When and Why Are Citizens OK to Publicize Their Data?

Open Data is becoming a "fashion" and a trend in the field of data science is built upon the availability of big data provided by the public and private sectors. While data scientists have been urging and demanding the government to publicize data with the "value-adding" rationale, it has been little discussion and reflection about the data supply side, not the government but the citizen. This study is one of the first attempts in political science and data science to bring people's voice and perspectives into the development of open data community. By utilizing smilepoll.tw, a web-survey open-data platform that was initiated in 2011 and matured in 2015, and by reflecting upon big data methodology, I designed a throughout questionnaire about citizens' attitudes toward publicizing their data for a variety of usage purposes, with regard to financial, public service, research, and business usage. This study includes two parts: an Internet survey of over 1,000 citizens and a series of in-depth interviews of 20 selected citizens who are polarized in their attitudes toward publicizing their data. The report of the findings will communicate directly to the demand side of open data, to the governments that hesitate to move forward to facilitate data, and to the researchers who have been concerned about and criticizing the trend of open data.

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