

1. Motivation and Background

- Privacy-enhancing technologies (PETs) enable individuals to protect their privacy online (e.g., avoid browser fingerprinting or encrypt data transfer)
- Tor and JonDonym most relevant PETs with a large user bases
- Mostly technical research [4] without considering the users
- Survey with active users based on the technology acceptance model (TAM) [2] extended with PET-specific constructs perceived anonymity [1] and trust in PETs [3]

3. Qualitative Results

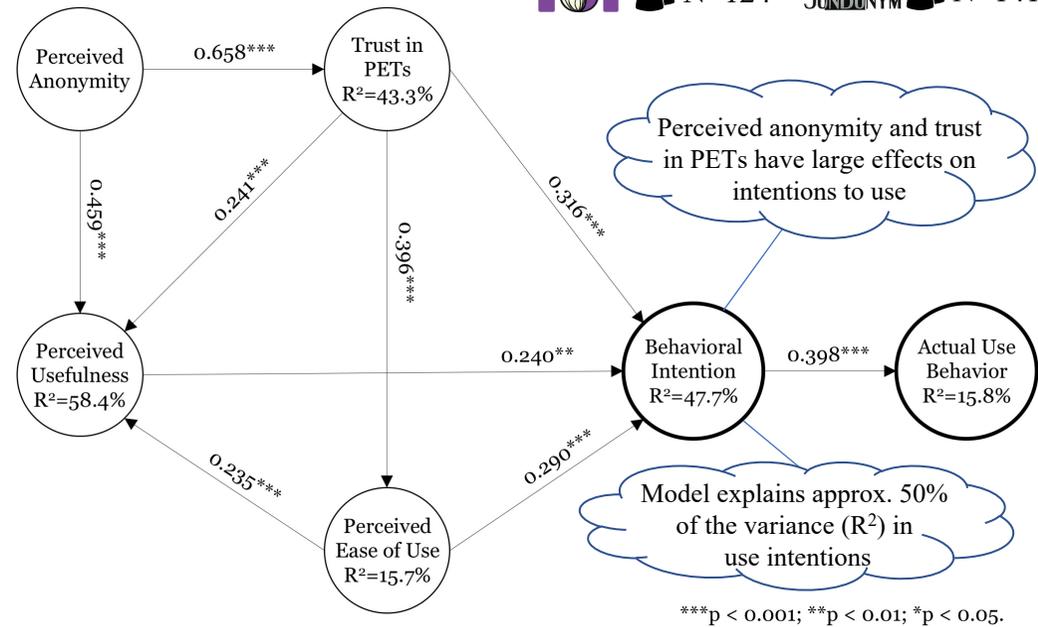
Coding of 626 participant quotes shows additional acceptance factors:

-  PET design (possibility of attacks by government agencies)
"Many exit nodes are run by governmental intelligence organisations. Exit notes can collect unencrypted data."
-  compatibility (e.g., browsing not possible on certain websites)
"It can't be used on all websites; therefore it is of limited use to me"
-  social issues (esp. Tor perceived as dubious by social environment)
"Only social backlash from people thinking that Tor is mostly used for illegal activities."
-  economical issues (esp. for commercial service JonDonym)
"Fair pricing, pre-paid is an easy payment option"

References:

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- Paul A. Pavlou. Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. IJEC, 7(3):101–134, 2003.
- Saad Saleh, Junaid Qadir, and Muhammad U. Ilyas. Shedding light on the dark corners of the internet: A survey of tor research. Journal of Network and Computer Applications, 114:1–28, 2018.

2. Quantitative Results



4. Conclusion

- Trust in PETs and usability are major drivers of acceptance
- Trust in PETs less important for commercial PET (JonDonym) than for Tor
- Extended TAM and insights from qualitative analysis can increase the understanding of technology acceptance for PETs

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