

Supplemental Appendix

Briefing Memorandum and Questions: Stryker

You are participating in a Stanford University research project focusing on the interactions between social activists and companies in the context of an Internet privacy issue. Please give us your undivided attention and thoughtful responses for about 9 minutes.

Your role is one of four, each of which is assumed by a participant in the experiment. Your decisions will be combined with the responses of the participants in the other roles to complete the play of the game.

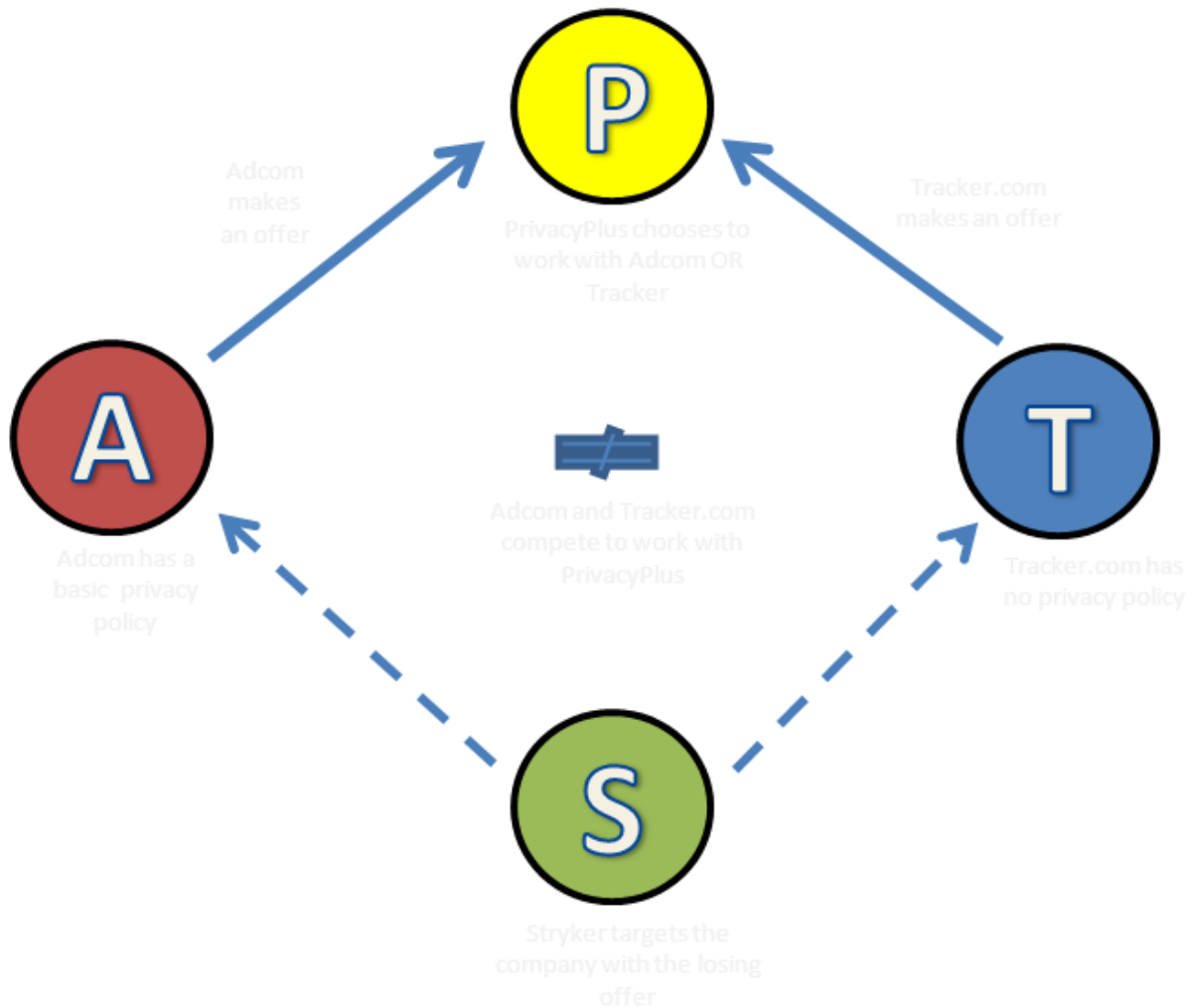
A briefing memo on your role follows. After reading the memo, you will be asked to make a decision and to answer several diagnostic questions. Your payment will be a flat participation fee of \$0.25 plus a payment based on your decision and the decisions of other participants as described below.

You are the leader of the activist organization Stryker. You are concerned about new technologies that digitally “fingerprint” computers, sell user information to advertisers, and possibly violate the privacy of computer users. Two new companies, Adcom and Tracker.com, have developed rival fingerprinting technologies. The mission statement of Tracker.com is solely to maximize profits, and it expects to generate \$100 of advertising revenue with its technology. The mission statement of Adcom focuses on both maximizing profits and protecting the privacy of computer users, and Adcom has announced a basic privacy policy that protects privacy to some extent by limiting the use by advertisers of information obtained through fingerprinting, and it expects to generate \$90 in advertising revenue.

Stryker’s approach is confrontational and involves launching a campaign against a company that fails to adequately protect privacy. A campaign imposes harm on the target by using social media to drive advertisers away from its target. When targeted by Stryker, the company’s best action is to adopt a privacy policy equivalent to the amount of harm the campaign generates. Stryker will then halt its campaign.

Another activist organization PrivacyPlus is cooperative and has offered to work with either Adcom or Tracker.com in developing a privacy policy, depending on which company offers to adopt the stronger privacy policy. The strength of the privacy policy is the amount of advertising dollars the company is willing to forego in providing privacy protection. PrivacyPlus will then give its privacy seal to the company it selects, which will increase that company’s advertising revenue by \$20.

Both Adcom and Tracker.com prefer an engagement with PrivacyPlus to being targeted by you. They will make offers to Privacy Plus in the form of the amount of advertising revenue they are willing to forego to win the engagement with PrivacyPlus. PrivacyPlus will then select one of the two companies, and you will then target whichever company is not selected by PrivacyPlus.



Your ability to generate harm depends on how much you spend on your campaign, and as of now you only have \$10 available for your campaign.

PrivacyPlus may be willing to contribute to your campaign, and you could ask it for a contribution of \$0, \$10, or \$20. Each contribution of \$10 PrivacyPlus makes to your campaign will reduce its ability to obtain privacy protection from companies it engages in the future by an equivalent of \$12. You are confident that PrivacyPlus will contribute the amount you request.

Your objective is to maximize privacy protection, and your task is to decide whether to ask PrivacyPlus for a contribution of \$0, \$10, or \$20. The harm that a campaign does as a function of the spending on the campaign is given in the following table.

Contribution by PrivacyPlus Spending by Stryker Campaign Harm

\$0	$\$10 + \$0 = \$10$	\$30
\$10	$\$10 + \$10 = \$20$	\$45
\$20	$\$10 + \$20 = \$30$	\$52

After you have answered a set of diagnostic questions, the offers from Adcom and Tracker.com will be revealed along with the firm you will target. Your earnings will be the participation fee of \$0.25 plus the privacy level obtained from your campaign minus the total expenditures on the campaign converted to dollars at an exchange rate of US\$1 per \$35 of experiment payoffs.

I ask PrivacyPlus for \$_____.

- 0
- 10
- 20

While we wait for the other players to make their decisions, please answer the following questions.

Q95

The mission statement of Tracker.com includes a focus

- primarily on profit maximization
- combination of profit maximization and privacy protection
- primarily on privacy protection

Q175

The approach of PrivacyPlus in achieving privacy protection was

- Confrontational
- Cooperative

Q176

The approach of Stryker in achieving privacy protection was

- Confrontational
- Cooperative

Q177

How extreme are the tactics of PrivacyPlus?

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 Not at all | 2 | 3 | 4 | 5 | 6 | 7 Very extreme |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q178

How extreme are the tactics of Stryker?

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 Not at all | 2 | 3 | 4 | 5 | 6 | 7 Very extreme |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q179

Which of these objectives did you have in making your request decision?

- What my organization could achieve
- What both my organization and PrivacyPlus could achieve

Q180

How likely is it that PrivacyPlus will achieve a strong privacy policy for the firm it selects?

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 Not at all | 2 | 3 | 4 | 5 | 6 | 7 Very much |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q181

How dependent is PrivacyPlus on Stryker's campaign spending for PrivacyPlus' effectiveness in getting companies to increase its privacy protection of consumers?

1 Not at all	2	3	4	5	6	7 Very dependent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q182

How dependent is Stryker on PrivacyPlus' strategy of cooperating for Stryker's effectiveness in getting companies to increase its privacy protection of consumers?

1 Not at all	2	3	4	5	6	Very dependent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q183

How likely is it that Adcom will offer less than Tracker.com because of Tracker.com's track record on privacy protection?

1 Not at all	2	3	4	5	6	7 Very
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q184

How likely is it that Tracker.com will offer more than Adcom because of Adcom's track record on privacy protection?

1 Not at all	2	3	4	5	6	7 Very
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q185

Do you participate in volunteer activities for nonprofit organizations (such as an orphanage, Habitat for Humanity, Food Banks, etc.)?

1 Not at all	2	3	4	5	6	7 Regular part of my daily activities
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q186

Do you contribute money to nonprofit organizations?

1 Rarely 2 3 4 5 6 7 Regularly

Q187

How important to you is maintaining your internet privacy?

1 Not at all 2 3 4 5 6 7 Extremely important

Q188

I am

Male

Female

Q189

My primary racial affiliation is

African American

Asian/Asian American

Hispanic

Caucasian

I would rather not say

Q190

I have completed (check your highest educational attainment):

High school

Some college

- College degree
- Advanced graduate degree
- None of the above

Q191

My age is

- Younger than 18
- 18-25
- 26-40
- 41-50
- 51-60
- 61-70
- older than 70

Q192

How many internet studies have you participated in (including this one) during the last 12 months?

- 1-5
- 6-10
- 11-15
- 16 or more

Q283

How much experience do you have with game theory or economics?

Not at all

Moderately

Very much

Briefing Memorandum and Questions: Adcom

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Your role is one of four, each of which is assumed by a participant in the experiment. Your decisions will be combined with the responses of the participants in the other roles to complete the play of the game.

A briefing memo on your role follows. After reading the memo, you will be asked to make a decision for each of three scenarios and to answer several diagnostic questions. Your payment will be a flat participation fee of \$0.25 plus a payment based on your decisions and the decisions of another participant as described below.

You are the CEO of a company named Adcom that has developed a new technology that digitally "fingerprints" computers when they are connected to the Internet. Once computers have been fingerprinted, a directory of user information is formed that can be sorted on a variety of dimensions and used to tailor online advertising. The same technology can be used to fingerprint cell phones, iPads, automobiles, set top boxes, smart meters, and other electronic devices.

Adcom's mission statement focuses on both maximizing profits and protecting privacy by limiting the use by advertisers of information about users. Adcom's rival is a company named Tracker.com, which has developed an alternative fingerprinting technology. Its mission statement focuses solely on maximizing profits.

Tracker.com anticipates that its fingerprinting technology will generate \$100 of advertising revenue. Consistent with your mission you have announced that Adcom is implementing a basic privacy policy that will cause it to have \$90 in advertising revenue. Tracker.com has no privacy policy.

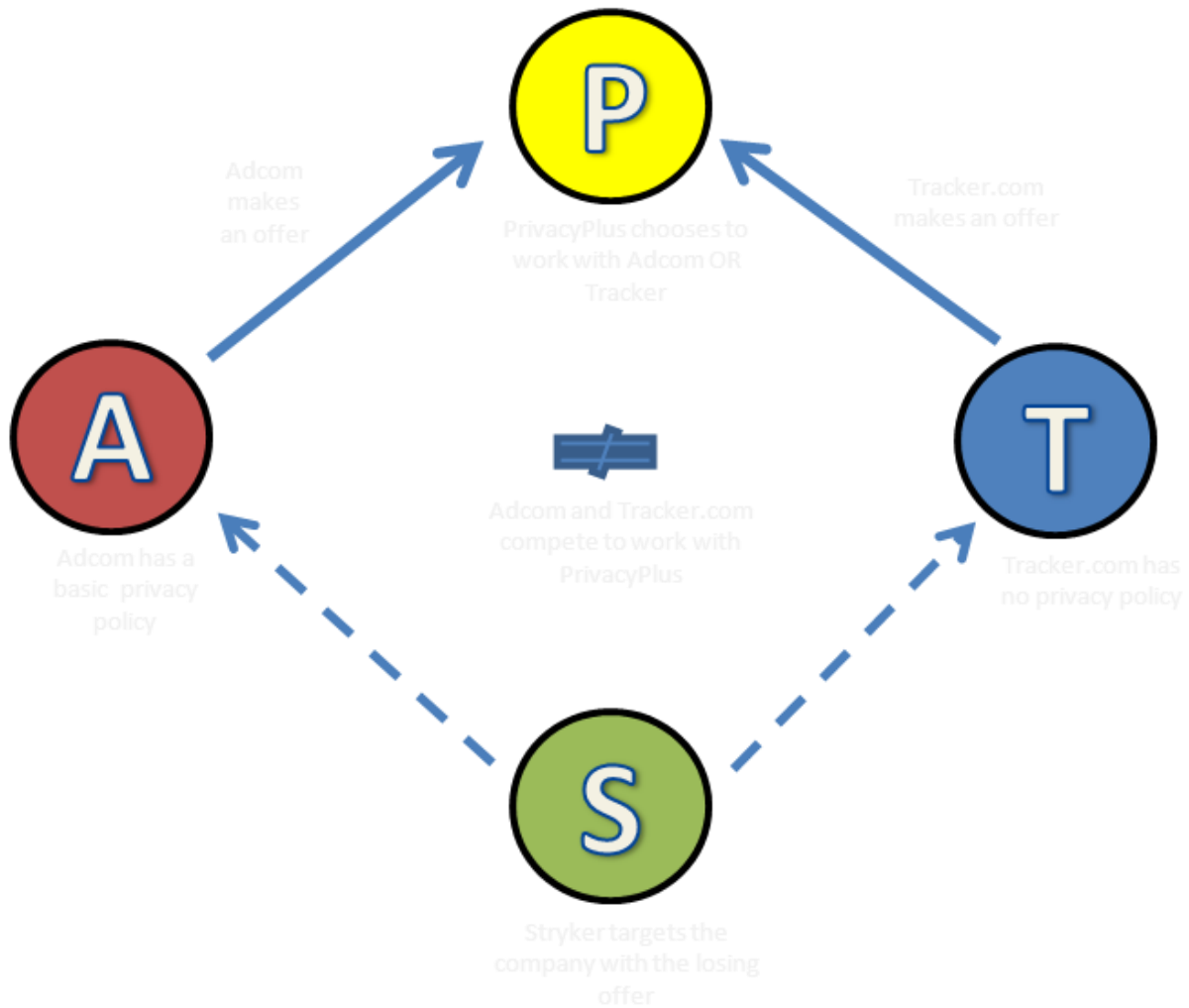
Activists have voiced concerns about possible violations of the privacy of computer users due to fingerprinting. Two activist organizations have publicly announced their goal of reining in fingerprinting technologies such as yours, and they have adopted different strategies. The activist organization PrivacyPlus is willing to work with either you or Tracker.com in a cooperative engagement to develop a policy that protects privacy by restricting the use by advertisers of the information obtained by fingerprinting. To reassure the public, PrivacyPlus plans to give its privacy seal to the privacy policy of the company it engages. This privacy seal will increase advertising revenue by \$20.

A second activist organization Stryker has threatened a confrontational campaign to harm its target by using social media to drive advertisers away. Stryker's objective is to force its target to adopt a strong privacy policy. If targeted by Stryker, a company's best course of action is to

avoid the harm from the campaign by implementing a privacy policy that reduces its advertising revenue by the amount of the harm. Stryker will then call off the campaign.

Both you and Tracker.com prefer to work with PrivacyPlus than face a campaign by Stryker. To win the engagement with PrivacyPlus, each company can offer a privacy policy whose strength corresponds to how many dollars of advertising revenue it will forgo to protect privacy. The stronger the privacy policy, the less advertising revenue you will have.

You may assume that PrivacyPlus will select the company that offers the greater additional privacy protection. Stryker will target the other company.

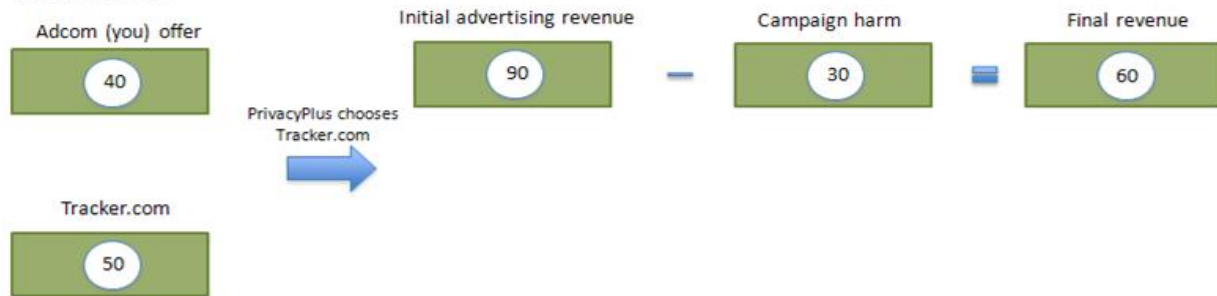


The payoffs to you and Tracker.com as a function of your offers are given in the following payoff table entitled “Stryker’s Campaign Produces Harm of \$30”. So, if you offer a privacy policy corresponding to a strength of \$40 and you win the engagement with PrivacyPlus, you will have: \$90 (initial advertising revenue) - \$40 (revenue foregone in your offer to PrivacyPlus) +\$20 (revenue gain from PrivacyPlus' privacy seal) = \$70 (remaining advertising

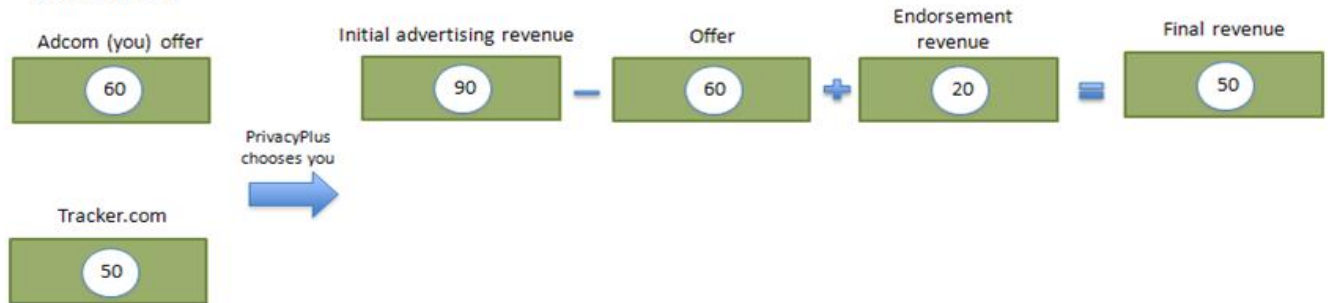
revenue). If you lose and are targeted by Stryker and the harm from its campaign is equivalent to \$30, your remaining advertising revenue will be $\$90 - \$30 = \$60$.

As an example of using the table, suppose you offer \$40 and Tracker.com offers \$50, and Tracker.com is selected by PrivacyPlus. You are then targeted by Stryker and have remaining advertising revenue of $\$90 - 30 = \60 , as calculated above. If you offer \$60 and Tracker.com offers \$50, you are selected by PrivacyPlus. Your remaining advertising revenue is then $\$90 - 60 + 20 = \50 . If you offer \$60 and Tracker.com offers \$60, there is a tie and PrivacyPlus chooses between you at random. If you are chosen, you have \$50 in remaining advertising revenue, and if Tracker.com is chosen, you are targeted by Stryker and have \$60 of advertising revenue remaining.

SCENARIO 1



SCENARIO 2



Your task is to decide how much to offer to PrivacyPlus. That is, how much additional advertising revenue, between \$0 and \$90 in increments of \$1, are you willing to forego to win the engagement with PrivacyPlus? Stryker will target the company that does not win the engagement with PrivacyPlus.

You are to decide how much to offer for each of three levels of campaign harm by Stryker, and a payoff table will be presented for each. Then, after you answer a set of diagnostic questions, your offers will be matched with those of a randomly selected Tracker.com participant to determine which company wins the engagement with PrivacyPlus and which is targeted by

Stryker. Your earnings will be your participation fee plus the sum of the payoffs from your three offers (and Tracker.com’s offers) converted to dollars at an exchange rate of US\$1 per \$160 of experimental payoffs.

Stryker’s Campaign Produces Harm of \$30

Tracker.com’s (T) Offers

A has \$60;
T has \$30

If T selected, it has \$100; A has \$60

If A selected, it has \$90, T has \$70

	10	20	30	40	50	60	70	80	90	100
10	60,110 100,70	60,100	60,90	60,80	60,70	60,60	60,50	60,40	60,30	60,20
20	90,70	60,100 90,70	60,90	60,80	60,70	60,60	60,50	60,40	60,30	60,20
30	80,70	80,70	60,90 80,70	60,80	60,70	60,60	60,50	60,40	60,30	60,20
40	70,70	70,70	70,70	60,80 70,70	60,70	60,60	60,50	60,40	60,30	60,20
50	60,70	60,70	60,70	60,70	60,70 60,70	60,60	60,50	60,40	60,30	60,20
60	50,70	50,70	50,70	50,70	50,70	60,60 50,70	60,50	60,40	60,30	60,20
70	40,70	40,70	40,70	40,70	40,70	40,70	60,50 40,70	60,40	60,30	60,20
80	30,70	30,70	30,70	30,70	30,70	30,70	30,70	60,40 30,70	60,30	60,20
90	20,70	20,70	20,70	20,70	20,70	20,70	20,70	20,70	60,30 20,70	60,20

Adcom’s (A) offers

A has \$50;
T has \$70

Adcom selected
 Tracker.com selected
 Adcom and Tracker.com tie; winner selected randomly

[Click here to see the explanation of the table](#)

PrivacyPlus has announced that it will select the company that offers the greater additional privacy protection, and Stryker will target the other company. The payoff table presented above entitled “Stryker’s Campaign Produces Harm of \$30” gives the payoffs to you and Tracker.com as a function of both of your offers. As an example of using the table, suppose you offer \$40 and Tracker.com offers \$50, so Tracker.com is selected by PrivacyPlus. You are then targeted by Stryker and have remaining advertising revenue of $\$90 - 30 = \60 , as calculated above. If you offer \$60 and Tracker.com offers \$50, you are selected by PrivacyPlus. Your remaining advertising revenue is then $\$90 - 60 + 20 = \50 . If you offer \$60 and Tracker.com offers \$60, there is a tie and PrivacyPlus chooses between you at random. If you are chosen, you have \$50 of remaining advertising revenue, and if Tracker.com is chosen, you are targeted by Stryker and have \$60 of advertising revenue remaining.

For "Stryker's Campaign Produces Harm of \$30", how much do you offer?

Stryker's Campaign Produces Harm of \$45

Tracker.com's (T) Offers

A has \$45;
T has \$30

If T selected, it has \$100; A has \$45

If A selected, it has \$90, T has \$55

	10	20	30	40	50	60	70	80	90	100
10	45,110 100,55	45,100	45,90	45,80	45,70	45,60	45,50	45,40	45,30	45,20
20	90,55	45,100 90,55	45,90	45,80	45,70	45,60	45,50	45,40	45,30	45,20
30	80,55	80,55	45,90 80,55	45,80	45,70	45,60	45,50	45,40	45,30	45,20
40	70,55	70,55	70,55	45,80 70,55	45,70	45,60	45,50	45,40	45,30	45,20
50	60,55	60,55	60,55	60,55	45,70 60,55	45,60	45,50	45,40	45,30	45,20
60	50,55	50,55	50,55	50,55	50,55	45,60 50,55	45,50	45,40	45,30	45,20
70	40,55	40,55	40,55	40,55	40,55	40,55	45,50 40,55	45,40	45,30	45,20
80	30,55	30,55	30,55	30,55	30,55	30,55	30,55	45,40 30,55	45,30	45,20
90	20,55	20,55	20,55	20,55	20,55	20,55	20,55	20,55	45,30 20,55	45,20

Adcom's (A) offers

A has \$50;
T has \$55

Adcom selected
 Tracker.com selected
 Adcom and Tracker.com tie; winner selected randomly

[Click here to see the explanation of the table](#)

PrivacyPlus has announced that it will select the company that offers the greater additional privacy protection, and Stryker will target the other company. The payoff table presented above entitled "Stryker's Campaign Produces Harm of \$45" gives the payoffs to you and Tracker.com as a function of both of your offers. As an example of using the table, suppose you offer \$40 and Tracker.com offers \$50, so Tracker.com is selected by PrivacyPlus. You are then targeted by Stryker and have remaining advertising revenue of $90 - 45 = \$45$, as calculated above. If you offer \$60 and Tracker.com offers \$50, you are selected by PrivacyPlus. Your remaining advertising revenue is then $90 - 60 + 20 = \$50$. If you offer \$60 and Tracker.com offers \$60, there is a tie and PrivacyPlus chooses between you at random. If you are chosen, you have \$50 in

remaining advertising revenue, and if Tracker.com is chosen, you are targeted by Stryker and have \$45 of advertising revenue remaining.

For "Stryker's Campaign Produces Harm of \$45", how much do you offer?

Stryker's Campaign Produces Harm of \$52

Tracker.com's (T) Offers

A has \$38; T has \$35

If T selected, it has \$100; A has \$38

	10	20	30	40	50	60	70	80	90	100
10	38,110 100,48	38,100	38,90	38,80	38,70	38,60	38,50	38,40	38,30	38,20
20	90,48	38,100 90,48	38,90	38,80	38,70	38,60	38,50	38,40	38,30	38,20
30	80,48	80,48	38,90 80,48	38,80	38,70	38,60	38,50	38,40	38,30	38,20
40	70,48	70,48	70,48	38,80 70,48	38,70	38,60	38,50	38,40	38,30	38,20
50	60,48	60,48	60,48	60,48	38,70 60,48	38,60	38,50	38,40	38,30	38,20
60	50,48	50,48	50,48	50,48	50,48	38,60 50,48	38,50	38,40	38,30	38,20
70	40,48	40,48	40,48	40,48	40,48	40,48	38,50 40,48	38,40	38,30	38,20
80	30,48	30,48	30,48	30,48	30,48	30,48	30,48	38,40 30,48	38,30	38,20
90	20,48	20,48	20,48	20,48	20,48	20,48	20,48	20,48	38,30 20,48	38,20

Adcom's (A) offers

A has \$50; T has \$48

Adcom selected
 Tracker.com selected
 Adcom and Tracker.com tie; winner selected randomly

[Click here to see the explanation of the table](#)

PrivacyPlus has announced that it will select the company that offers the greater additional privacy protection, and Stryker will target the other company. The payoff table presented above entitled "Stryker's Campaign Produces Harm of \$52" gives the payoffs to you and Tracker.com as a function of both of your offers. As an example of using the table, suppose you offer \$40 and Tracker.com offers \$50, so Tracker.com is selected by PrivacyPlus. You are then targeted by Stryker and have remaining advertising revenue of $90 - 52 = 38$, as calculated above. If you

offer \$60 and Tracker.com offers \$50, you are selected by PrivacyPlus. Your remaining advertising revenue is then $\$90 - 60 + 20 = \50 . If you offer \$60 and Tracker.com offers \$60, there is a tie and PrivacyPlus chooses between you at random. If you are chosen, you have \$50 in remaining advertising revenue, and if Tracker.com is chosen, you are targeted by Stryker and have \$38 of advertising revenue remaining.

For "Stryker's Campaign Produces Harm of \$52", how much do you offer?

While we wait for the other players to make their decisions, please answer the following questions.

Q90

The mission statement of Adcom includes a focus

- primarily on profit maximization
- combination of profit maximization and privacy protection
- primarily on privacy protection

Q97

The approach of PrivacyPlus in achieving privacy protection was

- Confrontational
- Cooperative

Q290

The approach of Stryker in achieving privacy protection was

- Confrontational

Cooperative

Q98

How extreme are the tactics of PrivacyPlus?

1 Not extreme	2	3	4	5	6	7 Very extreme
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q99

How coercive are the tactics of Stryker?

1 Not extreme	2	3	4	5	6	7 Very extreme
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q100

How descriptive of PrivacyPlus are the following adjectives or phrases (1 = not at all descriptive; 7 = very descriptive)?

Similar to me in goals and values

Trustworthy

Competent

Effective

Legitimate

[Click here to edit form fields](#)

Q101

How descriptive of Stryker are the following adjectives or phrases (1 = not at all descriptive; 7 = very descriptive)?

Similar to me in goals and values

Trustworthy

Competent

Effective

Legitimate

[Click here to edit form fields](#)

Q102

How much do you trust PrivacyPlus to help you develop privacy policy?

1 Not at all 2 3 4 5 6 7 Very much

Q103

How much do you trust Stryker to suspend its campaign once you adopt an equivalent privacy policy?

1 Not at all 2 3 4 5 6 7 Very much

Q104

How important is it for your profitability that PrivacyPlus choose you?

1 Not at all 2 3 4 5 6 7 Very much

Q105

If you were not chosen by PrivacyPlus, how much real harm could Stryker's campaign do to your profitability?

Not at all 2 3 4 5 6 7 Very much

Q106

I believe that PrivacyPlus will treat me preferentially because of my track record on privacy protection.

1 Not at all 2 3 4 5 6 7 Very much

Q107

I believe that Tracker.com is at a disadvantage with PrivacyPlus because of its record on privacy protection.

1 Not at all 2 3 4 5 6 7 Very much

Q108

Do you participate in volunteer activities for nonprofit organizations (such as an orphanage, Habitat for Humanity, Food Banks, etc.)?

1 Not at all 2 3 4 5 6 7 Regular part of my daily activities

Q109

Do you contribute money to nonprofit organizations?

1 Rarely 2 3 4 5 6 7 Regularly

Q110

How important is maintaining your internet privacy to you?

1 Not at all 2 3 4 5 6 7 Extremely

Q111

I am

- Male
- Female

Q112

My primary racial affiliation is

- African-American
- Asian/Asian-american
- Hispanic
- Caucasian
- I would rather not say

Q114

I have completed (check your highest educational attainment):

- High School
- Some college

- College degree
- Advanced graduate degree
- None of the above

Q113

My age is

- younger than 18
- 18-25
- 26-40
- 41-50
- 51-60
- 61-70
- older than 70

Q115

How many internet studies have you participated in (including this one) during the last 12 months?

- 1-5
- 6-10
- 11-15
- 16 or more

Q284

How much experience do you have with game theory or economics?

Not at all

Moderately

Very much

Q15

Here are your and Tracker.com's offers:

Campaign HarmYour offer

Tracker.com's offer

30

$\{q://QID12/ChoiceTextEntryValue\}\{e://Field/random2\}$

45

$\{q://QID13/ChoiceTextEntryValue\}\{e://Field/random4\}$

52

$\{q://QID14/ChoiceTextEntryValue\}\{e://Field/random6\}$

Briefing Memorandum and Questions: Tracker

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Tracker.com's mission statement focuses solely on maximizing profits. Your rival is a company named Adcom, which has developed an alternative fingerprinting technology. Its mission statement focuses on both maximizing profits and protecting privacy by limiting the use by advertisers of information about users in its directory.

Each company anticipates that its fingerprinting technology will generate \$100 of advertising revenue. Consistent with its mission Adcom has announced that it is implementing a basic privacy policy that will cause it to have only \$90 in advertising revenue. You have no privacy policy.

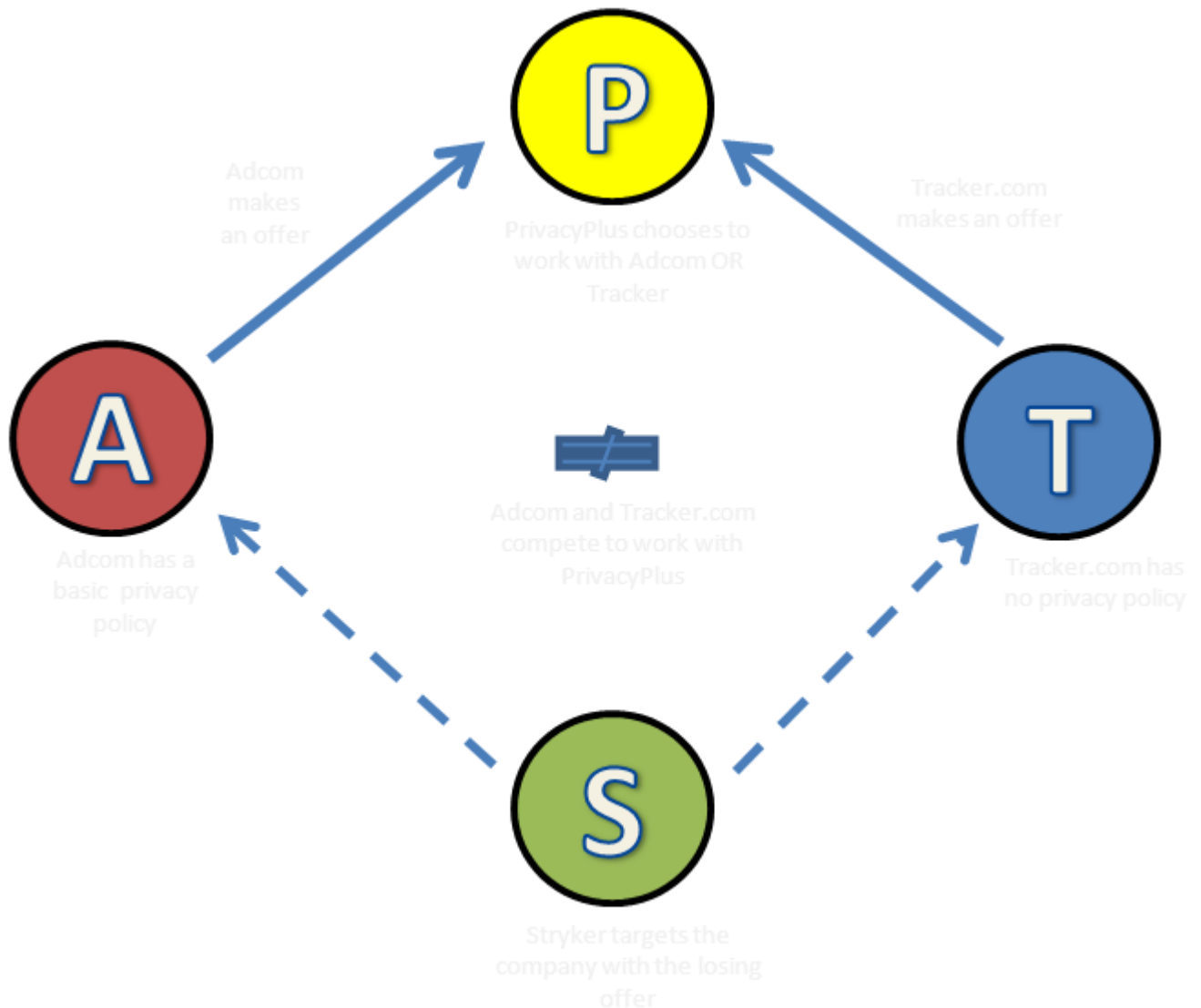
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Both you and Adcom prefer to work with PrivacyPlus than face a campaign by Stryker. To be selected by PrivacyPlus, each company can offer a privacy policy whose strength corresponds to how many dollars of advertising revenue the company will forgo to protect privacy. The stronger the privacy policy, the less advertising revenue you will have.

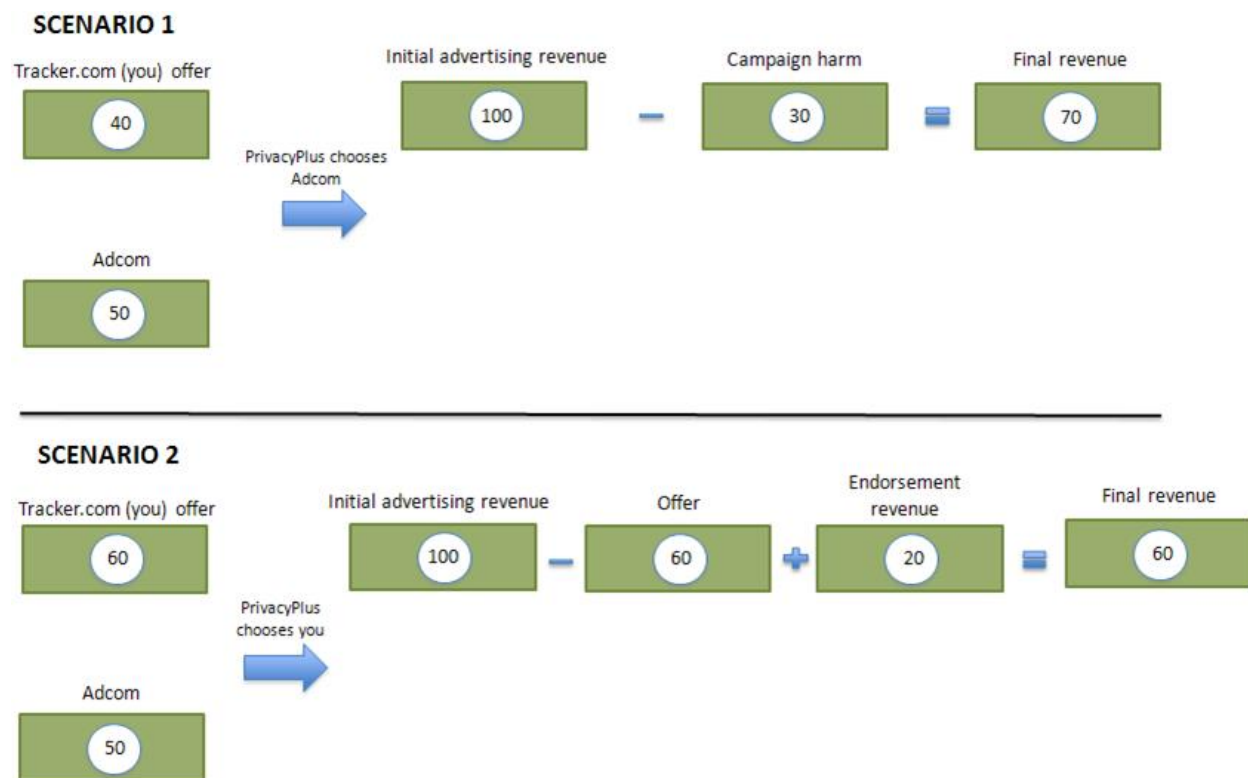
You may assume that PrivacyPlus will select the company that offers the greater additional privacy protection. Stryker will target the other company.



The payoffs to you and Adcom as a function of your offers are given in the following payoff table entitled “Stryker’s Campaign Produces Harm of \$30”. So, if you offer a privacy policy

corresponding to a strength of \$40 and you are selected by PrivacyPlus, you will have: \$100 (initial advertising revenue) - \$40 (revenue foregone in your offer to PrivacyPlus) + \$20 (revenue gain from PrivacyPlus' endorsement) = \$80 (remaining advertising revenue). If you lose and are targeted by Stryker and the harm from its campaign is equivalent to \$30, your remaining advertising revenue will be $\$100 - \$30 = \$70$.

As an example of using the table, suppose you offer \$40 and Adcom offers \$50, so Adcom is selected by PrivacyPlus. You are then targeted by Stryker and have remaining advertising revenue of $\$100 - 30 = \70 , as calculated above. If you offer \$60 and Adcom offers \$50, and you are selected by PrivacyPlus, then your remaining advertising revenue is then $\$100 - 60 + 20 = \60 . If you offer \$60 and Adcom offers \$60, there is a tie and PrivacyPlus chooses between you at random. If you are chosen, you have \$60 in remaining advertising revenue, and if Adcom is chosen, you are targeted by Stryker and have \$70 of advertising revenue remaining.



Your task is to decide how much to offer to PrivacyPlus. That is, how much additional advertising revenue, between \$0 and \$100 in increments of \$1, are you willing to forego to win the engagement with PrivacyPlus? Stryker will target the company that does not win the engagement with PrivacyPlus.

You are to decide how much to offer for each of three levels of campaign harm by Stryker, and a payoff table will be presented for each. Then, after you answer a set of diagnostic questions, your offers will be matched with those of a randomly selected Adcom participant to determine

which company is selected by PrivacyPlus and which is targeted by Stryker. Your earnings will be your participation fee plus the sum of the payoffs from your three offers (and Tracker/com's offers) converted to dollars at an exchange rate of US\$1 per \$190 of experiment payoffs.

Stryker's Campaign Produces Harm of \$30

Tracker.com's (T) Offers

A has \$60;
T has \$30

If T selected, it has \$100; A has \$60

If A selected, it has \$90, T has \$70

Adcom's (A) offers

A has \$50;
T has \$70

	10	20	30	40	50	60	70	80	90	100
10	60,110 100,70	60,100	60,90	60,80	60,70	60,60	60,50	60,40	60,30	60,20
20	90,70	60,100 90,70	60,90	60,80	60,70	60,60	60,50	60,40	60,30	60,20
30	80,70	80,70	60,90 80,70	60,80	60,70	60,60	60,50	60,40	60,30	60,20
40	70,70	70,70	70,70	60,80 70,70	60,70	60,60	60,50	60,40	60,30	60,20
50	60,70	60,70	60,70	60,70	60,70 60,70	60,60	60,50	60,40	60,30	60,20
60	50,70	50,70	50,70	50,70	50,70	60,60 50,70	60,50	60,40	60,30	60,20
70	40,70	40,70	40,70	40,70	40,70	40,70	60,50 40,70	60,40	60,30	60,20
80	30,70	30,70	30,70	30,70	30,70	30,70	30,70	60,40 30,70	60,30	60,20
90	20,70	20,70	20,70	20,70	20,70	20,70	20,70	20,70	60,30 20,70	60,20

Adcom selected
 Tracker.com selected
 Adcom and Tracker.com tie; winner selected randomly

[Click here to see the explanation of the table](#)

PrivacyPlus has announced that it will select the company that offers the greater additional privacy protection, and Stryker will target the other company. The payoff table presented above entitled "Stryker's Campaign Produces Harm of \$30" gives the payoffs to you and Adcom as a function of both of your offers. As an example of using the table, suppose you offer \$40 and Adcom offers \$50, so Adcom is selected by PrivacyPlus. You are then targeted by Stryker and have remaining advertising revenue of $\$100 - 30 = \70 , as calculated above. If you offer \$60 and Adcom offers \$50, you are selected by PrivacyPlus. Your remaining advertising revenue is then $\$100 - 60 + 20 = \60 . If you offer \$60 and Adcom offers \$60, there is a tie and PrivacyPlus chooses between you at random. If you are chosen, you have \$60 in remaining advertising

revenue, and if Adcom is chosen, you are targeted by Stryker and have \$70 of advertising revenue remaining.

For “Stryker’s Campaign Produces Harm of \$30” how much do you offer?

Stryker’s Campaign Produces Harm of \$45

Tracker.com’s (T) Offers

A has \$45;
T has \$30

If T selected, it has \$100; A has \$45

If A selected, it has \$90; T has \$55

Adcom’s (A) offers

A has \$50;
T has \$55

	10	20	30	40	50	60	70	80	90	100
10	45,110 100,55	45,100	45,90	45,80	45,70	45,60	45,50	45,40	45,30	45,20
20	90,55	45,100 90,55	45,90	45,80	45,70	45,60	45,50	45,40	45,30	45,20
30	80,55	80,55	45,90 80,55	45,80	45,70	45,60	45,50	45,40	45,30	45,20
40	70,55	70,55	70,55	45,80 70,55	45,70	45,60	45,50	45,40	45,30	45,20
50	60,55	60,55	60,55	60,55	45,70 60,55	45,60	45,50	45,40	45,30	45,20
60	50,55	50,55	50,55	50,55	50,55	45,60 50,55	45,50	45,40	45,30	45,20
70	40,55	40,55	40,55	40,55	40,55	40,55	45,50 40,55	45,40	45,30	45,20
80	30,55	30,55	30,55	30,55	30,55	30,55	30,55	45,40 30,55	45,30	45,20
90	20,55	20,55	20,55	20,55	20,55	20,55	20,55	20,55	45,30 20,55	45,20

Adcom selected
 Tracker.com selected
 Adcom and Tracker.com tie; winner selected randomly

[Click here to see the explanation of the table](#)

PrivacyPlus has announced that it will select the company that offers the greater additional privacy protection, and Stryker will target the other company. The payoff table presented above entitled “Stryker’s Campaign Produces Harm of \$45” gives the payoffs to you and Adcom as a function of both of your offers. As an example of using the table, suppose you offer \$40 and Adcom offers \$50, so Adcom is selected by PrivacyPlus. You are then targeted by Stryker and have remaining advertising revenue of $\$100 - 45 = \55 , as calculated above. If you offer \$60 and

Adcom offers \$50, you are selected by PrivacyPlus. Your remaining advertising revenue is then $\$100 - 60 + 20 = \60 . If you offer \$60 and Adcom offers \$60, there is a tie and PrivacyPlus chooses between you at random. If you are chosen, you have \$60 in remaining advertising revenue, and if Adcom is chosen, you are targeted by Stryker and have \$55 of advertising revenue remaining.

For “Stryker’s Campaign Produces Harm of \$45” how much do you offer?

Stryker’s Campaign Produces Harm of \$52

Tracker.com’s (T) Offers

If T selected, it has \$100; A has \$38

A has \$38; T has \$35

	10	20	30	40	50	60	70	80	90	100
10	38,110 100,48	38,100	38,90	38,80	38,70	38,60	38,50	38,40	38,30	38,20
20	90,48	38,100 90,48	38,90	38,80	38,70	38,60	38,50	38,40	38,30	38,20
30	80,48	80,48	38,90 80,48	38,80	38,70	38,60	38,50	38,40	38,30	38,20
40	70,48	70,48	70,48	38,80 70,48	38,70	38,60	38,50	38,40	38,30	38,20
50	60,48	60,48	60,48	60,48	38,70 60,48	38,60	38,50	38,40	38,30	38,20
60	50,48	50,48	50,48	50,48	50,48	38,60 50,48	38,50	38,40	38,30	38,20
70	40,48	40,48	40,48	40,48	40,48	40,48	38,50 40,48	38,40	38,30	38,20
80	30,48	30,48	30,48	30,48	30,48	30,48	30,48	38,40 30,48	38,30	38,20
90	20,48	20,48	20,48	20,48	20,48	20,48	20,48	20,48	38,30 20,48	38,20

Adcom’s (A) offers

A has \$50; T has \$48

Adcom selected

Tracker.com selected

Adcom and Tracker.com tie; winner selected randomly

[Click here to see the explanation of the table](#)

PrivacyPlus has announced that it will select the company that offers the greater additional privacy protection, and Stryker will target the other company. The payoff table presented above entitled “Stryker’s Campaign Produces Harm of \$52” gives the payoffs to you and Adcom as a function of both of your offers. As an example of using the table, suppose you offer \$40 and

Adcom offers \$50, so Adcom is selected by PrivacyPlus. You are then targeted by Stryker and have remaining advertising revenue of $\$100 - 52 = \48 , as calculated above. If you offer \$60 and Adcom offers \$50, you are selected by PrivacyPlus. Your remaining advertising revenue is then $\$100 - 60 + 20 = \60 . If you offer \$60 and Adcom offers \$60, there is a tie and PrivacyPlus chooses between you at random. If you are chosen, you have \$60 in remaining advertising revenue, and if Adcom is chosen, you are targeted by Stryker and have \$48 of advertising revenue remaining.

For “Stryker’s Campaign Produces Harm of \$52” how much do you offer?

While we wait for the other players to make their decisions, please answer the following questions.

Q92

The mission statement of Tracker.com includes a focus

- primarily on profit maximization
- combination of profit maximization and privacy protection
- primarily on privacy protection

Q135

The approach of PrivacyPlus in achieving privacy protection was

- Confrontational
- Cooperative

Q291

The approach of Stryker in achieving privacy protection was

- Confrontational

Cooperative

Q136

In the role of Tracker.com, I found myself to be at a disadvantage as compared to Adcom.

1 Not at all so	2	3	4	5	6	7 Very much so
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q137

How extreme are the tactics of PrivacyPlus?

1 Not at all	2	3	4	5	6	7 Very extreme
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q138

How coercive are the tactics of Stryker?

1 Not at all	2	3	4	5	6	7 Very extreme
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q139

How descriptive of PrivacyPlus are the following adjectives or phrases (1 = not at all descriptive; 7 = very descriptive)?

Similar to me in goals and values

Trustworthy

Competent

Effective

Legitimate

[Click here to edit form fields](#)

Q140

How descriptive of Stryker are the following adjectives or phrases (1 = not at all descriptive; 7 = very descriptive)?

Similar to me in goals and values

Trustworthy

Competent

Effective

Legitimate

[Click here to edit form fields](#)

Q141

How much do you trust Stryker to call off its campaign if you develop an equivalent privacy policy?

1 Not at all 2 3 4 5 6 7 Very much

Q142

How much do you trust PrivacyPlus to help you develop a privacy policy?

1 Not at all 2 3 4 5 6 7 Very much

Q143

How important is it for your profitability that PrivacyPlus choose you?

1 Not at all	2	3	4	5	6	7 Very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q144

If you were not chosen by PrivacyPlus, how much real harm could Stryker's campaign do to your profitability?

Not at all	2	3	4	5	6	7 Very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q145

I believe that PrivacyPlus will treat me less preferentially because of my track record on privacy protection.

1 Not at all	2	3	4	5	6	7 Very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q146

I believe that Adcom is at an advantage with PrivacyPlus because of their record on privacy protection.

1 Not at all	2	3	4	5	6	7 Very much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q147

Do you participate in volunteer activities for nonprofit organizations (such as an orphanage, Habitat for Humanity, Food Banks, etc.)?

1 Not at all	2	3	4	5	6	7 Regular part of my daily
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activities

-

Q148

Do you contribute money to nonprofit organizations?

1 Rarely 2 3 4 5 6 7 Regularly

-

Q149

How important is maintaining your internet privacy to you?

1 Not at all 2 3 4 5 6 7 Extremely

-

Q150

I am

- Male
 Female

Q151

My primary racial affiliation is

- African-American
 Asian/Asian-american
 Hispanic
 Caucasian

I would rather not say

Q152

I have completed (check your highest educational attainment):

High School

Some college

College degree

Advanced graduate degree

× None of the above

Q153

My age is

younger than 18

18-25

26-40

41-50

51-60

61-70

older than 70

Q154

How many internet studies have you participated in (including this one) during the last 12 months?

