

Kratek opis usposabljanja mladega raziskovalca (*Short description of the Young Researcher's training*)

1. Raziskovalna organizacija (*Research organisation*):

Univerza v Ljubljani, Fakulteta za družbene vede, Kardeljeva pl. 5, 1000 Ljubljana
University of Ljubljana, Faculty of Social Sciences, Kardejeva pl. 5, 1000 Ljubljana

2. Ime, priimek in elektronski naslov mentorja (*Mentor's name, surname and email*):

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3. Šifra in naziv raziskovalnega področja (*Research field*):

5.03 – Družboslovje / Sociologija (5.03 – Social sciences / Sociology)

4. Kratek opis usposabljanja mladega raziskovalca (*Short description of the Young Researcher's training*):

Navedite tudi morebitne druge zahteve, vezane na usposabljanje mladega raziskovalca (npr. znanje tujih jezikov, izkušnje z laboratorijskim delom, potrebne licence za usposabljanje...).

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Izhodišče

Z razvojem informacijsko-komunikacijskih tehnologij (IKT), in posebej svetovnega spleta, se problematika informacijske zasebnosti vse bolj ločuje od siceršnjega koncepta fizične zasebnosti. Informacijska zasebnost je postala tudi ena izmed ključnih tem v razpravah o interakciji med tehnologijo in družbo. Pomembne spremembe v primerjavi s predhodnimi obdobji so predvsem naraščajoče možnosti samodejnega zbiranja (anketnih in drugih) podatkov ter številni načini njihovega povezovanja in analiziranja. Dodatno se je problematika aktualizirala z uveljavitvijo evropske GDPR zakonodaje. V posameznikovi zavesti sicer informacijska zasebnost obstaja predvsem kot percepcija informacijske zasebnosti in se kot percepcija tudi meri. Vendar pa lahko v literaturi, kljub številnim raziskavam, opazimo znatne metodološke težave, povezane z merjenjem percepcije informacijske zasebnosti ter z razumevanjem vpliva, ki ga ima percepcija informacijske zasebnosti na obnašanje posameznika. Na eni strani se namreč zaradi pomena, ki ga ima percepcija informacijske zasebnosti v sodobnem empiričnem družboslovnem raziskovanju, pojavljajo številni instrumenti za njeno merjenje. Pri tem se v primeru anketnega merjenja srečujemo z mnogimi težavami, od problemov opredelitve informacijske zasebnosti, težav z merskimi lestvicami, do razlik v razumevanju zaradi kulturnih kontekstov in drugih okoliščin. Na drugi strani je nadvse aktualno tudi vprašanje vpliva, ki ga ima percepcija informacijske zasebnosti na obnašanje, posebej na uporabo spletnih storitev. V tem okviru nas najbolj zanima sodelovanje v spletnih anketah, kjer lahko percepcija informacijske zasebnosti pomembno vpliva na kakovost odgovorov (zavrnitve, prilagajanje odgovorov, zadostovanje, prekinitve ipd.). Izzivi odgovarjajočega raziskovanja se torej navezujejo predvsem na obravnavo in merjenje percepcije o informacijski zasebnosti ter njenega vpliva na anketni proces. S tem povezan raziskovalni pristop sodi v področje internetnega raziskovanja, družboslovne informatike ter družboslovne metodologije.

Cilji

Osnovni cilj usposabljanja mladega raziskovalca/mlade raziskovalke je raziskati sodobno – in z IKT povezano – problematiko informacijske zasebnosti, tako z vidika anketnega merjenja percepcije o informacijski zasebnosti kot tudi z vidika njene vloge na področju empiričnega družboslovja. V prvem koraku to pomeni predvsem splošno proučevanje dimenzij informacijske zasebnosti (pravna, psihološka, sociološka, tehnološka ipd.). V drugem koraku se pričakuje temeljno raziskovanje, ki bo usmerjeno v dve smeri. Na eni strani bo izveden sistematičen pregled raziskav na področju merjenja percepcij informacijske zasebnosti, kar bo – skupaj s kvalitativnim raziskovanjem – osnova za preverjanje obstoječih instrumentov oziroma za morebitni razvoj novega ali sinteznega instrumenta. Odgovarjajoči merski instrumenti se bodo nato tudi empirično preverili, tako lokalno kot globalno, ter diseminirali za splošno uporabo. Druga smer raziskovanja bo nadgrajevala rezultate prve smeri. Usmerjena bo v proučevanje vpliva, ki ga ima percepcija informacijske zasebnosti na uporabo spletnih storitev. Pri tem bo poudarek na sodelovanju posameznikov v spletnih anketah. Na osnovi pregleda literature, pregleda in preverjanja obstoječih instrumentov, sodelovanja z vodilnimi raziskovalci na eni strani ter na osnovi lastnih preliminarnih kvalitativnih in kvantitativnih študij na drugi strani, bo izbran oziroma dopolnjen instrument, ki bo v največji meri omogočil analizo vpliva, ki ga ima percepcija informacijske zasebnosti na sodelovanja in kakovost podatkov v spletnih anketah.

Zahteve in zaželena znanja

Od kandidata_ke se – poleg splošne zavzetosti, visoke motiviranosti za obravnavano temo, raziskovalne proaktivnosti, razumevanja akademskega procesa ter nastavkov za znanstveno kreativnost in prodornost – pričakuje tudi brezhibno izražanje v angleščini, obvladovanje sodobne komunikacije, izkušnje z empiričnim družboslovnim raziskovanjem ter visoka stopnja statistične in informacijske pismenosti.

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Introduction

With the development of information and communication technologies (ICT), and particularly the global web, the problem of information privacy is increasingly separated from the concept of physical privacy. Information privacy has also become one of the key topics in discussions about the interaction between ICT and society. An important change in comparison with previous periods is the increase in possibilities for automatic collection of (survey and other) data and numerous new ways for their linkage and analysis. The problem has additionally intensified with the implementation of the European GDPR legislation. In the individual's consciousness information privacy exists primarily as a perception of information privacy and in research it is also measured as a perception. However, despite numerous research activities there exist serious methodological issues related to the corresponding measurements. Similarly, controversies exist with respect to the understanding of the impact the perception of information privacy has on individual's behavior. On the one hand, a number of instruments for measuring the perception of information privacy have been developed, as this is an important topic in contemporary empirical social science research. At the same time, numerous methodological problems exist, ranging from the definition of information privacy to measurement scales and to differences in the understanding of information privacy due to cultural contexts and other circumstances. On the other hand, an important issue is also the impact of the perception of information privacy on the use of web services. Within this context, we are particularly interested in participation in web surveys where the perception of information privacy can affect the quality of the responses (rejection, adjustment of replies, satisficing, interruptions, etc.). The key challenges of research are therefore linked to the understanding and measurement of perception of information privacy and

its impact on modern web survey process. The corresponding research approach is closely linked to the field of Internet research, social informatics and social methodology.

Objectives

The initial goal of the training of a young researcher is to explore contemporary – and ICT-related – issues of information privacy, both in terms of the survey measurement of perceptions of information privacy, as well as in terms of their role for participation in empirical social sciences. In the first step, this mainly implies a need for an overview of the various dimensions of information privacy (legal, psychological, sociological, and technological, etc.). In the second step we expect basic research will evolve, which will bring new scientific knowledge. This will be oriented in two directions. On the one hand, a systematic survey of literature related to the measurement of information privacy perceptions will be carried out, which will be – together with qualitative research – the basis for verifying existing instruments or for eventual development of new or synthesized instrument. The corresponding measurement instruments will be then also empirically verified, locally and globally, and disseminated for general use. The second research direction will be to upgrade the results of the first one. Here, the research will focus on examining the impact of the perception of information privacy on the use of web services, primarily on the participation in web surveys. On the basis of the review of the literature, the evaluation of existing instruments, cooperation with leading researchers on the one hand, and on the basis of own preliminary qualitative and quantitative research on the other hand, a survey instrument will be selected or complemented, which will then enable to analyze the impact of the perception of information privacy on various aspects of participation and data quality in web surveys.

Requirements and desirable knowledge

In addition to general commitment, high motivation for the topic under consideration, research proactivity, understanding of academic research process and existence of elements of scientific creativity, the candidate is also expected to be fluent in English, to be proficient in the use of contemporary communication tools, and to have experience with empirical social research, as well as high level of statistical and information literacy.