



# People, Power and Technology:

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The 2018 Digital Understanding Report

doteveryone

# About Doteveryone

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Doteveryone is a think tank that champions responsible technology for the good of everyone in society. Our work explores the social impact of technology, shows what responsible technology looks like, and builds active communities to create change.

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# Foreword

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To shape our digital world, we must first understand it.

We are bombarded on a daily basis with news of how technologies are transforming our lives - and of the strain this is putting on our society. The advances of machine learning and automation will only accelerate this transformation, bringing more wonders - but also more worries.

*People, Power and Technology : the 2018 Digital Understanding Report* highlights how each of us needs a digital understanding of our own to navigate this world - how across our lives as we communicate, shop, work and get involved in our communities we need to appreciate the impact technology has.

But it also shows we are still far from being able to do that. Some key aspects of the internet remain a mystery for many - from how platforms gather and use our data to how the information we leave behind online allows companies to vary the prices we pay.

Building our understanding can help give us resilience in a time of technological change. With greater understanding - as individuals and as a society - we will be better able to harness the opportunities technologies present.

The need for this understanding is urgent. This report exposes how great that need is. Now we all as a society bear a responsibility to overcome it.

A handwritten signature in blue ink, appearing to read "Martha Lane Fox".

April 2018

Martha Lane Fox  
Founder & Executive Chair  
Doteveryone

# Executive Summary

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The internet is a part of everyday life for most people in the UK - people spend more time online than they do asleep. Everything from televisions to kettles can connect to the internet.

Over 90% of the population have at least some basic digital skills, allowing access to the economic, social and civic opportunities the internet presents - from finding recipes to filing tax returns, keeping in touch with family and keeping track of finances.

But there's a big difference between having skills - knowing how to use the internet - and having understanding - knowing the implications of using the internet.

Digital understanding is not about being able to code, it's about being able to cope. It is about adapting to, questioning and shaping the way technologies are changing the world.

*People Power and Technology : the 2018 Digital Understanding Report* from Doteveryone sets out a definition of digital understanding, explores in depth the UK public's understanding of technologies and exposes where the gaps lie.

The report shows where there are currently low levels of public understanding around digital technologies. But it does not lay the blame for this at the door of the public. Digital understanding is dependent on digital technologies being understandable. At present they are not.

*People, Power and Technology* is a challenge to those who create the products and services that people rely on to make understandability the building block of everyone's digital experience. And it is a challenge to government to create and enforce standards of transparency and accountability for digital products and services. These actions must be supported with the public education needed to help close the understanding gap.

The first part of this report introduces Doteveryone's Digital Understanding model which defines what it is that people need to comprehend so they can usefully harness technologies in different aspects of their lives.

The second part of the report identifies specific understanding gaps and reveals blindspots around:

- **How adverts target you** - 45% are unaware information they enter on websites and social media can help target ads
- **How your personal information is collected** - 83% are unaware information can be collected about them that other people have shared
- **How prices can vary** - 47% of people haven't seen prices change when they repeatedly search for an item or noticed friends or family seeing a different price for the same service
- **Where your news comes from** - 62% don't realise their social networks can affect the news they see
- **How products and services make money** - 24% don't know how tech companies make money

This research is based on a nationally representative survey of 2,000 people online and 500 by phone, backed by in-depth conversations in focus groups, which are quoted in this report. Findings from the research about public attitudes towards technologies have been published in *People, Power and Technology: The 2018 Digital Attitudes Report*.

## Recommendations

Based on the findings of this first, national digital understanding survey, DotEveryone calls for:

1. **New codes of practice for design and consent** in the technology industry, so that products and services do the hard work to be understandable
2. **A central, trusted and independent source of information** with clear, up to date plain English explanations of the key aspects of digital understanding
3. **Public engagement to support digital understanding at all levels of society** - not just for children and with a specific focus on digital leadership for public institutions



# Defining Digital Understanding

Much of the technology people use every day is designed to be as attractive and easy to use as possible. To quote the UK [Government Design Principles](#), good digital products and services “do the hard work to make it simple”.

But easy to use can be - ultimately - hard to understand.

Simple, user-friendly smartphone interfaces mask the complexity and computational power that lie beneath. Everyone wants to plug in a new device and set it up straight away; few have the energy or capacity to take off the back and see how it works. As automation becomes more commonplace - and machine learning is used to make complex decisions - many products and services will become even faster, even easier to use and even harder to understand.

But it is not just the technical complexity which is unseen - the implications of using technologies are also obscure.

People do not need to be able to read the code behind Facebook - but they should expect to be able to know who has access to their data. They should not need to be able to unpick an algorithm - but they should be able to know if they're paying a higher price than the next person. They should not need to be able to read a company's accounts - but they should be aware that the app they are using is making money from their personal information.

Digital understanding is about appreciating these impacts of technologies - how they shape people's lives and society as a whole.

As technologies adapt and change, and people's needs adapt and change, digital understanding gives people the resilience to respond to those changes and to make technologies work for them.

## Doteveryone's Digital Understanding Model

The digital skills which people need so they can use the internet are now recognised in the UK on a par with numeracy and literacy and there are established measurements to assess them. But the same has not been true for understanding.

Doteveryone has now developed a model that defines what digital understanding means for people in practical ways that they can recognise in their own lives. We have split the definition into common roles: **individual, consumer, worker** and **member of society**, which are described in more detail below.

Digital understanding is not a race to be won or a series of boxes to be ticked. What is important is that people grasp the implications of their use of technologies to a level that's appropriate to their lives.

So, if you are starting out on your career it's important to understand how social media profiles can be viewed by prospective employers, if you're on a limited budget it's helpful to know how your browsing history can affect the prices you see, and if you are looking for love it's good to be aware that not everyone online is who they seem.

But it's likely people will only need some of these things at any given point in their lives. Our model shows how people can move from basic awareness to deeper questioning of the implications of technologies in each part of their lives as they need it. A table showing the level of public understanding across each of these categories, measured against our survey data, can be found in the appendix of this report.



## The Individual

The internet presents opportunities for people to share information about themselves, connect with others and receive personalised services, tailored to their tastes and interests. But many find it disconcerting if they feel this personalisation has become an invasion of their privacy.

**As individuals, people need to understand the internet's role in their personal life, so that they can feel in control of their online accounts and profiles, and feel comfortable with how they appear and can be seen.**

This includes:

- Knowing how adverts target you
- Being alert to potential scams
- Realising how your online accounts create a profile of you as an individual
- Being aware of how personal information is collected and stored about you



## The Consumer

The array of products and services available online remains a key driver of people's use of the internet - almost three-quarters of people regularly shop or bank online, more than use social media or read news and information. People see these services as one of the great positives of the internet - 74% value the access to products and services, though 69% also worry it makes it easier for criminals to scam people.



**As consumers people need to understand the internet as a market, so they can make clear and confident decisions about how they use, buy and sell products and services.**

Consumer understanding includes:

- Realising that prices can vary online
- Being alert to illegitimate companies
- Knowing how tech companies make money
- Being aware of your consumer rights online



## The Worker

The internet has already transformed many people's working lives and the pace of change is set to rapidly accelerate. There has been a great deal of attention paid to the digital skills gap the UK faces and the need to develop a skilled workforce to build the digital economy. But with the pervasiveness of internet technologies across every kind of workplace, almost everyone now has a 'tech job' to some extent. Understanding the role of technology in the world of work will help people negotiate their working lives in a time of rapid technological change.

**As workers people need to understand the internet's role in their work and study so they can make the most of their time and skills, now and in the future.**

Worker understanding includes:

- Realising how online profiles could affect your professional life
- Knowing how to use technology to find work
- Using technology for training and learning
- Being aware of the impact of technology on working opportunities and practices



## The Member of Society

The internet has become a vital part of the public sphere. It is where people find their news and information, where elections are fought, where communities organise and campaigning takes root. While some of society's institutions are struggling to cope with the rapid pace of technological change, the internet also opens up new opportunities for people to engage in civic life.



**As members of society people need to understand the internet's role in society and civic life, so they can better participate and challenge.**

This includes:

- Being aware of the role of the internet in civic and political life
- Thinking critically about the trustworthiness of information
- Knowing about filter bubbles and their impact
- Being aware of your legal rights online



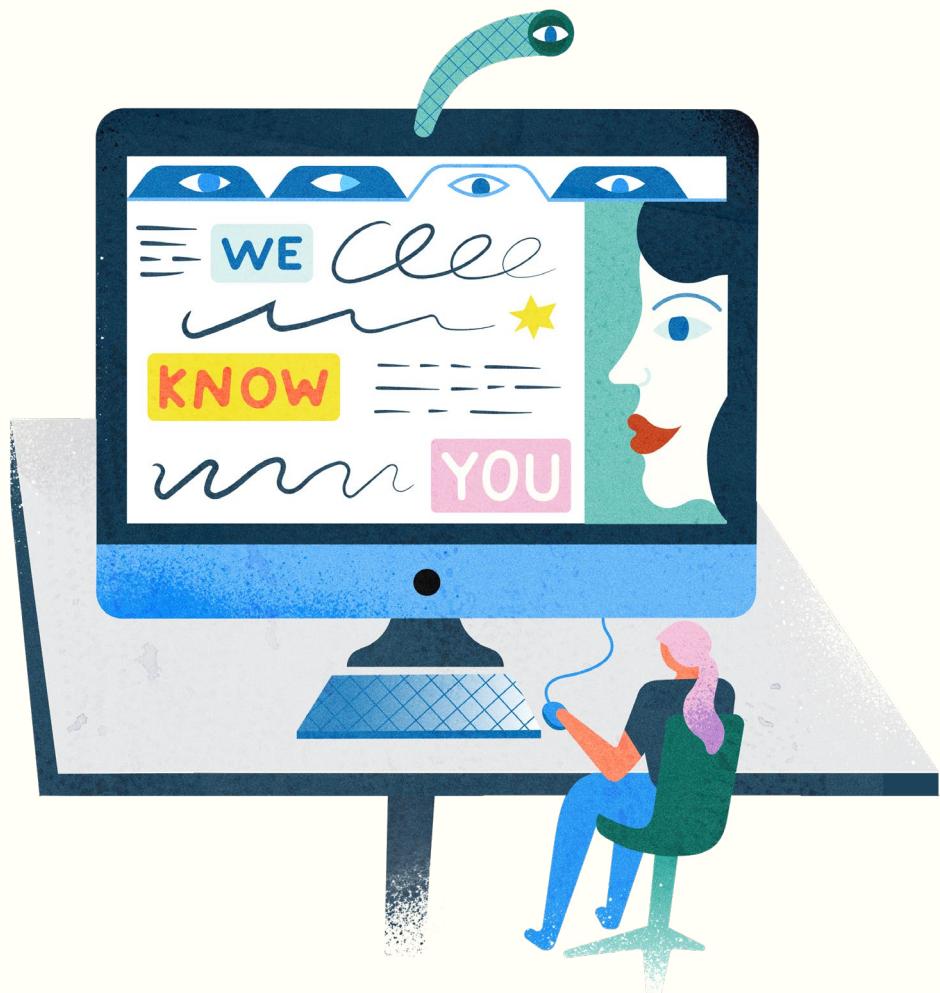
# Digital Blindspots

Doteveryone's digital understanding model shows how people can harness technologies by building awareness of how they affect them in the different aspects of their lives.

But our research has also revealed five specific areas of the way digital technologies affect people that are particularly poorly understood. This part of the report highlights where these blindspots lie. We've included some steps which people can take to address them in the [appendix](#).

Although we would encourage individuals to develop their awareness of these understanding gaps, we would stress that responsibility lies primarily with industry to make their products more understandable and with government to ensure there are standards which require companies to do so.

## 1. How adverts target you



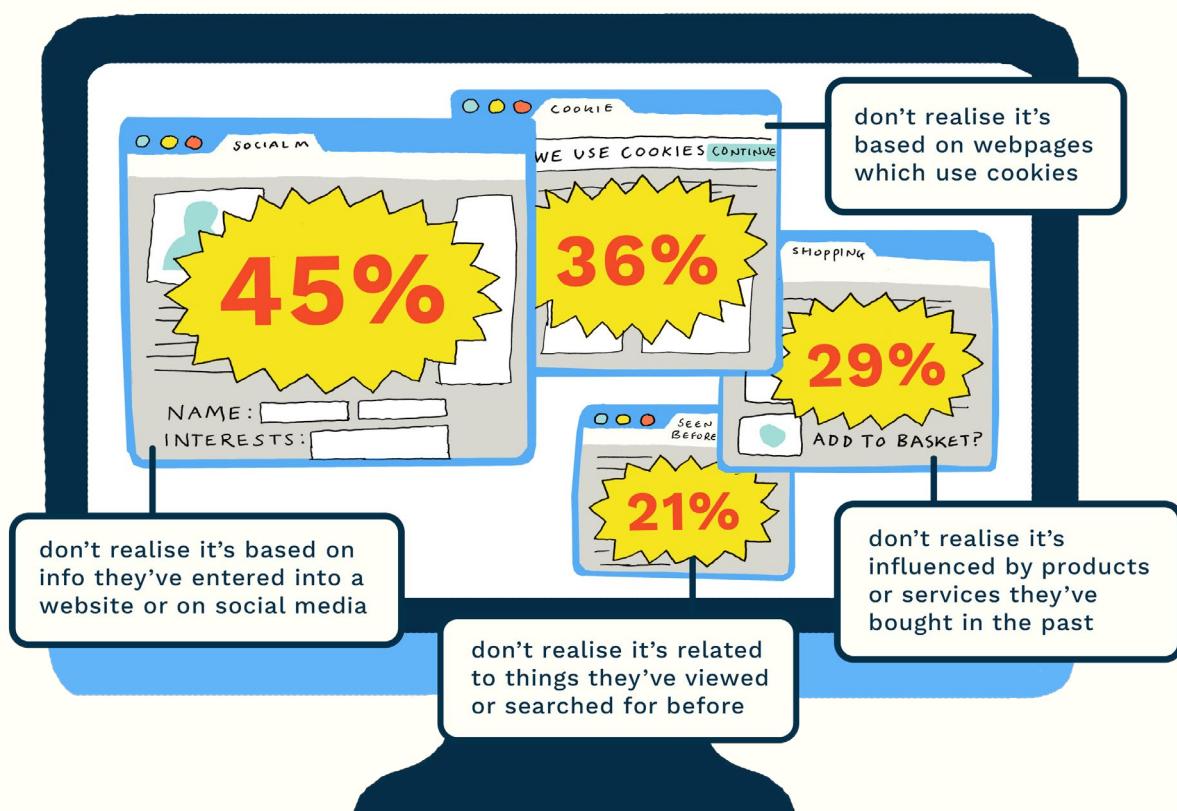
**“When cold callers phone to sell you random products you put the phone down. You can’t do that online.”**

Digital advertising is worth £11.4bn in the UK - more than half of the total advertising market. The internet has allowed advertisers to use the information which people leave behind when they use the internet to tailor their messages to individuals in ways that were never before possible. It's estimated that 79% of digital advertising is programmed by software designed to do this. Dot everyone's research has found that people find targeted advertising disconcerting and it makes them feel uneasy - 47% say they feel negatively about receiving it. People also have a very limited understanding about the way it operates.

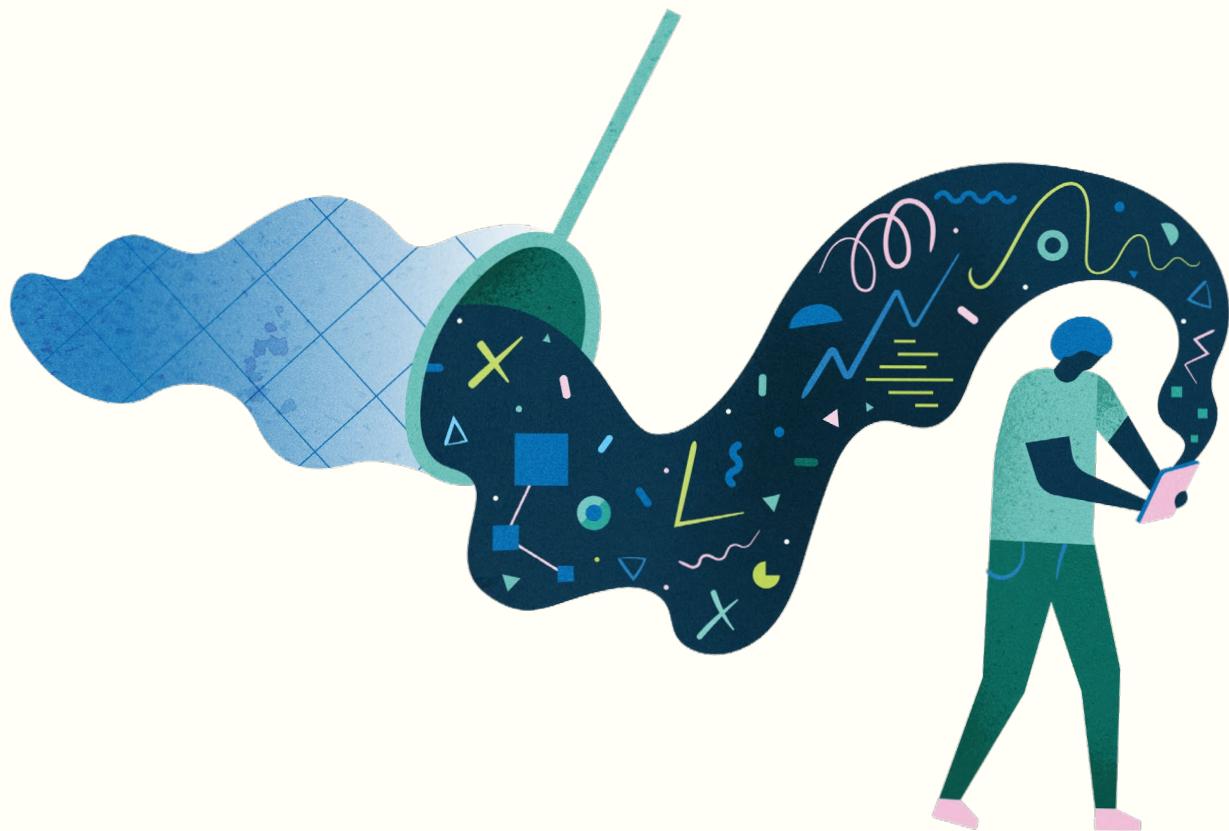
We found almost half are unaware the information they share on websites or social media can influence how adverts are targeted, almost a third don't realise that the things they've bought before can affect what ads they see and a fifth haven't noticed that they've received advertising based on what they've previously viewed or searched for.

If people are able to better understand how targeted advertising reaches them, they can take steps to help control the kinds of advertising they receive.

## Understanding of how adverts are targeted



## 2. How your personal information is collected

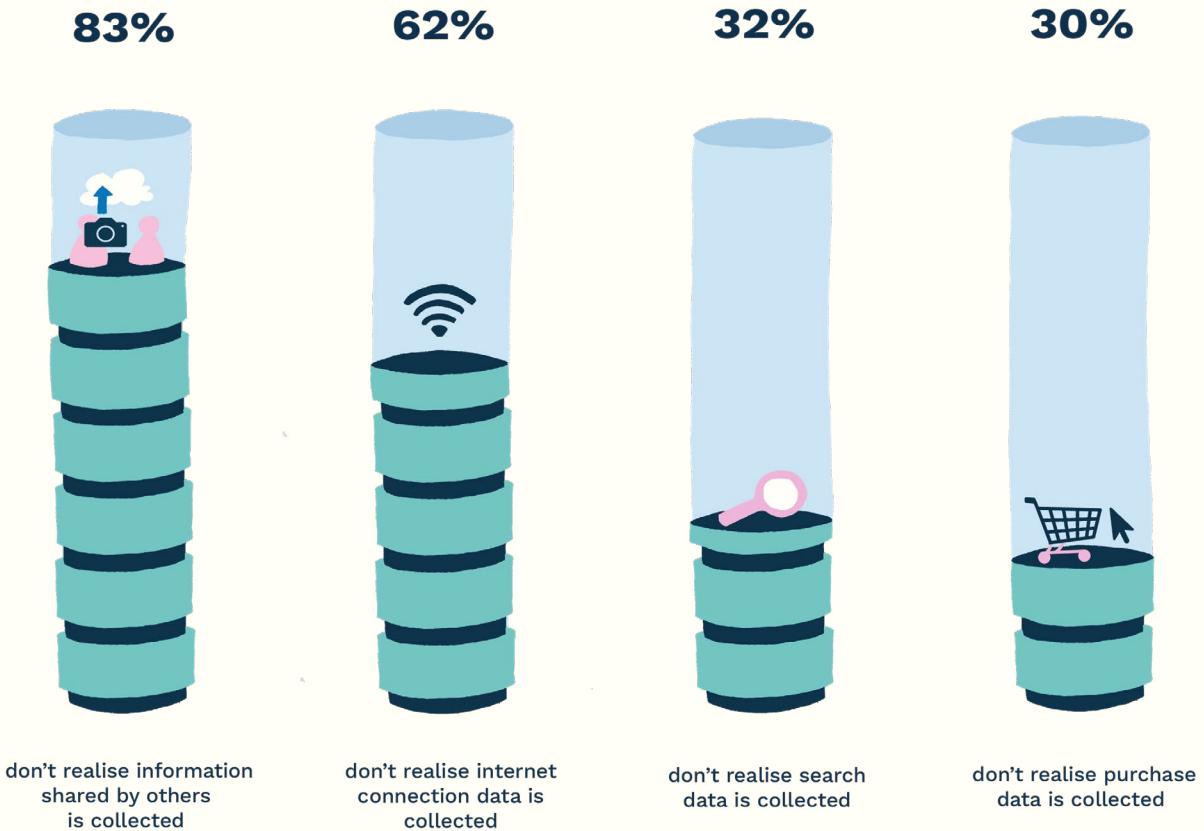


**“It feels like I am being spied on – how could I feel safe using the internet when someone is constantly watching me and tracking what I am doing online?”**

When using the internet, people leave behind information about themselves. Sometimes they do this actively, for example by entering their name or email address on a form and sometimes passively, for example through the information about their internet connection shared by their computer.

Doteveryone’s research has found that people care deeply about the use of their personal information – 95% say it’s important to know their data is secure, 94% say it’s important to know how their data is used. And they would like more control over it – 91% say it’s important to be able to choose how much data they share with companies, but half (51%) can’t currently find out that information. We found that people have little understanding of how companies collect data about them.

## Understanding of what data is collected



While around a third don't realise that information about previous searches or purchases is collected, two-thirds are unaware that information about their internet connection is gathered and over 80% don't realise that information which other people share about them is collected.

The ways that data is collected are complex and individuals can't always control how much information about them is gathered.

We found 42% would like to do more to change their privacy settings but don't know how and 25% feel there's no point in doing so as companies will get round them anyway. However better understanding of data collection can help people make more informed choices and take some steps to make their data more secure.

## 3. How prices can vary

**“I think it’s just a lot easier nowadays to sit on your computer or on your phone and just literally go on to any website that you want, rather than going in to Leeds city centre and having to walk around for ages - you’re cutting out the effort really.”**

The internet has made shopping easy and convenient. Almost one fifth of UK retail spending is online - £1,230.2 million each week. But it can also make it hard to know how much things should cost. Some retailers can use information people leave behind on the internet to try to predict how much people are prepared to pay for something, and charge people different prices accordingly. Although there has been some reporting of how a person's browsing history can push up the cost of products such as flights online, Doteveryone found that there was very little awareness of this practice, known as dynamic or discriminatory pricing.

Almost half (47%) have not noticed at all that prices vary when they search for them online. And only 21% are aware that data may be collected so that companies can determine the price they are charged for a product or service.

Of those who have noticed prices increasing when they search for products online, around half (47%) believe the company is trying to encourage them to buy a product, 43% believe it's because the company thinks they are willing to pay more, 33% believe its due to a change in availability and 32% believe it's due to the number of people searching for a product at any particular time.

With greater understanding of how this works, people may be able to take some simple steps to reduce their exposure to this kind of targeting.

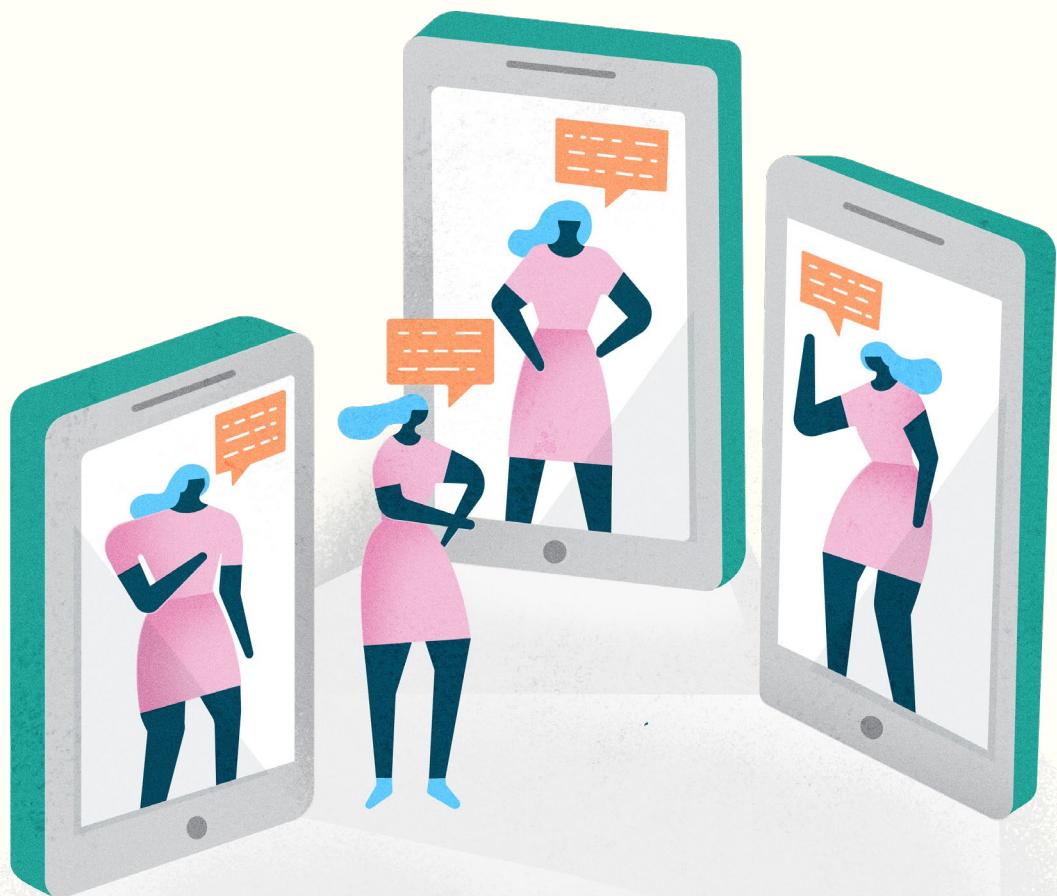


## 4. Where your news comes from

**“If you have the news set on your phone, the more articles you read of a certain type they all just come back at you... it polarises opinion even more.”**

People love the internet for the access to information it offers. 67% of people regularly use the internet to search for and read information, including the news. 68% see the opportunity to learn and try new things as one of most positive effects of the internet. But the internet has also allowed misinformation to spread and can make it hard for people to know what to trust. Our research found there are high levels of distrust of news and content online. Only a third (31%) think most news websites and apps are trustworthy and accurate and 41% say some news websites and apps can't be fully trusted but read them anyway.

Personalised search results and social media feeds can also affect what information individuals see - creating ‘filter bubbles’ where people only see information which comes from a particular standpoint. Two thirds of people (62%) are not aware that the news and information they see online can depend on the people they are connected to on social media. 42% say they stick to news websites and apps which appear to share their own values and beliefs while 30% say they make an effort to view websites with differing political standpoints.



## Understanding of online news and information



As the internet is a key source of information for public debate, it's important people have the understanding to distinguish trustworthy content from misinformation.

## 5. How products and services are paid for

**“Collecting data...it’s just how they make money. I expect it – you shouldn’t just accept it but you do. It’s not well known how to get away with it – how to turn it off.”**

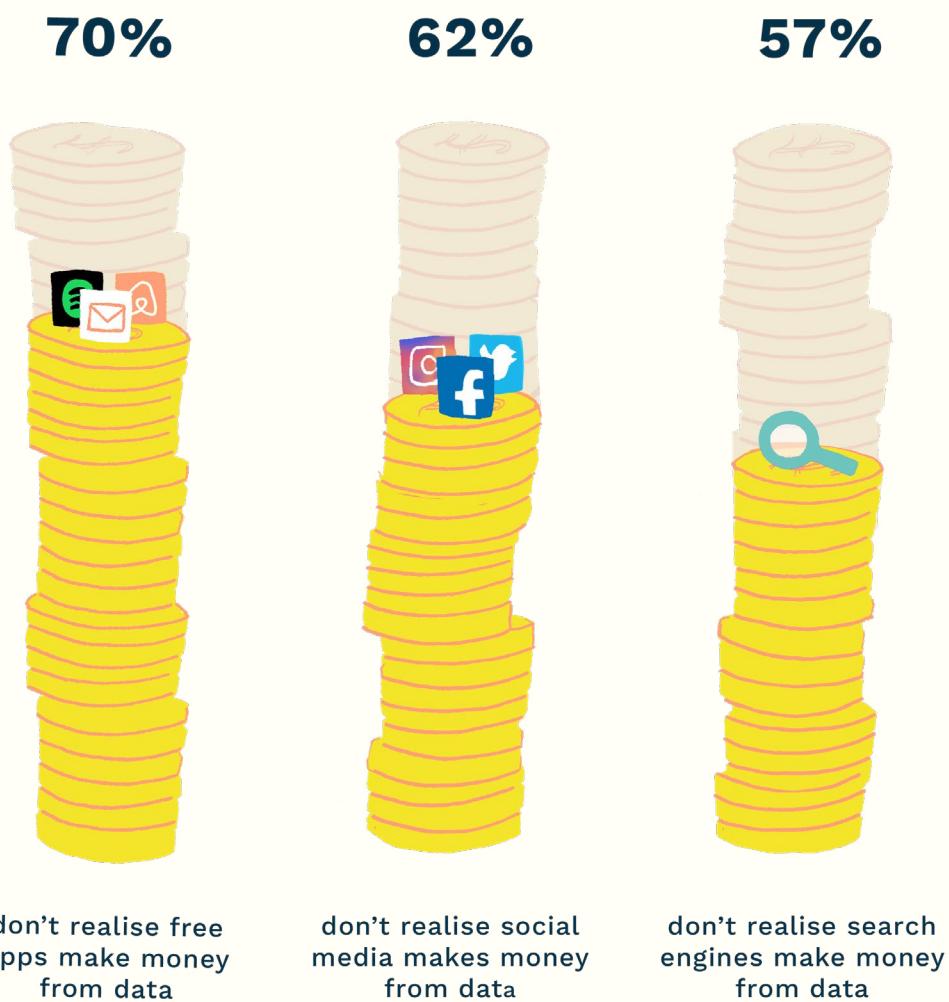
How tech companies make money is one of the least well understood areas of how the internet works. Almost a quarter (24%) of the population say they don't know how online services are funded. Many services are free to use which can mask the operating model that lies behind them. Often they are funded through complex combinations of digital advertising, data selling, endorsements and paid content so it's not always clear where companies are making their money.

While two-thirds (64%) recognise advertising as a source of revenue for search and social media (62%), only 8% are aware that paid content can help fund social media and only 25% that endorsements can help fund blogs and vlogs.

In particular, awareness of how services make money from data is very low with more than two-thirds (70%) unaware this applies to free-to-use apps, 62% to social media and 57% to search engines.

When people clearly feel their personal information is important to them, it is only right they know that companies are able to get financial benefit from it. They should also be aware of the role endorsements and paid content can play in framing the content they see and read online.

### Understanding of how products and services are paid for



# Conclusion

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*People, Power and Technology : the 2018 Digital Understanding Report* is the first, in-depth exploration of the UK's understanding of the digital technologies which shape and frame society.

Through Doteveryone's digital understanding model it shows how each person needs their own grasp of the impact of technologies as it affects the particular circumstances of their own life. But it also highlights where, as a nation, there are specific gaps in the public's understanding of technologies overall.

Improved digital understanding is essential to rebalance the power between public and technology and allow people to question the way technologies shape society.

Whilst we have laid out some practical steps that users can take to improve their digital understanding, most people are not in the position to be able to set the digital agenda.

Instead we are calling on those who set the rules and make ethical and moral choices behind how technology is made and consumed to take action.

Doteveryone's work to define digital understanding has benefited from the input of many colleagues across the academic, policy and charity world who have generously shared their time and ideas.

We hope this report will encourage others to share their thoughts and help develop it further so that it is a useful evidence base for people to work from.

As well as research, Doteveryone works on projects and collaborations that address the social impact of technology including:

- Working with **leaders in the public sector**, helping them gain the skills, knowledge, and mindsets they need to help organisations stay relevant in a digital age.
- Working with **businesses**, motivating them to build technology that is responsible, fair, and good for society.
- Working with **communities**, showing how technology can help address great social challenges and learning how to mitigate the risks of technological change.
- Working with **government and regulators**, creating greater accountability between tech companies and the rest of society.

# A Model of Digital Understanding in the UK

Using DotEveryone's Digital Understanding model, we surveyed the UK population to see what level people reach in their lives as individuals, consumers, workers and members of society.

## Individuals



**70%**

of people are  
'aware' individuals,  
this includes  
understanding at least  
some of

Noticing the adverts they see are different to those others receive

Being aware of hacks and scams, though not necessarily connecting them to their own behaviour

Realising their online accounts and profiles can be seen by others and used to build a picture of them

Knowing in general that data they don't actively input is collected

**20%**

are 'discovering',  
this includes  
understanding at least  
some of

Knowing targeted adverts are connected to their online behaviour and finding ways to address this

Recognising scam techniques and taking steps to avoid them

Using settings to manage the privacy and security of their online profiles

Understanding the specific ways data can be gathered

**6%**

are 'questioning',  
this includes  
understanding at least  
some of

Finding ways to reduce tracking which feeds targeted advertising

Using multiple security measures for online accounts

Appreciating the potential impact of information being shared about them

Considering the trade-offs in sharing their data in order to use services.

AWARE

DISCOVERING

QUESTIONING



## Consumers

**57%**

of people are  
'aware' consumers,  
this includes  
understanding at least  
some of

Noticing that prices can fluctuate after repeat searches

Recognising that some companies are more legitimate and secure than others

Knowing that free-to-use services may be funded through advertising

Realising that some companies are more responsible or ethical than others

Knowing they have recourse to consumer legislation for online purchases

**16%**

are 'discovering',  
this includes  
understanding at least  
some of

Understanding how their online behaviours have influenced price fluctuations

Using different sources of information to judge the legitimacy and security of companies

Knowing that free-to-use services may be funded through advertising and other means such as selling data or endorsements

Finding out how responsible or ethical a company may be

Knowing about different kinds of consumer protections

**0%**

are 'questioning',  
this includes  
understanding at least  
some of

Using tools to circumvent potential price discrimination

Using multiple sources to research the legitimacy and security of companies

Understanding the funding models behind the products and services they use and how it may affect their experience

Weighing up how responsible or ethical a company may be before using it

Knowing which organisation could help them if they face problems as a consumer

AWARE

DISCOVERING

QUESTIONING



## Workers

**57%**

are 'aware' workers,  
this includes  
understanding at least  
some of

Realising their personal life online could have consequences in their work life

Knowing technologies are changing the ways people work and learn

Knowing they can use the internet to find work or study opportunities

Knowing they can use the internet to learn skills or knowledge for their work or study

Knowing they have legal protections as workers if they are affected by technological change

**47%**

are 'discovering'  
workers, this includes  
understanding at least  
some of

Managing their online profiles to prevent negative effects on their work life

Realising the impact changing technologies could have on their own work or study

Knowing the range of tools they can use to find work or study opportunities

Using the internet to learn skills or knowledge for their work or study

Knowing which organisations support their rights as workers if they are affected by technological change

**3%**

are 'questioning'  
workers, this includes  
understanding at least  
some of

Considering how personal profiles and content could still affect work life even with privacy measures

Considering the impact of technological change on their own work or study and adjusting plans accordingly

Knowing the most effective online resources to find work or study opportunities

Knowing the most effective online resources to learn skills or knowledge for their work or study

Weighing up the trade-offs in the different ways of working enabled by technological change

AWARE

DISCOVERING

QUESTIONING



## Members of Society

**65%**

are 'aware' members of society, this includes understanding at least some of

Understanding the internet as a place of political debate

Realising that not all content is trustworthy and people may not portray themselves honestly

Being aware of the existence of filter bubbles

Being aware that legislation applies to online as well as offline activities

AWARE

**47%**

are 'discovering' members of society, this includes understanding at least some of

Recognising the impact on others of their participation in online debate

Considering the trustworthiness of news sources and whether they are promoting a particular agenda

Being aware of their own filter bubble and its limitations

Understanding the kinds of legislation that may apply to online activities

DISCOVERING

**1%**

are 'questioning' members of society, this includes understanding at least some of

Considering how online debates can have a broader societal impact

Being aware of the impact of media manipulation methods and techniques such as bots

Understanding why filter bubbles are created and finding ways to overcome them

Exercising their own information rights

QUESTIONING

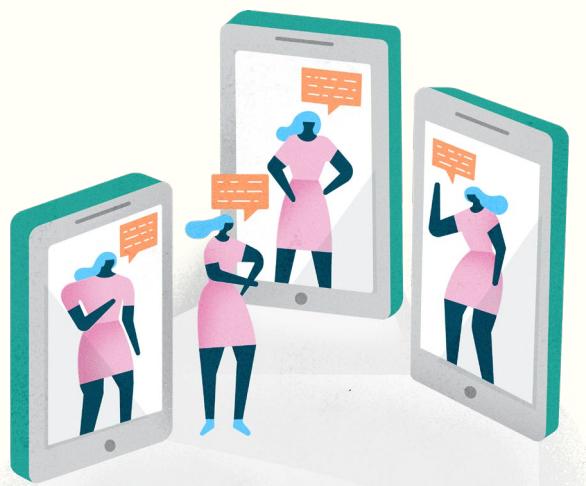
# Tips to address some of the Digital Blindspots

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Below are some steps which people can take if they wish to try to address the issues we have raised in the report. The following pages list some of the organisations which provide expert advice in these areas.

## Do now:

- Check your **privacy settings** on big platforms such as Google and Facebook. Your settings influence how your personal information and service usage data is shared between the service provider, third parties, friends and the public. They can also sometimes be used to turn off functions which some people don't like, such as personalised adverts.
- Turn on **two factor authentication** (2FA) where you can, and use a password manager to help keep your accounts secure. Two factor authentication requires both a password and a second piece of information (such as a fingerprint or a special code generated by a specific phone). A password manager allows you to store passwords in a digital vault, making it easier to use hard to guess passwords and ensure you have a different password for every account.
- Install a **tracking blocker or an adblocker** if you don't want to see adverts. Tracking blockers prevent invisible trackers from monitoring your online activity and collecting information about you, and adblockers stop most pop-ups and online adverts from appearing on your internet browser.
- Use a **privacy preserving browser** (such as Brave) or search engine (such as duckduckgo) if you wish to reduce gathering of your personal information online. These services store less personal information and browsing data than conventional browsers or search engines.





- Use a **virtual private network (VPN)** to help keep your personal information safe and prevent some types of price discrimination. VPNs create a secure tunnel from your device to the services you want to use online, preventing internet service providers from tracking what you do, and increasing security when using public WiFi systems.
- **Turn on chronological timelines in social media** where possible and turn off notifications about news you don't need to see urgently, if you want to reduce the impact of filter bubbles. Non-chronological timelines use algorithms to determine which content is shown to users, and typically prioritise content that will retain users' attention, conform to their existing interests and paid-for by third parties.

## Do regularly:

- **Update your devices and apps** and remove or turn off apps you don't use.
- **Clear your cache.** A cache stores temporarily saved data to make a site, browser or app more efficient. If you're not already using a tracker blocker, clearing it ensures private information isn't stored and used to help target personalised advertising and pricing. It also means it's not accessible by future users of the same device or vulnerable to hacking.
- **Check prices on a different device or browser** before making a big purchase online. Looking at a service or product more than once on the same device or browser may result in the price changing if service providers are able to track browsing data.
- **Check terms and conditions** where you can - there are tools which help explain T&C's such as Terms of Service, Didn't Read and try to avoid ones which you find unacceptable.

## Take Caution:

- **Only install applications from authorised app stores.** Apps downloaded from unauthorised or outdated sources may contain vulnerabilities and bugs that may affect your device or leave personal information vulnerable.
- **Don't look at private information on public wifi.** Public wifi networks are less secure and more susceptible to hacking than private networks

## If you want to do more:

- Set up an alternate social media account, follow people from the ‘opposite’ side of the debate or try out other sources of news and information. Many social media and browser algorithms prioritise content that fit in with users’ existing views and interests, causing ‘filter bubbles’.
- Build up your ability to identify online misinformation - try things like the University of Dundee/BBC [Fake News toolkit](#) or use factcheckers like [FullFact](#) and [Snopes](#).
- Consider paying for services. If you do not like receiving targeted advertising or having your personal information collected, paid services can support other business models.
- Individuals in the European Union gain new data protection rights in May 2018 when the General Data Protection Regulation (GDPR) comes into force - use them and complain where your rights are breached.



# Resources

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Many organisations offer advice on the issues raised in this report. The following includes a small selection of some of the sources of information available. We are building a more comprehensive list, which we encourage others to add to: <https://goo.gl/CuWySd>.

## Internet and society organisations:

### Citizen Lab Security Planner

<https://securityplanner.org/#/>

Generates confidential personalised online safety recommendations tailored to an individual's device, online activity and security concerns and offers tips on how to deal with online harassment, security issues, data transparency and other online risks.

### Connect Safely

<http://www.connectsafely.org/>

Produces regularly updated safety tips, news and podcasts. Hosts guidance targeted at parents, senior citizens and educators exploring a wide range of issues such as educational technology, media literacy and fake news.

### Electronic Frontier Foundation

<https://ssd.eff.org/en>

An independent non-profit working to protect online privacy. Their Surveillance Self-Defense guide offers introductory and detailed explainers and tool guides for protecting online privacy.

### Information Commissioner's Office

<https://ico.org.uk/for-the-public/>

The UK's independent authority for information rights. Its website has information about managing personal online information, with a focus on data protection. It explains how to request personal information, access information from a public body, raise concerns with an organisation about handling of public data, claim compensation for a data breach and check online information is being handled correctly.

Many other organisations also offer guidance on specific aspects on our digital lives:

### Online shopping and advertising

- **Which?** - offers detailed FAQs, step by step guides and template letters and regulation explainers on protecting consumer rights online:  
<https://www.which.co.uk/consumer-rights/l/online-shopping/>

### Privacy and data collection

- **Privacy Rights Clearinghouse (PRC)** - site hosts consumer guides to issues such as smartphone privacy, online privacy and securing social networks, alongside blog posts and infographics:  
<https://www.privacyrights.org/topics/online-privacy>

### Protection, online rights and policing

- **Get Safe Online** - offers free expert advice on protecting computers, children and adults against a range of online risks:  
<https://www.getsafeonline.org/protecting-yourself/privacy/>

### Children and young people

- **The UK Safer Internet Centre** - offers guidance to help children have a safe and positive time online and information for those working with young people including teachers, foster carers and adoptive parents, healthcare professionals and governors and trustees:  
<https://www.saferinternet.org.uk/advice-centre>

### Social media and online Identity

- **The Center for Humane Technology** - lists a range of actions and tools individuals can use to reduce their smartphone and social media use and combat bad online habits:  
<http://humanetech.com/take-control/>

### Online media and trust

- **Full Fact** - offers a 10-point toolkit to identify online misinformation:  
<https://fullfact.org/toolkit/>

# Methodology & Acknowledgements

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This research was led by Catherine Miller, Ollie Sheldrick, and Alex Lemon at Doteveryone, with further analysis by Jacob Ohvrik-Stott. We are grateful to colleagues from the Oxford Internet Institute, Nesta, Good Things Foundation and the Office for National Statistics for their input and feedback in developing the digital understanding model.

Surveys and focus groups were conducted by Cordelia Hay and Max Templer at BritainThinks. BritainThinks surveyed 2,538 respondents in total: 2,038 people were surveyed online between 4th and 6th December 2017. By nature, all respondents were users of the internet. These respondents were asked detailed questions about their internet understanding and use, as well as overarching questions about their attitudes towards the internet.

500 people were surveyed offline, by landline and mobile telephone, between 8th and 20th December 2017. All telephone respondents were screened to ensure that they were not regular users of the internet, with none using the internet more frequently than once a week. These respondents were asked overarching questions about their attitudes towards the internet.

Data are weighted to be nationally representative of the British adult population by gender, age and region according to ONS figures. Where telephone survey data has been combined with online survey data, this has been weighted to reflect the proportion of UK adults who are not currently regular users of the internet according to 2017 ONS data.

Focus groups were conducted online and face to face with 32 participants from Watford and Leeds in July 2017.

All the data used in the report has been published under Creative Commons licence and is available to download from: <https://github.com/Doteveryone/People-Power-Tech>.

The report was written by Catherine Miller, Rachel Coldicutt and Hannah Kitcher. The report was designed by Josh Kwan with illustrations by James Barclay and Elin Matilda Andersson.





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