This document outlines the development and data collection process.

Instrumentation

The survey development process comprised the following steps:

1. Development of an initial survey based on existing literature
2. Revision of the survey in a workshop with the research team and members from the industry. Three industrial representatives were included: one working with strategic cybersecurity questions for a Swedish public agency, one manager from a large provider of cybersecurity awareness training, and one solutions architect from a company who's delivering an authentication service.
3. A second workshop with two experts who specialize in survey development.
4. Cognitive interviews with six members of the research target group. The cognitive interviews specifically included three people with limited computer security knowledge and three people who did not have Swedish as their native language. The rationale was that if the survey is easy to understand for those groups, it is likely to be understood by native Swedish speakers and participants with significant cybersecurity knowledge as well.
5. Pilot with 100 responses gathered by distributing the survey in social media. In addition to the survey items, this pilot included questions on how the participants interpreted the survey items.

Sampling and distribution

The survey was distributed to participants with the assistance of the company Syno[1]. Syno is a data gathering company which, in this case, leveraged web panels to gather responses from a pre-decided number of respondents. The target number of respondents was set to 2000 but the response rate was somewhat higher than expected and 2149 complete and valid responses were obtained. Several different web panels were used to gather responses using a stratified selection method where strata were created based on age and gender to get an even representation of respondents.

Several methods were employed both during data collection and after to ensure data quality, as follows:

- Two control questions were added and participants who submitted incorrect answers to those were removed.
- Potential automatic answer bots were identified by examining the IP-address of respondents and relating that to actual time so that several simultaneous responses from the same IP-address were flagged and reviewed.
- Answers from participants who completed the survey very quickly were reviewed.
- Answers that appeared to be so-called straighteners (participants who just click down in a straight line) were reviewed.

Notes

Note that the survey was conducted in Swedish. The original survey is appended to this data repostory along with a translation to English.

[1] https://www.synoint.com/