

## Workshop – Globalization and Personal Data



**Step 1:** Navigate to the <odesi> home page at <http://odesi.ca>. On the Left-hand side of the screen, under the heading “About <odesi>”, left click on the title “<odesi> Repository (Nesstar)”.

**Step 2:** Next to the heading Social Surveys left-click on the “+” → **Social Surveys**  
Trade

Once expanded, left click on the “+” next to International, left-click on the “+” next to Globalization of Personal Data (GPD) and click on the survey title “The Globalization of Personal Data (GPD) Project International Survey on Privacy and Surveillance, 2006 [Seven-Country]”.

- [-] Social Surveys
  - [-] CANADA
  - [-] INTERNATIONAL
    - [-] Globalization of Personal Data (GPD)
      - [+] The Globalization of Personal Data (GPD) Project International Survey on Privacy and Surveillance, 2006 [Seven-Country]
        - [-] Metadata
        - [-] Variable Description
      - [-] The Globalization of Personal Data (GPD) Project International Survey on Privacy and Surveillance, 2006 [China]
      - [-] The Globalization of Personal Data (GPD) Project International Survey on Privacy and Surveillance, 2006 [Japan]
      - [-] Privacy and Surveillance: GPD Follow-up

**Step 3:** To explore the data, click **TABULATION** at the top-centre of the window.



You are now going to add variables to the tabulation window.

**Step 4:** On the left-hand side of the screen under the survey title left-click on the “+” next to Variable Description to expand the list of variable groups. Search for the group “Internet” and left-click on the “+” next to this title to expand the list. Left click on the variable “[q11] How worried are you about providing personal information on websites?” and left click on “Add to row” to add this variable to the tabulation table.

- [-] Internet
  - [+] [q11] How worried are you about providing personal information on websites?
    - [-] Add to row
    - [-] Add to column
    - [-] Use as filter
    - [-] Add as measure
  - [-] [q12] Wh... the most say
  - [-] [q38] Hav... es to track
  - [-] [q39b\_1] Have you used a computer in the past 6 months at home?

**Step 5.** Click on the **Weight** button at the top right of the screen to apply the weight variable. Select the [weight0] Weighting variable and click “OK”.

**Unweighted results** – Raw sample results. Not adjusted to take into account sampling issues such as gender, age, or the geographic distribution of the population.

**Weighted results** – Adjusted results. Provide estimates that are reflective of the demographics of the population being studied.

	Code	Frequency	% of all	% of valid
[q11] How worried are you about providing personal information on websites?				
Very worried	1	1,858	26.2	28.6
Somewhat worried	2	2,223	31.4	34.2
Not very worried	3	1,208	17.0	18.6
Not worried at all	4	1,212	17.1	18.6
Refused	8	10	0.1	-
Dk/Not sure	9	577	8.1	-
Total		7,088	100.0	100.0

Choose the weight variable on the left and click > to move it to the right.

Weight  
 Weighting variables defined in the dataset

>

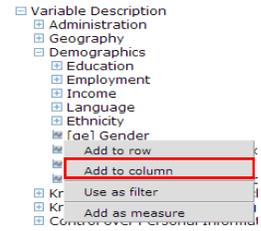
Weighting variables selected  
 [weight0] Weighting variable

OK CLEAR

	Code	Frequency	% of all	% of valid
[q11] How worried are you about providing personal information on websites?				
Very worried	1	1,852.2	26.1	28.4
Somewhat worried	2	2,219.2	31.3	34.0
Not very worried	3	1,243.1	17.5	19.0
Not worried at all	4	1,213.9	17.1	18.6
Refused	8	10.0	0.1	-
Dk/Not sure	9	549.7	7.8	-
Total		7,088.0	100.0	100.0

Weight is on

**Step 6:** Now we'll look the other variable: 'gender' to add to the column of the tabulation table. On the left-hand side of the screen under Variable Description search for the group "Demographics" and left-click on the "+" next to this title to expand the list. Left-click on the variable "[qe] Gender" and left click on the "Add to Column" to add this variable to the tabulation.



**Step 7:** Your table should look similar to the image below.

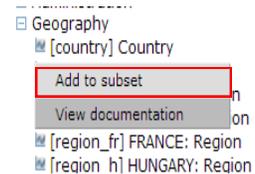
Dataset: The Globalization of Personal Data (GPD) Project International Survey on Privacy and Surveillance, 2006 [Seven-Country]

[q11] How worried...tion on websites?: Categories | [qe] Gender: Categories | Type: Column percentage

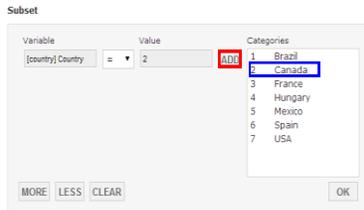
[qe] Gender	Male	Female	Total
[q11] How worried are you about providing personal information on websites?			
Very worried	26.1	30.5	28.4
Somewhat worried	32.9	35.0	34.0
Not very worried	20.9	17.3	19.0
Not worried at all	20.1	17.2	18.6
Total	100.0	100.0	100.0
N=	3,142.1	3,386.3	6,528.3

Weight is on

**Step 8.** Now let's look at the situation in CANADA. To do this we'll use the **SUBSETTING** feature. Click on the subsetting button on the top right hand side to open the subsetting window. From the Left-hand variable list, Left-click on the "+" next to the group "Geography". Left-click on the variable "[country] Country" and left-click on the option "Add to subset"



Choose "2" Canada and click on "ADD" to add it to the subset. Then click "OK" to apply this criterion (i.e. to limit the results to Canada only).



The following table should be generated. Note the notifications at the bottom of the table indicating what has been done.

[q11] How worried...tion on websites?: Categories | [qe] Gender: Categories | Type: Column percentage

[qe] Gender	Male	Female	Total
[q11] How worried are you about providing personal information on websites?			
Very worried	25.5	32.4	29.1
Somewhat worried	38.4	44.4	41.6
Not very worried	25.5	15.7	20.3
Not worried at all	10.7	7.6	9.0
Total	100.0	100.0	100.0
N=	439.9	498.3	938.2

Filter is on  
Weight is on

## Exercises

1. Is there any difference when you select out the USA or another country?
2. Find this survey using the "Search" box on the front page of ODESI.
3. Check out the "Video Tutorials" under the "Learning Tools" on the left hand side of the page for more information in using Nesstar.