

Vulnerability in a Tracked Society: Combining Tracking and Survey Data to Understand Who
Gets Targeted With What Content

Supplementary File

Table 1

Logistic Regression Models of the Effects of Socio-Demographic and Individual Perception Factors on the Type of Content Users Are Exposed to (N = 77)

	Automotive			Beauty			E-commerce			Education			Electronics		
	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI
Socio-demographic															
Age	0.01 (.03)	1.01	0.95 - 1.06	-0.05 (.03)*	0.95	0.91 - 1.00	0.03 (.02)	1.03	0.98 - 1.07	-0.02 (.03)	0.98	0.92 - 1.04	-0.02 (.02)	0.98	0.94 - 1.03
Gender	2.26 (.80)**	9.55	1.99 - 45.86	-0.43 (.69)	0.65	0.17 - 2.51	0.61 (.67)	1.85	0.50 - 6.82	0.36 (.95)	1.43	0.22 - 9.16	2.05 (.77)**	7.73	1.72 - 34.75
Education	0.02 (.31)	1.02	0.56 - 1.87	-0.13 (.25)	0.88	0.54 - 1.43	-0.04 (.22)	0.96	0.62 - 1.49	0.06 (.33)	1.06	0.56 - 2.01	0.26 (.27)	1.29	0.76 - 2.19
Income	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	-0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00
Individual perception															
Digital efficacy	-0.23 (.58)	0.79	0.26 - 2.45	0.36 (.49)	1.44	0.55 - 3.72	-0.32 (.47)	0.73	0.29 - 1.83	-0.20 (.78)	0.82	0.18 - 3.80	-0.20 (.53)	0.82	0.29 - 2.29
Trust	-0.32 (.35)	0.72	0.37 - 1.43	-0.10 (.30)	0.91	0.50 - 1.64	0.30 (.28)	1.35	0.79 - 2.31	0.44 (.38)	1.55	0.74 - 3.23	-0.18 (.30)	0.84	0.47 - 1.50
Knowledge															
Institutional	-0.02 (.43)	0.98	0.42 - 2.26	-0.50 (.39)	0.61	0.28 - 1.30	0.16 (.33)	1.18	0.62 - 2.24	0.09 (.46)	1.10	0.44 - 2.71	-0.00 (.36)	1.00	0.49 - 2.02
Regulation	0.30 (.40)	1.35	0.62 - 2.96	-0.06 (.32)	0.95	0.50 - 1.79	0.03 (.30)	1.03	0.58 - 1.84	0.26 (.47)	1.30	0.52 - 3.29	0.10 (.34)	1.11	0.57 - 2.16
χ^2 (df)	5.38 (7)			2.11 (7)			3.39 (7)			5.92 (7)			3.66 (7)		
Nagelkerke R ²	.305			.190			.091			.227			.240		
Cox & Snell R ²	.209			.140			.068			.143			.178		

Notes. Gender (1 = male, 0 = female). Abbreviations: OR = Odds ratio; CI = Confidence interval. For odds ratios, values above 1 indicate higher likelihood, values below 1 indicate lower likelihood.

* $p < .05$. ** $p < .01$.

Table 2

Logistic Regression Models of the Effects of Socio-Demographic and Individual Perception Factors on the Type of Content Users Are Exposed to (N = 77)

	Entertainment			Finance			Food and drinks			Gambling			Health		
	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI
Socio-demographic															
Age	-0.01 (.03)	0.99	0.94 - 1.04	0.03 (.03)	1.03	0.97 - 1.10	-0.03 (.02)	0.97	0.93 - 1.02	0.00 (.04)	1.00	0.94 - 1.07	0.08 (.03)*	1.08	1.02 - 1.15
Gender	0.15 (.78)	1.16	0.25 - 5.35	1.72 (.91)	5.59	0.94 - 33.22	0.66 (.72)	1.94	0.47 - 8.00	0.99 (1.06)	2.70	0.34 - 21.30	-2.91 (1.15)*	0.05	0.01 - 0.51
Education	-0.78 (.33)*	0.46	0.24 - 0.89	0.34 (.41)	1.40	0.63 - 3.12	-0.11 (.24)	0.90	0.56 - 1.44	0.16 (.40)	1.18	0.54 - 2.56	-0.21 (.30)	0.81	0.45 - 1.47
Income	-0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00
Individual perception															
Digital efficacy	-0.28 (.58)	0.76	0.25 - 2.35	-0.04 (.64)	0.96	0.27 - 3.37	-0.83 (.52)	0.44	0.16 - 1.22	-0.53 (.77)	0.59	0.13 - 2.63	0.26 (.62)	1.30	0.38 - 4.41
Trust	0.40 (.32)	1.49	0.79 - 2.82	-0.45 (.39)	0.64	0.29 - 1.38	0.53 (.31)	1.69	0.93 - 3.09	0.29 (.45)	1.34	0.56 - 3.22	0.77 (.40)*	2.17	1.00 - 4.70
Knowledge															
Institutional	0.28 (.40)	1.33	0.61 - 2.88	-0.17 (.53)	0.84	0.30 - 2.36	0.31 (.35)	1.37	0.68 - 2.73	-0.44 (.55)	0.64	0.22 - 1.89	0.21 (.43)	1.24	0.53 - 2.87
Regulation	0.61 (.40)	1.83	0.84 - 3.99	0.24 (.49)	1.27	0.49 - 3.32	-0.26 (.32)	0.77	0.42 - 1.43	0.91 (.64)	2.49	0.71 - 8.68	-0.12 (.40)	0.89	0.40 - 1.94
χ^2 (df)	9.67 (7)			10.76 (7)			8.71 (7)			1.88 (7)			12.39 (7)		
Nagelkerke R ²	.372			.268			.192			.133			.413		
Cox & Snell R ²	.266			.157			.142			.070			.288		

Notes. Gender (1 = male, 0 = female). Abbreviations: OR = Odds ratio; CI = Confidence interval. For odds ratios, values above 1 indicate higher likelihood, values below 1 indicate lower likelihood.

* $p < .05$. ** $p < .01$.

Table 3

Logistic Regression Models of the Effects of Socio-Demographic and Individual Perception Factors on the Type of Content Users Are Exposed to (N = 77)

	Home and living			Newspapers			Political parties			Professional services			Public interest		
	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI
Socio-demographic															
Age	-0.00 (.03)	1.00	0.95 - 1.05	0.02 (.02)	1.02	0.97 - 1.07	0.29 (.15)*	1.34	1.01 - 1.79	-0.01 (.03)	0.99	0.94 - 1.04	0.05 (.03)	1.05	1.00 - 1.10
Gender	-0.82 (.76)	0.44	0.10 - 1.95	0.92 (.71)	2.51	0.62 - 10.15	-0.21 (1.41)	0.81	0.05 - 12.82	0.93 (.71)	2.54	0.63 - 10.23	0.21 (.74)	1.23	0.29 - 5.24
Education	0.04 (.25)	1.04	0.63 - 1.71	0.15 (.26)	1.16	0.69 - 1.95	0.43 (.66)	1.54	0.42 - 5.60	-0.45 (.26)	0.64	0.38 - 1.07	0.12 (.28)	1.12	0.65 - 1.96
Income	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00
Individual perception															
Digital efficacy	0.17 (.57)	1.19	0.39 - 3.66	-0.36 (.52)	0.70	0.25 - 1.93	-1.50 (1.23)	0.22	0.20 - 2.49	-0.50 (.52)	0.61	0.22 - 1.67	0.18 (.52)	1.19	0.43 - 3.32
Trust	0.23 (.31)	1.26	0.69 - 2.30	0.01 (.30)	1.01	0.56 - 1.79	0.37 (.68)	1.45	0.38 - 5.46	0.34 (.30)	1.40	0.78 - 2.53	-0.07 (.32)	0.94	0.50 - 1.75
Knowledge															
Institutional	0.73 (.42)	2.07	0.92 - 4.67	0.65 (.39)	1.92	0.89 - 4.14	3.17 (1.74)	23.78	0.78 - 723.67	0.49 (.38)	1.63	0.78 - 3.42	0.10 (.41)	1.11	0.50 - 2.45
Regulation	0.13 (.35)	1.14	0.57 - 2.26	-0.51 (.34)	0.60	0.31 - 1.16	-1.47 (.98)	0.23	0.03 - 1.55	0.44 (.36)	1.56	0.77 - 3.15	0.19 (.38)	1.21	0.58 - 2.52
χ^2 (df)	5.45 (7)			5.96 (7)			3.24 (7)			11.12 (7)			7.45 (7)		
Nagelkerke R ²	.225			.179			.616			.257			.136		
Cox & Snell R ²	.163			.128			.304			.192			.092		

Notes. Gender (1 = male, 0 = female). Abbreviations: OR = Odds ratio; CI = Confidence interval. For odds ratios, values above 1 indicate higher likelihood, values below 1 indicate lower likelihood.

* $p < .05$. ** $p < .01$.

Table 4

Logistic Regression Models of the Effects of Socio-Demographic and Individual Perception Factors on the Type of Content Users Are Exposed to (N = 77)

	Recreation			Religion			Social media			Tourism			Utilities		
	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI	<i>b</i> (SE)	OR	95% CI
Socio-demographic															
Age	-0.01 (.02)	0.99	0.95 - 1.04	0.00 (.04)	1.00	0.92 - 1.09	0.06 (.03)	1.06	0.99 - 1.13	0.03 (.02)	1.03	0.98 - 1.08	0.01 (.04)	1.01	0.94 - 1.09
Gender	0.72 (.69)	2.05	0.54 - 7.83	0.84 (1.26)	2.31	0.19 - 27.41	-0.27 (.86)	0.77	0.14 - 4.14	1.02 (.70)	2.78	0.71 - 10.90	1.89 (1.02)	6.63	0.90 - 48.66
Education	-0.18 (.24)	0.84	0.52 - 1.34	0.40 (.55)	1.49	0.51 - 4.37	-0.03 (.32)	0.97	0.52 - 1.82	-0.31 (.24)	0.74	0.46 - 1.17	-0.40 (.36)	0.67	0.33 - 1.35
Income	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00	0.00 (.00)	1.00	1.00 - 1.00
Individual perception															
Digital efficacy	-0.41 (.49)	0.66	0.26 - 1.72	0.85 (1.24)	2.33	0.21 - 26.29	-0.60 (.56)	0.55	0.19 - 1.64	-0.06 (.48)	0.94	0.37 - 2.43	-0.53 (.65)	0.59	0.17 - 2.08
Trust	0.23 (.29)	1.26	0.72 - 2.21	-0.18 (0.51)	0.84	0.31 - 2.25	-0.07 (.36)	0.94	0.46 - 1.89	0.13 (.30)	1.14	0.63 - 2.04	0.30 (.44)	1.35	0.57 - 3.23
Knowledge															
Institutional	0.18 (.34)	1.19	0.62 - 2.31	-0.55 (.73)	0.58	0.14 - 2.41	0.46 (.49)	1.58	0.61 - 4.08	0.06 (.35)	1.06	0.54 - 2.09	0.11 (.52)	1.11	0.40 - 3.10
Regulation	-0.18 (.32)	0.84	0.45 - 1.55	0.37 (.78)	1.45	0.31 - 6.67	0.51 (.43)	1.67	0.72 - 3.88	0.01 (.31)	1.01	0.54 - 1.86	0.33 (.47)	1.39	0.56 - 3.45
χ^2 (df)	11.03 (7)			5.45 (7)			17.93 (7)			6.72 (7)			5.59 (7)		
Nagelkerke R ²	.127			.118			.182			.161			.214		
Cox & Snell R ²	.094			.048			.114			.117			.120		

Notes. Gender (1 = male, 0 = female). Abbreviations: OR = Odds ratio; CI = Confidence interval. For odds ratios, values above 1 indicate higher likelihood, values below 1 indicate lower likelihood.

* $p < .05$. ** $p < .01$.

Table 5

Logistic Regression Model of the Effects of Socio-Demographic, Individual Perception, and Health-Related Factors on Exposure to Health Content (N = 77)

	Health		
	<i>b</i> (SE)	OR	95% CI
Socio-demographic			
Age	0.05 (.03)	1.06	0.99 - 1.13
Gender	-3.71 (1.42)**	0.02	0.00 - 0.39
Education	-0.16 (.33)	0.86	0.45 - 1.63
Income	0.00 (.00)	1.00	1.00 - 1.00
Individual perception			
Digital efficacy	0.40 (.75)	1.50	0.35 - 6.48
Trust	0.82 (.41)*	2.26	1.01 - 5.05
Knowledge			
Institutional	0.21 (.46)	1.23	0.50 - 3.04
Regulation	-0.19 (.45)	0.82	0.34 - 1.99
Health-related			
Subjective health	-1.17 (.57)*	0.31	0.10 - 0.94
χ^2 (df)	5.30 (7)		
Nagelkerke R ²	.504		
Cox & Snell R ²	.352		

Notes. Gender (1 = male, 0 = female). Abbreviations: OR = Odds ratio; CI = Confidence interval. For odds ratios, values above 1 indicate higher likelihood, values below 1 indicate lower likelihood.

* $p < .05$. ** $p < .01$.