IT WAS NOT ME, IT WAS THE CAR!

DRIVERS PERCEPTIONS ON DATA COLLECTION AND PRIVACY FOR THE NEW CONNECTED VEHICLES

Today's vehicles are increasingly "connected", meaning the cars are provided with the possibility to access the internet through the inbuilt connectivity system to enable smart features such as internet connectivity, remote operation of vehicle functions and advanced safety features. This is possible via the vehicle or added technical devices. When more data about vehicle status such as speed, milage, battery status, tire pressure, temperature, geographical position can be collected automatically a new eco system will emerge and enable new services to drivers. As more data can be collected from vehicles, a new eco system will emerge surrounding the vehicle enabling new services to its drivers. Third parties are increasingly generating a new demand to access and use (stored) in-vehicle data. There are large potential (safety) benefits from data sharing from vehicles. However, research has identified that data privacy and security can be possible barriers for acceptance and use. Also, there is a potential knowledge gap in how much people know about what data can be/is shared from vehicles.

The scope of this thesis is to investigate drivers' knowledge, expectations, and attitudes towards data sharing in vehicles and possible factors affecting it. The work can involve different types of surveys (focus groups/interviews/questionnaires) aimed to identify the public awareness and willingness to sharing data from vehicles. To identify important factors and their effects should different statistical methods be used.

The intention is to investigate not only drivers' perception, experience, and knowledge of data sharing in vehicles, but also to consider the previous experience gained from a Folksam's launched (vehicle data based) insurance solution and the prognosis of technology development provided by the software company Arrivier.

Possible research questions include:

- What factors affects willingness or use of data sharing services? Does the perception/attitude change if one had had experience of a data sharing service before? Does it change with a time-limit (only collect in 6 month/one year/continuous data)?
- What influences the willingness to share driving data: age groups? Knowledge levels? Perceived benefits? Vehicle brand?

The thesis work will be conducted within the Cloudia research project 2021-2023 which is a Vinnova financed research project in collaboration between Pionate, Arrivier, and Folksam.

We seek one student or a team of two students.

Suggested educational background includes (but are not limited to): computer engineering, human-computer interaction, product design.

Your application, including CV and a motivation letter, is welcome to Maria Klingegård, traffic safety researcher at Folksam, – email: maria.klingegard@folksam.se

Depending on timing and results, you may also have the opportunity to write a scientific paper based on your work.