



Online Privacy  
Literacy Scale

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**English Translation**

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Masur, P. K., Teutsch, D. & Trepte, S. (2017). Entwicklung und Validierung der Online-Privatheits-Kompetenzskala (OPLIS) [Development and validation of the Online Privacy Literacy Scale (OPLIS)]. *Diagnostica*. doi: 10.1026/0012-1924/a000179

### Questions? Contact us.

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Label	Item	Answer options
Knowledge about institutional practices		
PRA_01	The National Security Agency (NSA) accesses only public user data, which are visible for anyone.	True/ <b>false</b> /don't know
PRA_02	Social network site operators (e.g. Facebook) also collect and process information about non-users of the social network site.	<b>True</b> /false/don't know
PRA_03	User data that are collected by social network site operators (e.g. Facebook) are deleted after five years.	True/ <b>false</b> /don't know
PRA_04	Companies combine users' data traces collected from different websites to create user profiles	<b>True</b> /false/don't know
PRA_05	E-mails are commonly passed over several computers before they reach the actual receiver.	<b>True</b> /false/don't know

Label	Item	Answer options
Knowledge about technical aspects of data protection		
TEC_01	What does the term „browsing history“ stand for?	<p>In the browsing history...</p> <p><b>A. ...the URLs of visited websites are stored.</b></p> <p>B. ...cookies from visited websites are stored.</p> <p>C. ...potentially infected websites are stored separately.</p> <p>D. ...different information about the user are stored, depending on the browser type.</p>
TEC_02	What is a „cookie“?	<p><b>A. A text file that enables websites to recognize a user when revisiting.</b></p> <p>B. A program to disable data collection from online operators.</p> <p>C. A computer virus that can be transferred after connecting to a website.</p> <p>D. A browser plugin that ensures safe online surfing.</p>
TEC_03	What does the term „cache“ mean?	<p><b>A. A buffer memory that accelerates surfing on the Internet.</b></p> <p>B. A program that specifically collects information about an Internet user and passes them on to third parties.</p> <p>C. A program, that copies data on an external hard drive to protect against data theft.</p> <p>D. A browser plugin that encrypts data transfer when surfing online.</p>
TEC_04	What is a „trojan“?	<p>A trojan is a computer program, that...</p> <p><b>A. ...is disguised as a useful application, but fulfills another function in the background</b></p> <p>B. ...protects a computer from viruses and other malware</p> <p>C. ... was developed for fun and has no specific function.</p> <p>D. ... caused damage as computer virus in the 90ies but doesn't exist anymore.</p>
TEC_05	What is a „firewall“?	<p><b>A. A fallback system that will protect the computer from unwanted web attacks.</b></p> <p>B. An outdated protection program against computer viruses</p> <p>C. A browser plugin that ensures safe online surfing.</p> <p>D. A new technical development that prevents data loss in case of a short circuit.</p>

Label	Item	Answer options
Knowledge about data protection law		
GES_01	Forwarding anonymous user data for the purpose of market research is legal in the European Union.	<b>True</b> /false/don't know
GES_02	The EU-Directive on data protection...	<b>A. ... has to be implemented into national data protection acts by every member state.</b> B. ... does not exist yet. C. ... functions as a transnational EU-data protection act. D. ... solely serves as a non-committal guideline for the data protection acts of the member states.
GES_03	In Germany the same standard GTC applies for all SNS. Any deviations have to be indicated	True/ <b>false</b> /don't know
GES_04	According to German law, users of online applications that collect and process personal data have the right to inspect which information about them is stored.	<b>True</b> /false/don't know
GES_05	Informational self-determination is...	<b>A. ...a fundamental right of German citizens.</b> B. ... a philosophical term. C. ... the central claim of data processors. D. ...the central task of the German Federal Data Protection Commissioner...

Label	Item	Answer options
Knowledge about data protection strategies		
STR_01	Tracking of one's own internet is made more difficult if one deletes browser information (e.g. cookies, cache, browser history) regularly.	<b>True</b> /false/don't know
STR_02	Surfing in the private browsing mode can prevent the reconstruction of your surfing behavior, because no browser information is stored.	<b>True</b> /false/don't know
STR_03	Using false names or pseudonyms can make it difficult to identify someone on the Internet.	<b>True</b> /false/don't know
STR_04	Even though It-experts can crack difficult passwords, it is more sensible to use a combination of letters, numbers and signs as passwords than words, names or simple combinations of numbers.	<b>True</b> /false/don't know
STR_05	In order to prevent the access to personal data, one should use various passwords and user names for different online applications and change them frequently.	<b>True</b> /false/don't know

*Note:* Correct answers are bold-faced in the table. In the survey, we rotated the order of the multiple choice response options A to D. In the table, response option A is always true. We also randomized the order to the questions. The translated items have not been tested or validated empirically.