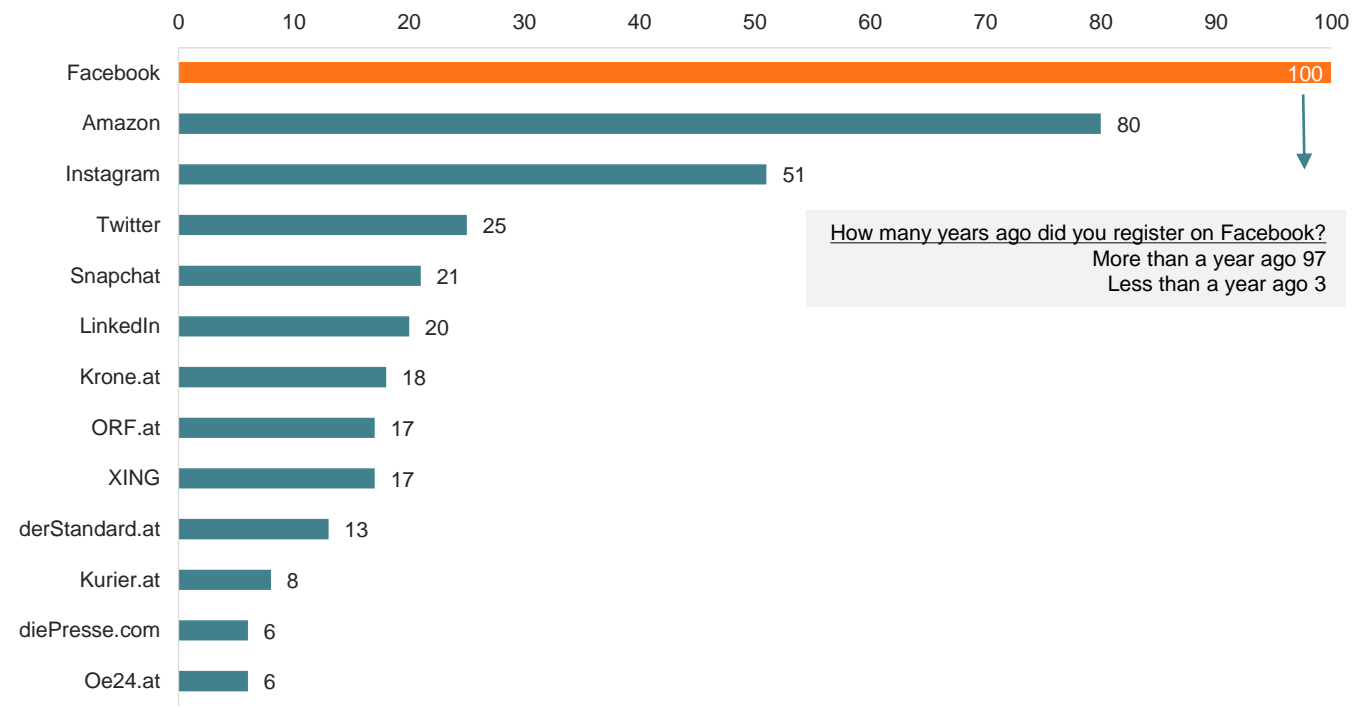
- October 2019

# PROFILE OF THE SAMPLE RESPONDENTS

Total	Sample size 1000	In percentage 100
<b>GENDER</b>		
Male	474	47
Female	522	52
Other	4	0
<b>AGE GROUPS</b>		
14 - 29 years	269	27
30 - 49 years	338	34
50 + years	393	39
<b>PROFESSION</b>		
Sst, Frb, LA	174	17
Civil servants, employees	297	30
Vocational workers	107	11
In education	123	12
Not employed	86	9
Retired	213	21
<b>EDUCATION</b>		
Compulsory education	202	20
Vocational-, technical education	348	35
Matura, University	450	45
<b>STATES</b>		
Wien	214	21
NÖ, Bgld	215	22
Stmk, Ktn	212	21
OÖ, Sbg	227	23
Trl, Vbg	132	13
<b>INCOME</b>		
Up to 1.500 euro	189	19
Up to 2.500 euro	252	25
Up to 3.000 euro	106	11
Above 3.000 euro	290	29

# REGISTRATION

- Only Facebook users were admitted to the study.
- A total of 1,000 active Facebook users from Gallup's own online panel were surveyed.

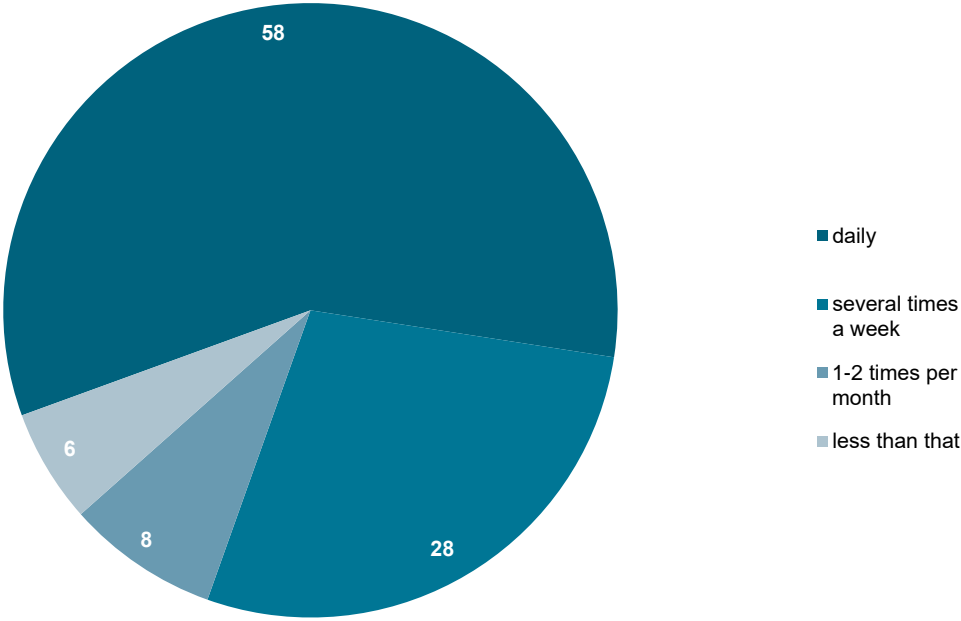


%-Value, n=1000

Question: Please let us know which digital services you have personally signed up for (with a user name and password!)

# USE OF FACEBOOK

- 86% of the surveyed users use Facebook at least several times a week (58% of them daily).

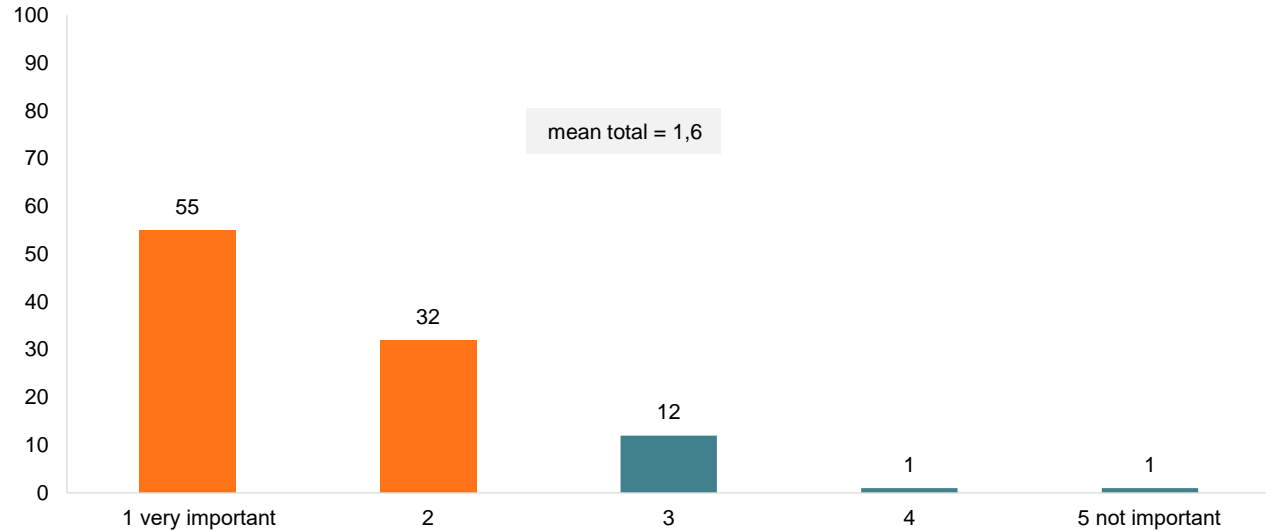


%-value, n=1000  
Question: You have indicated that you are registered on Facebook. Please tell us first how often your use of Facebook is?

# THE VALUE OF DATA PRIVACY



- For 87% of the Facebook users surveyed, data protection is (very/rather) important.



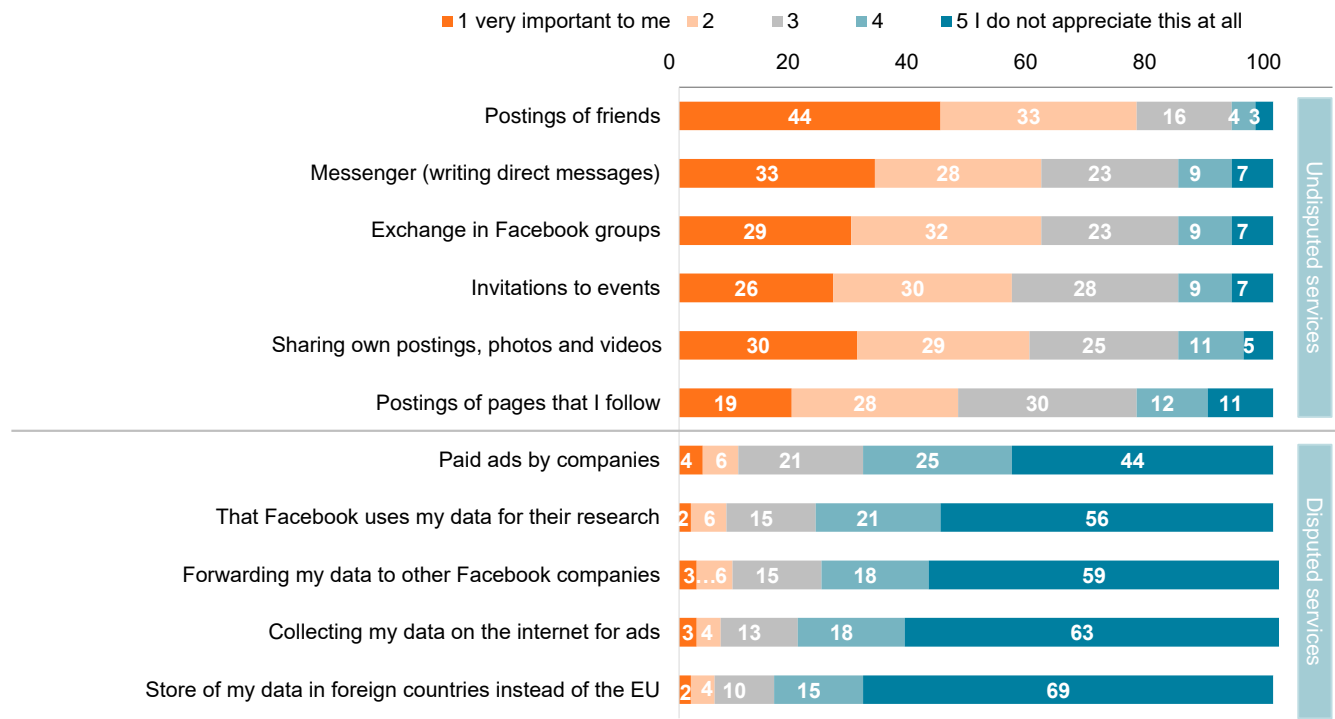
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Question: How important is data privacy to you?



# ACCEPTANCE OF FACEBOOK SERVICES

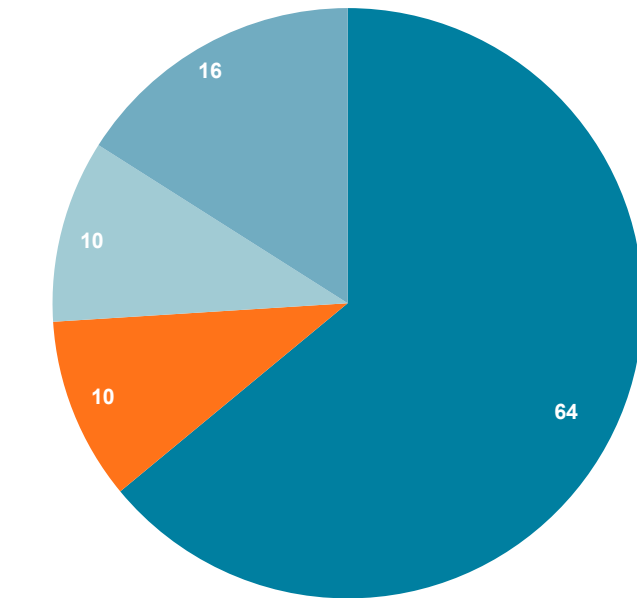
- There is a significant jump (10% to 47% positive ratings) between the undisputed and disputed groups of services.
- The following services are most appreciated:
  - Postings from friends
  - Messenger
  - Facebook groups
  - Events
  - Sharing your own content
- The following services are the least valued (6-10%)
  - Advertisement
  - Research
  - Data transfers
  - Tracking
  - Transfers to third countries



%-Value, n=1000  
Question: How much do you appreciate the following Facebook services?

# KNOWLEDGE OF CONSENT

- When users are confronted with the consent page in the "User Engagement Flow", 64% think that Facebook has obtained a GDPR consent.
- Another 16% do not know what meaning the click on "I accept" actually had.
- Only 10% expect to have formed a new contract with Facebook.
- The same number assume that this was only an information.



- Facebook solicited a data protection consent (GDPR)
- I formed a new contract with Facebook
- This was only an information
- I don't know

%-Value, n=1000

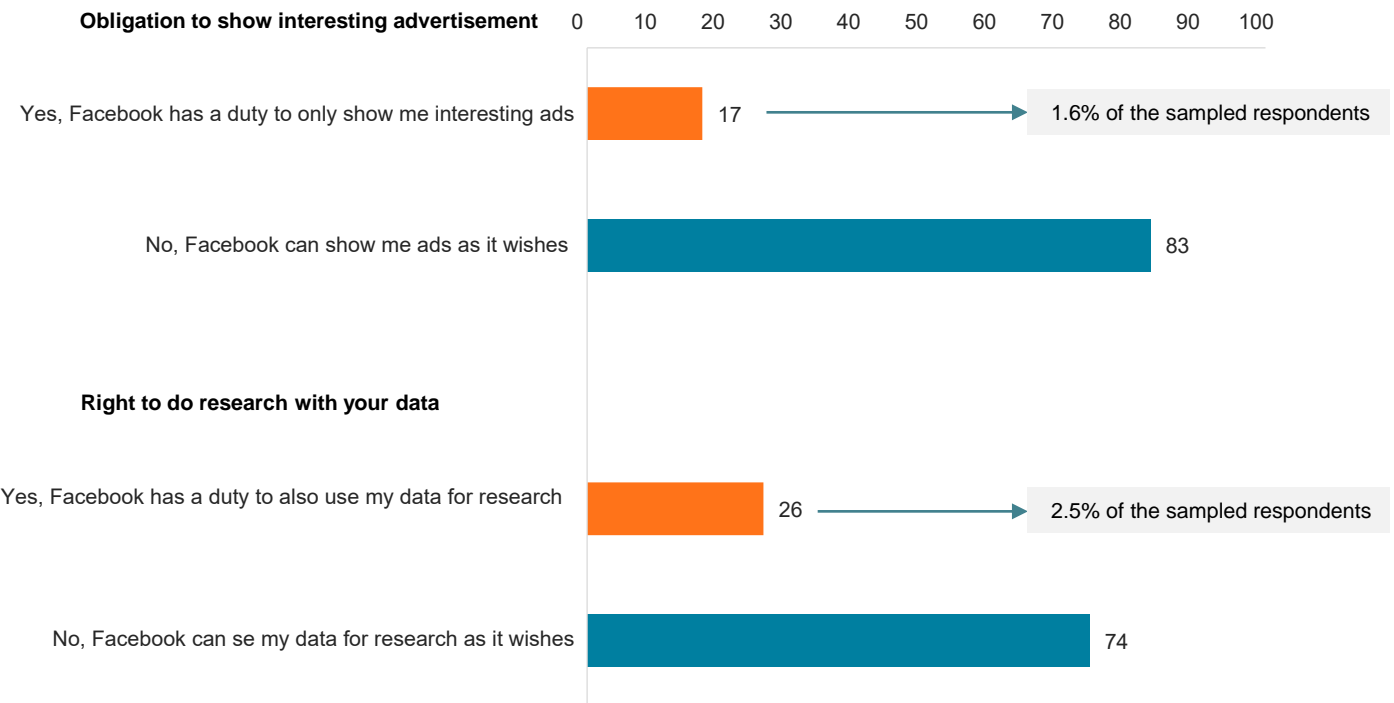
Question: What do you think you accept to by clicking I agree?





# CONTROL QUESTION: ENFORCEABLE CLAIM

- In order to test the users' understanding of the nature of a contract, the legal obligation of the contract was asked for.
- Of the 10% who assume to have signed a contract with Facebook,
  - only 17% respectively 26% of the subgroup assume that Facebook has a legal obligation to display interesting advertisement and use the data for research purposes.
  - This corresponds to 1.6% respectively 2.5% of the total respondents.
  - 83%, respectively 74% of the subgroup do not assume Facebook has a legal obligation.

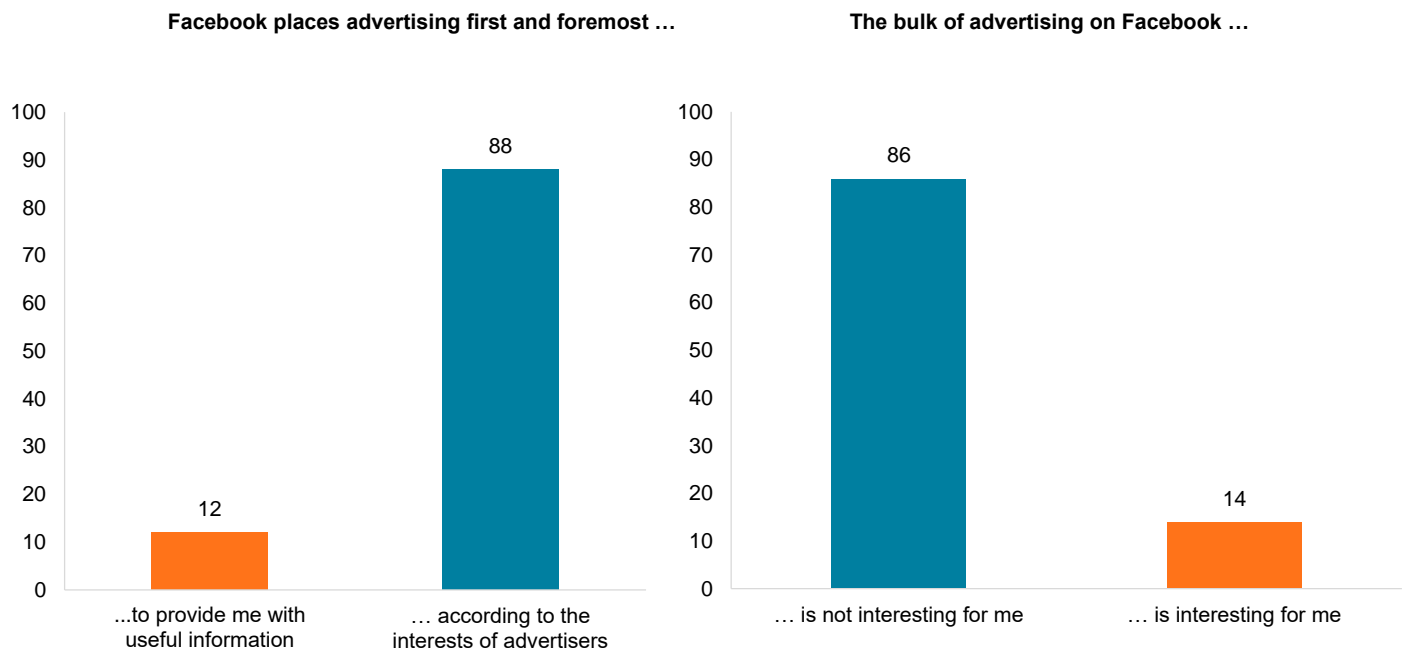


%-Value, n=95, Basis: have signed a new contract with Facebook  
Question: As a Facebook user, do you have a legally enforceable right to interesting advertising?  
Question: As a Facebook user, do you have a legally enforceable right to research with your data?



# USER-CENTRIC ADVERTISEMENT ON FACEBOOK

- For 86% of the users surveyed, the majority of advertising on Facebook is not interesting.
- If Facebook would have a legal obligation to provide interesting advertising, this would only have been met for 14% of the users.
- Accordingly, 88% of those surveyed assume that Facebook places advertising primarily in the interest of advertisers – not to provide users with helpful information.



%-Value, n=1000  
Question: Which statement do you agree with?

# PERCEPTION OF THE PARAGRAPH FOR THE USE OF DATA

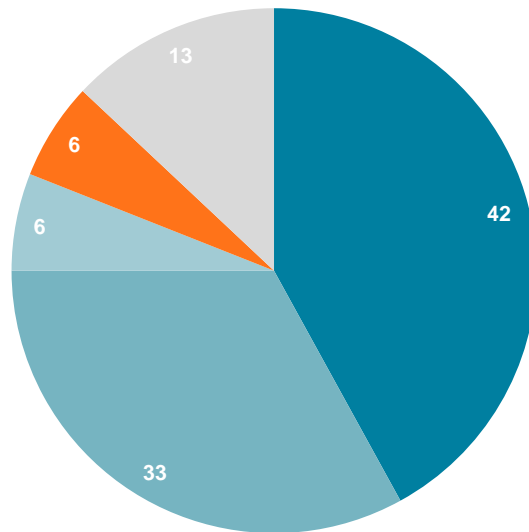


- 42% think that this sample text from the Facebook Terms of Service is a consent to the use of user data.
- 33% think this is only an information.
- 13% can't assign the meaning.
- 6% think it's an advertisement text.
- Only 6% think it is a contract.

*"Provide a personalised experience for you: Your experience on Facebook is unlike anyone else's: from the posts, stories, events, ads and other content that you see in News Feed or our video platform to the Pages that you follow and other features that you might use, such as Trending, Marketplace and search. We use the data that we have – for example, about the connections you make, the choices and settings you select, and what you share and do on and off our Products – to personalise your experience."*

I think this is...

- ... a consent so that Facebook can use my data (e.g. for ads)
- ... an information by Facebook about the use of my data (e.g. for ads)
- ... an advertisement text by Facebook which has no legal meaning
- ... a contract under which Facebook is liable to e.g. provide me with personalized ads
- I don't know



%-Value, n=1000

Question: Do you know the importance of this paragraph for the use of your data?



INTELLIGENT INSIGHTS



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