

‘A Surveillance Society’

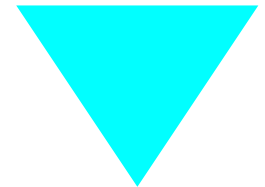
A Qualitative Research Presentation

for

**Surveillance Society Conference:
Turning Debate into Action
11th December 2007**



DIAGNOSTICS



Research Objectives

The research aimed to understand the **public's awareness and perceptions of surveillance**

- **What they feel are its effects** on their privacy, society, levels of choice, power and empowerment
- And **what safeguards** they feel are necessary to control any perceived risks

Methodology

Youth



Family



Pre-family

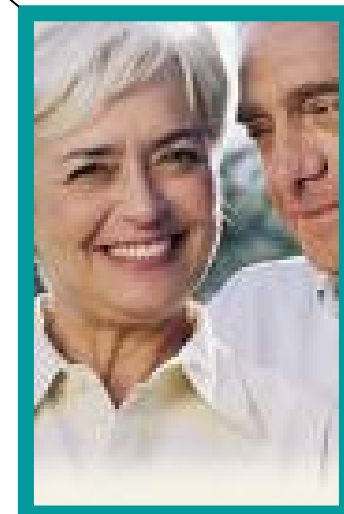


**3 groups per
segment**

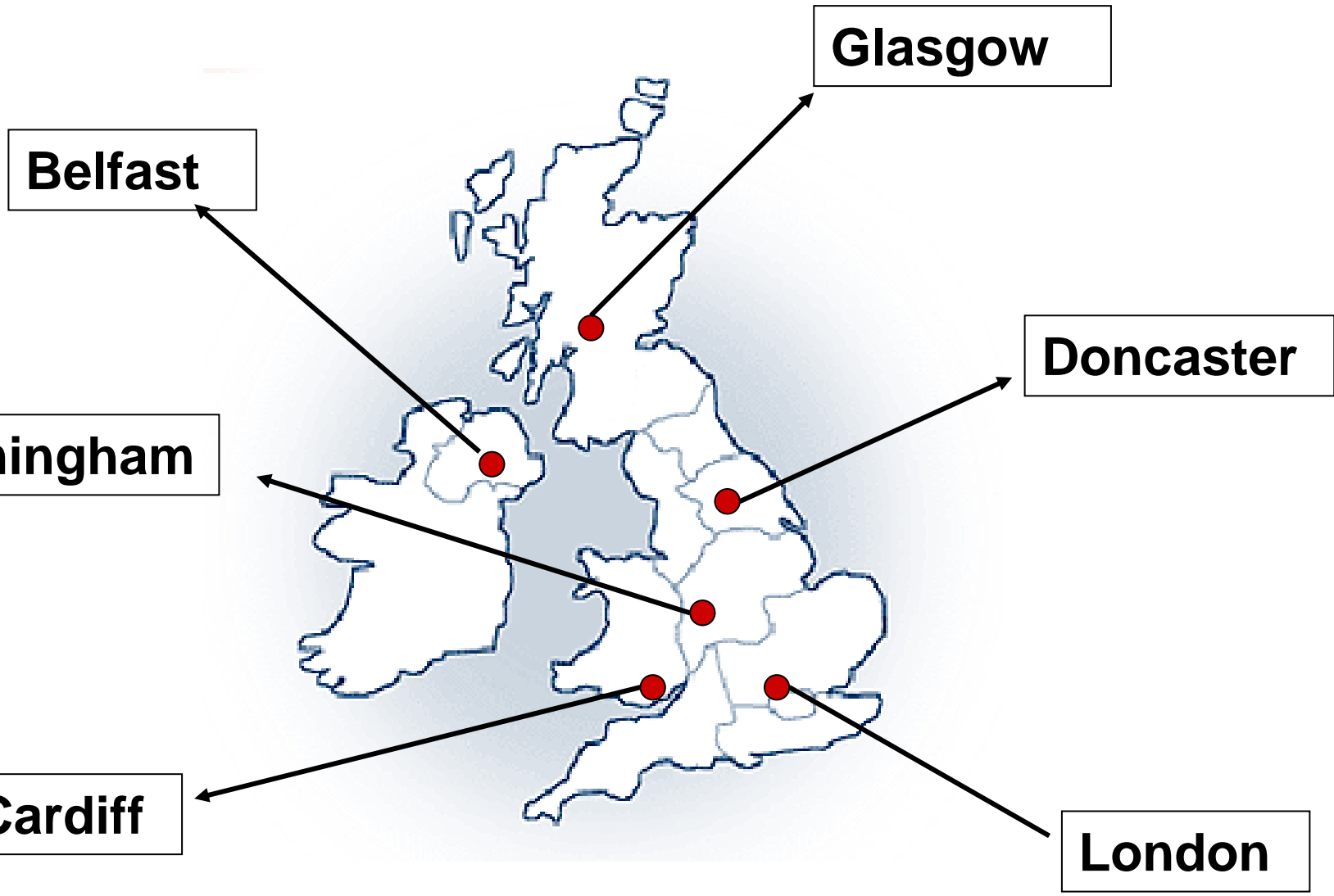


**Total: 12 focus
groups**

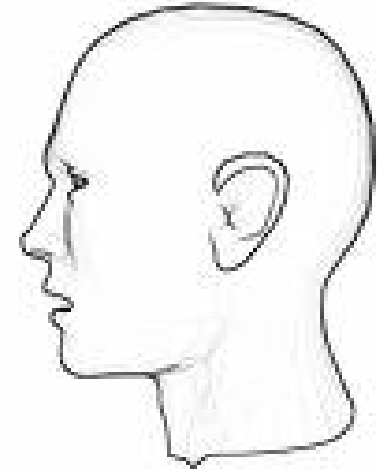
Retirees



Groups held in...



What is 'surveillance'?



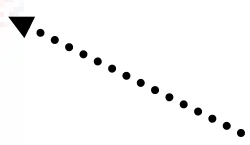
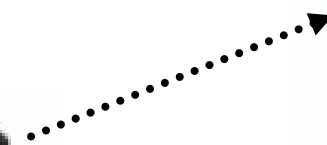
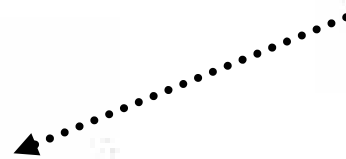
But, only a part of the data collection story...

1. Security CCTVs	2. Revenue-raising CCTVs	3. Person-based security checks
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4. Electronic security monitoring

5. Actively given data	6. Passive / automatic data collection	7. Openly shared databases
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Generally unconcerned about 'pure' surveillance



**Generally want more, not less,
surveillance (protection)**



Minority concerns about 'pure' (State) surveillance

Excessive monitoring



Often ineffectual (CCTV)



Substitute for real action

**Excessive state control
of data**



Intrusive and unnecessary



**'Guilty until proven
innocent'**

Key concerns...

ARE NOT

'Pure' Surveillance



by

STATE

BUT RATHER

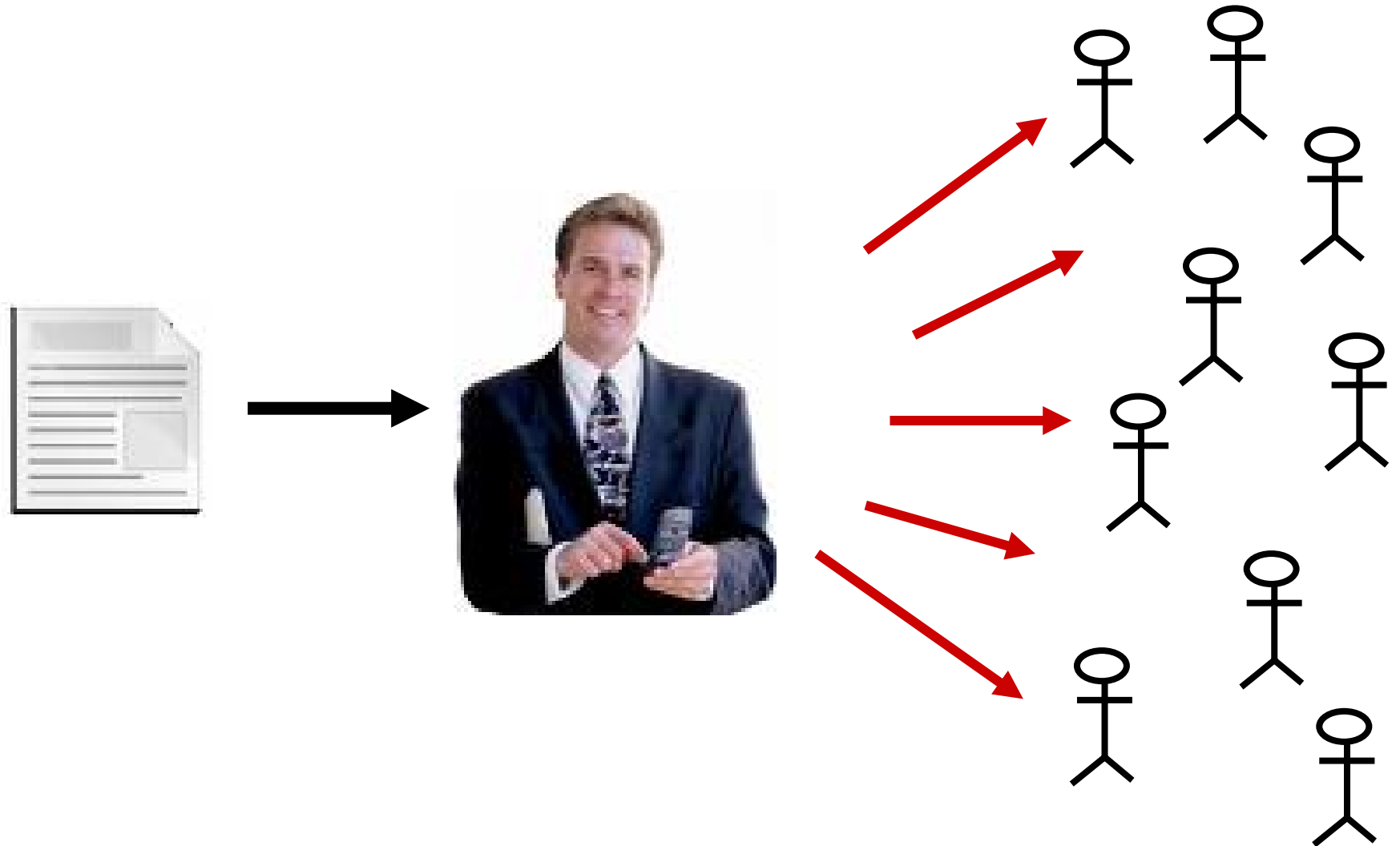
**Date misuse and
abuse**



by

**COMMERCIAL
organisations**

Selling on personal data



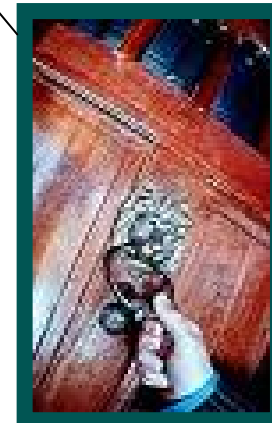
Abuse of Personal Data



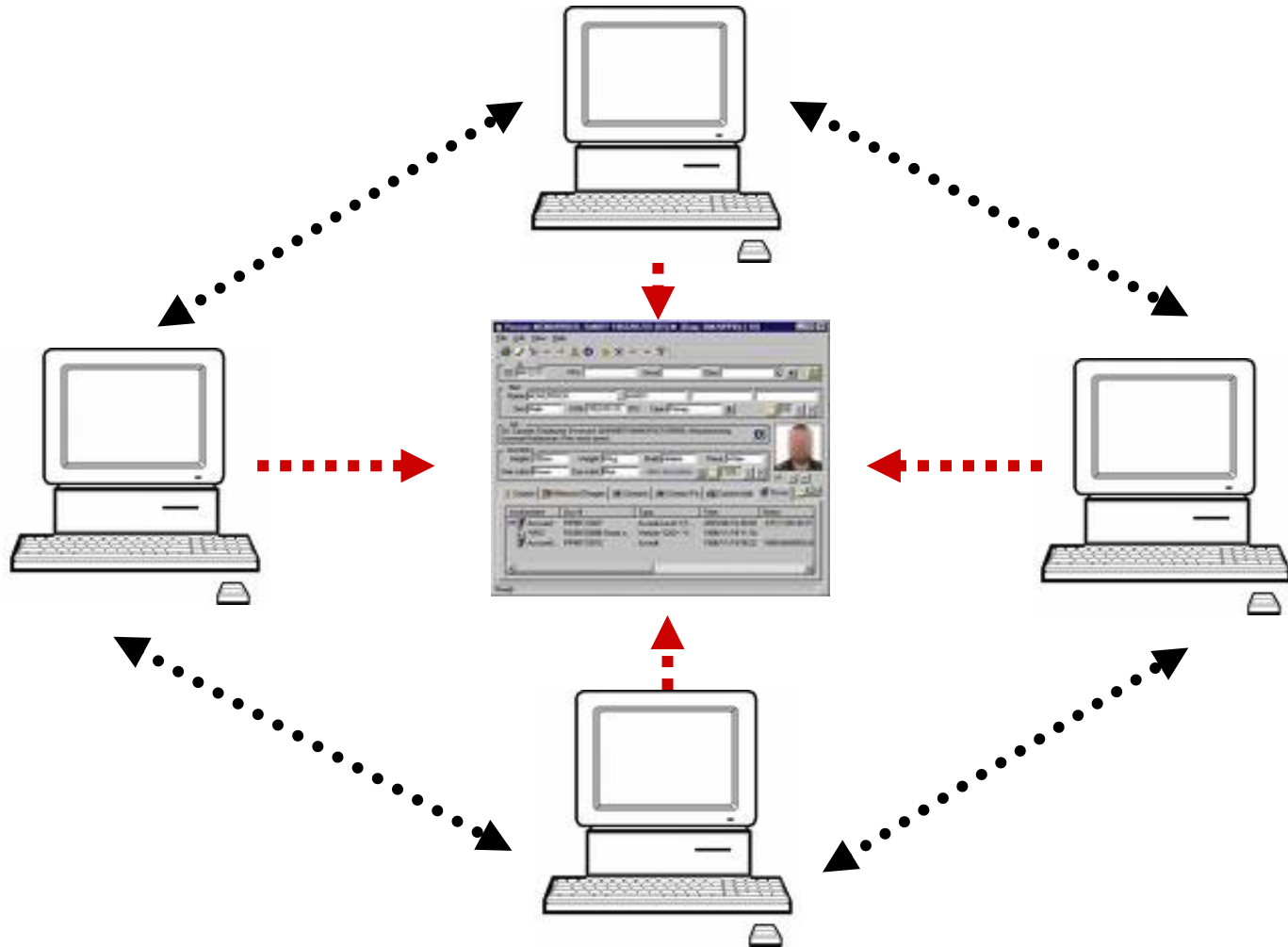
Direct Mail

E-mail Spam

Cold Calling



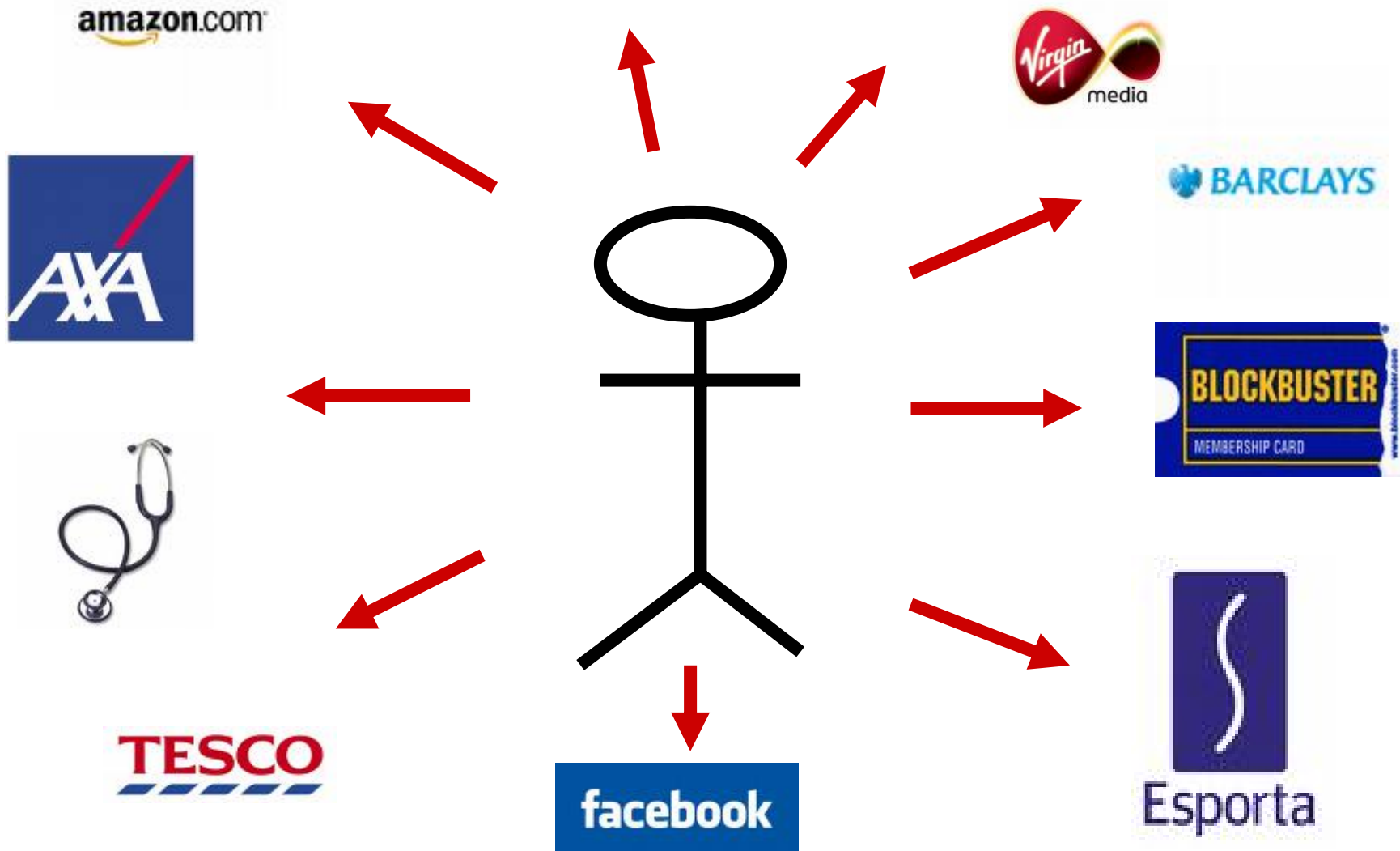
Fear of commercial 'master files'



Identity fraud scare



The more you give, the bigger the risk of ID fraud



Why most do not actively worry about pure surveillance or data collection



Stable democracy

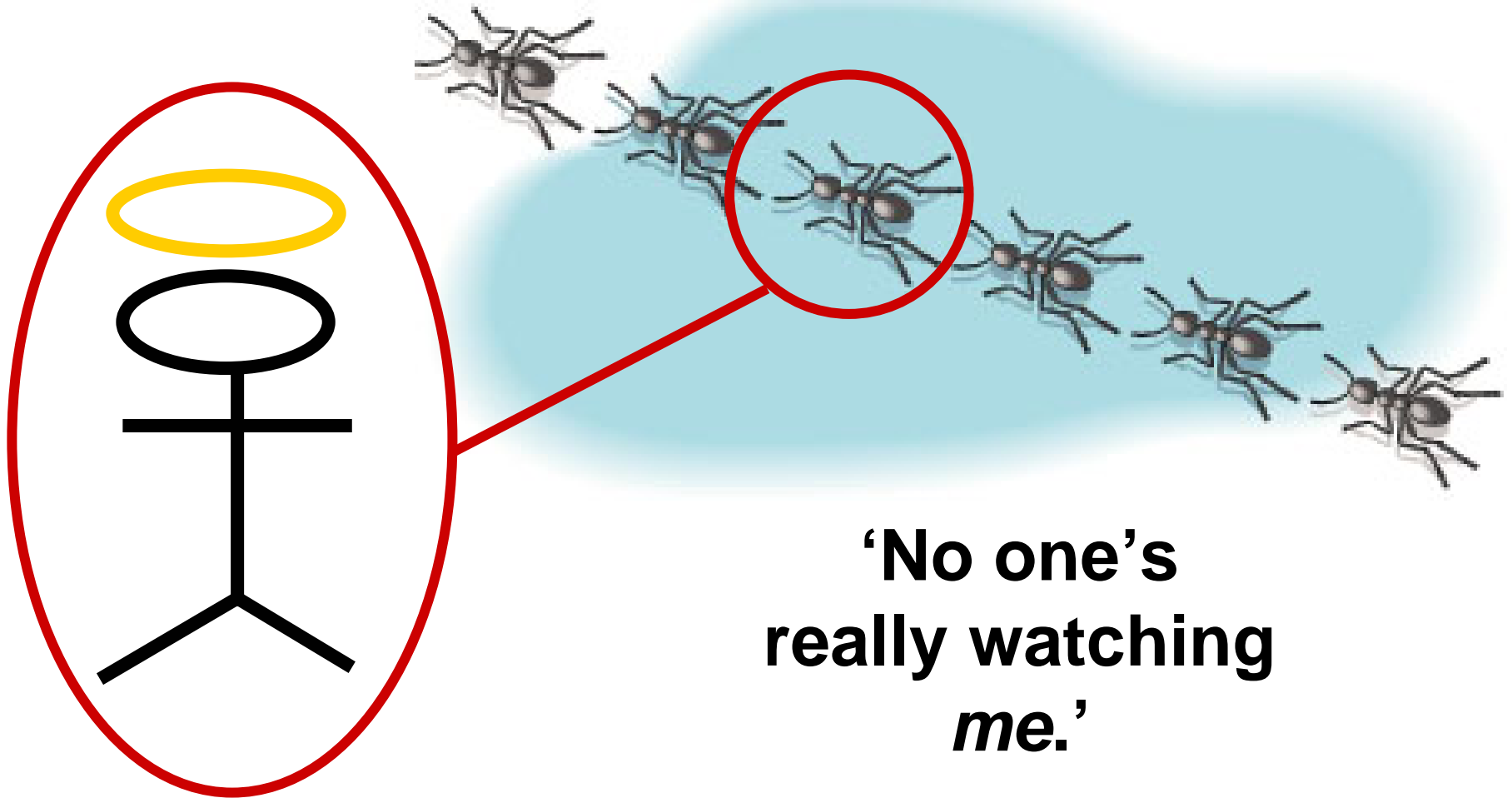


Imperative of national security



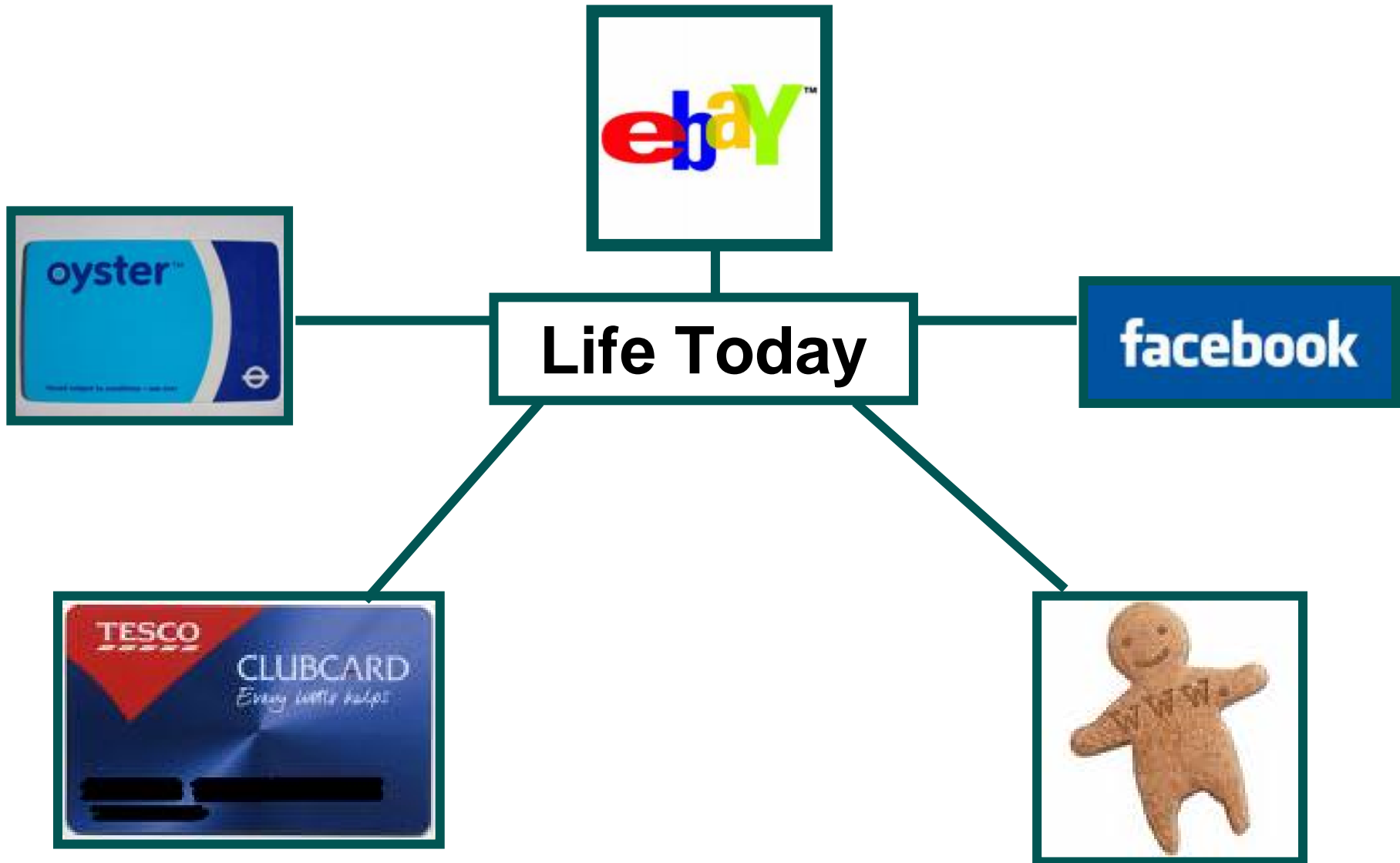
Benevolent security forces

Why most do not actively worry about pure surveillance or data collection



**'No one's
really watching
me.'**

Why most do not actively worry about pure surveillance or data collection



Why most do not actively worry about pure surveillance or data collection



OR



Why most do not actively worry about pure surveillance or data collection



‘ Someone’s looking out for me.’



‘ There must be laws against it.’

Struggle to Identify Future Safeguards

Education about data

Collecting, holding, sharing data

New technologies

Opt outs

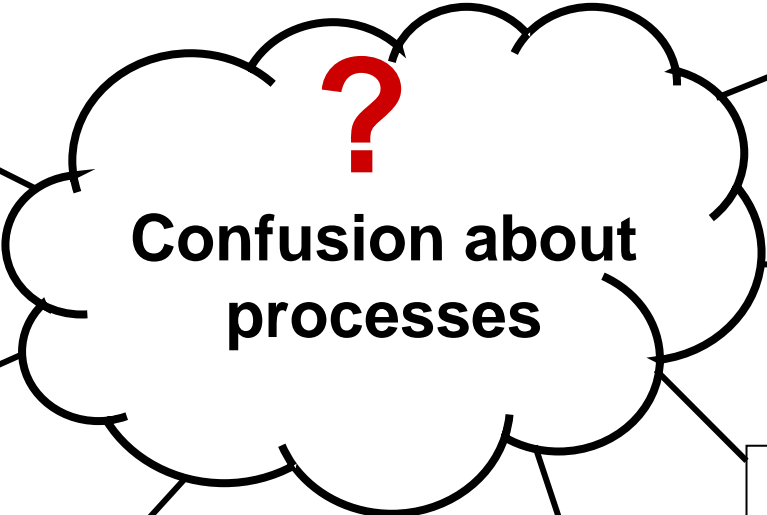
Social Networking

Data holding and storing

ID Fraud

Data sharing

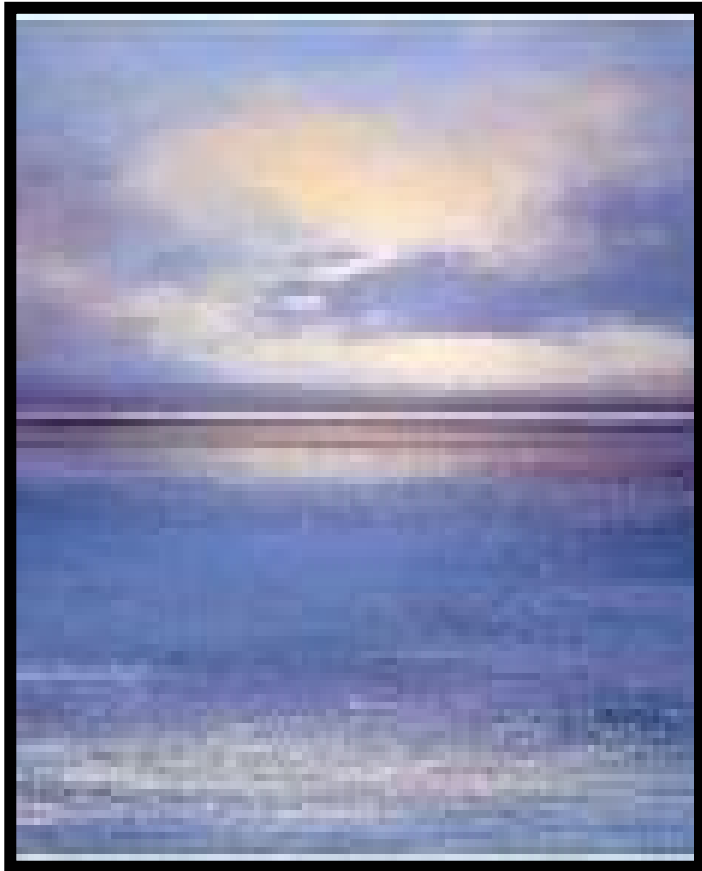
Data selling



Confusion about processes



Public complacency is fragile



**Data
disasters**



The balance of concerns

At the end of the day, you'd stop living if you worried about it all.

(18-24, Glasgow)

You wouldn't take a bath in your front garden, would you? So why should they know all this personal stuff about me? I don't like it.

(18-24, Birmingham)

Assumption of Protection

**You keep going through life with your fingers crossed. You know there is stuff out there protecting you, but you're not sure what it is.
(Family, Glasgow)**

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