

INDUSTRY INSIGHTS

8. How willing would you be to have your digital internet behavior monitored? This would involve web tracking, social media usage, etc. Please rate your willingness using a 7-point scale where 1 is "not at all willing" and 7 is "extremely willing."

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
TOTAL ANSWERING	415 100.0	170 100.0	138 100.0	107 100.0
1	130 31.3	130 76.5	-	-
2	40 9.6	40 23.5	-	-
3	36 8.7	-	36 26.1	-
4	49 11.8	-	49 35.5	-
5	53 12.8	-	53 38.4	-
6	50 12.0	-	-	50 46.7
7	57 13.7	-	-	57 53.3
Mean	3.56	1.24	4.12	6.53
Median	4.00	1.00	4.00	7.00
Standard Deviation	2.23	0.43	0.80	0.50

Comparison Groups: BCD
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

INDUSTRY INSIGHTS

8a. Why did you rate your willingness to have your internet behavior monitored as a 1-3?

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
TOTAL ANSWERING	206 100.0	170 100.0	36 100.0	-
Privacy / Invasion of Privacy / Too intrusive	110 53.4	91 53.5	19 52.8	-
Would not do it / Don't want it / Not interested	72 35.0	61 35.9	11 30.6	-
Security concerns	21 10.2	16 9.4	5 13.9	-
I am concerned about how the information might be used	8 3.9	6 3.5	2 5.6	-
Concerned about monitoring (how long/ what will be monitored)	8 3.9	4 2.4	4 11.1	-
Compensation	7 3.4	3 1.8	4 11.1 b	-
I have to go with hospital policy / would not be permitted at work	6 2.9	6 3.5	-	-
No significant internet use	4 1.9	3 1.8	1 2.8	-
Accuracy concerns	4 1.9	2 1.2	2 5.6	-

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INDUSTRY INSIGHTS

8a. why did you rate your willingness to have your internet behavior monitored as a 1-3?

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Trust issues	3 1.5	3 1.8	-	-
would need to know the reason / would need to know more about	2 1.0	1 0.6	1 2.8	-
HIPPA laws	2 1.0	2 1.2	-	-
Medicine already has too many people monitoring our behavior (government, insurances, Facebook, even patients with ranking systems).	2 1.0	2 1.2	-	-
Sounds difficult	1 0.5	1 0.6	-	-
System speed	1 0.5	1 0.6	-	-
Professional issues	1 0.5	1 0.6	-	-
Don't know	1 0.5	1 0.6	-	-

Comparison Groups: BCD
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INDUSTRY INSIGHTS

9. How much would you expect to be compensated to be monitored for a one-month period?

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
TOTAL ANSWERING	415 100.0	170 100.0	138 100.0	107 100.0
0-999999	343 82.7	104 61.2	132 95.7 B	107 100.0 BC
would not participate	72 17.3	66 38.8 C	6 4.3	-
Mean	16530.6	53668.2 CD	435.53 D	289.91
Median	250.00	500.00	250.00	200.00
Standard Deviation	120307	214614	564.37	491.84

Comparison Groups: BCD

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

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INDUSTRY INSIGHTS

10. What concerns do you have with being digitally monitored (e.g. tracking of your internet usage, social media usage, etc.)?

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
TOTAL ANSWERING	415 100.0	170 100.0	138 100.0	107 100.0
Privacy / Invasion of privacy / Too invasive	180 43.4	85 50.0 D	67 48.6 D	28 26.2
Security concerns	103 24.8	34 20.0	49 35.5 BD	20 18.7
None/Nothing	72 17.3	7 4.1	18 13.0 B	47 43.9 BC
Lack of comfort with monitoring	22 5.3	11 6.5	8 5.8	3 2.8
Who will see it and how will it be used / Not clear on how this will be done	20 4.8	9 5.3 D	10 7.2 D	1 0.9
Would not participate / will not happen	18 4.3	17 10.0 C	1 0.7	-
HIPPA and other privacy acts / Legal violations	15 3.6	5 2.9	7 5.1	3 2.8
Many	9 2.2	6 3.5 C	1 0.7	2 1.9

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10. What concerns do you have with being digitally monitored (e.g. tracking of your internet usage, social media usage, etc.)?

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Virus	8 1.9	4 2.4	4 2.9	-
Concerned about what happens after the study period in terms of unwanted solicitations	8 1.9	3 1.8	3 2.2	2 1.9
Accuracy	7 1.7	3 1.8	2 1.4	2 1.9
Time involved	7 1.7	1 0.6	1 0.7	5 4.7 bc
How do I know it would be stopped	4 1.0	2 1.2	2 1.4	-
Don't see the relevance/benefit	4 1.0	4 2.4	-	-
Don't use the internet much for work / Don't use social media	4 1.0	2 1.2	1 0.7	1 0.9
Computer speed	3 0.7	1 0.6	2 1.4	-
would have no control if I gave consent	2 0.5	2 1.2	-	-
Used against me for immoral purposes / Having it used against me	2 0.5	2 1.2	-	-

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10. What concerns do you have with being digitally monitored (e.g. tracking of your internet usage, social media usage, etc.)?

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Depends on where I go	1 0.2	1 0.6	-	-
Follow up	1 0.2	-	1 0.7	-
The usual	1 0.2	1 0.6	-	-
User friendly	1 0.2	-	-	1 0.9
Too much to ask of a physician and citizen	1 0.2	1 0.6	-	-
Conflict of interest	1 0.2	-	1 0.7	-
Not appropriate with my employment	1 0.2	1 0.6	-	-
Not applicable	1 0.2	-	-	1 0.9
Don't know	1 0.2	1 0.6	-	-

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INDUSTRY INSIGHTS

11. Which digital sites do you visit most often for professional purposes? Please be specific and list the exact websites you visit most often for professional purposes.

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
TOTAL ANSWERING	414 100.0	170 100.0	138 100.0	106 100.0
Webmd	114 27.5	43 25.3	41 29.7	30 28.3
Medscape	95 22.9	35 20.6	34 24.6	26 24.5
Uptodate	90 21.7	34 20.0	30 21.7	26 24.5
Epocrates	78 18.8	33 19.4	33 23.9	12 11.3
AAFP	54 13.0	24 14.1	18 13.0	12 11.3
Sermo	40 9.7	10 5.9	17 12.3	13 12.3
Google	34 8.2	11 6.5	12 8.7	11 10.4
QuantiaMD	33 8.0	4 2.4	18 13.0	11 10.4
None/Nothing	26 6.3	17 10.0	7 5.1	2 1.9

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	(A)	(B)	(C)	(D)
CDC	20 4.8	9 5.3	8 5.8	3 2.8
NEJM	19 4.6	7 4.1	4 2.9	8 7.5
eMedicine	18 4.3	6 3.5	5 3.6	7 6.6
Mdconsult	14 3.4	6 3.5	6 4.3	2 1.9
Mayo Clinic	14 3.4	4 2.4	6 4.3	4 3.8
MerckMedicus	12 2.9	3 1.8	5 3.6	4 3.8
Pri-Med	11 2.7	1 0.6	7 5.1 B	3 2.8
ACP	11 2.7	6 3.5	2 1.4	3 2.8
AMA	10 2.4	1 0.6	3 2.2	6 5.7 B
JAMA	10 2.4	3 1.8	3 2.2	4 3.8

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Wikipedia	9 2.2	4 2.4	2 1.4	3 2.8
Refused	9 2.2	9 5.3	-	-
Drug websites	8 1.9	4 2.4	3 2.2	1 0.9
Many / Others	8 1.9	3 1.8	4 2.9	1 0.9
Mdlinx	7 1.7	-	4 2.9	3 2.8
NIH	6 1.4	-	4 2.9	2 1.9
PDR	6 1.4	2 1.2	2 1.4	2 1.9
Merckmedco	5 1.2	1 0.6	1 0.7	3 2.8
AOA	5 1.2	2 1.2	2 1.4	1 0.9
Prescribers Letter	5 1.2	3 1.8	-	2 1.9
Not applicable	5 1.2	4 2.4	1 0.7	-

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Don't know	5 1.2	1 0.6	3 2.2	1 0.9
Medical Economics	4 1.0	1 0.6	-	3 2.8
Facebook	3 0.7	1 0.6	2 1.4	-
ABIM	3 0.7	-	2 1.4	1 0.9
Cleveland Clinic	3 0.7	-	3 2.2	-
myCME / CME	3 0.7	1 0.6	-	2 1.9
RxList	3 0.7	-	2 1.4	1 0.9
Medline	3 0.7	1 0.6	1 0.7	1 0.9
American Diabetes Association	3 0.7	2 1.2	1 0.7	-
American Board of Family Practice	3 0.7	2 1.2	-	1 0.9
FamilyDoctor.org	3 0.7	2 1.2	1 0.7	-

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11. Which digital sites do you visit most often for professional purposes? Please be specific and list the exact websites you visit most often for professional purposes.

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Hospitals	3 0.7	-	3 2.2	-
Pfizer Professional	2 0.5	1 0.6	1 0.7	-
Texas Med Soc.	2 0.5	-	1 0.7	1 0.9
Hotmail	2 0.5	-	1 0.7	1 0.9
PubMed	2 0.5	2 1.2	-	-
MedTango	2 0.5	-	2 1.4	-
ReachMD	2 0.5	1 0.6	1 0.7	-
MDVIP	2 0.5	-	2 1.4	-
E-mail directives	2 0.5	1 0.6	-	1 0.9
ABFM	2 0.5	2 1.2	-	-
Journal watch	2 0.5	1 0.6	-	1 0.9

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
MPR	2 0.5	1 0.6	1 0.7	-
Yahoo	2 0.5	-	2 1.4	-
MSN	2 0.5	-	-	2 1.9
Multiple Research Organizations	2 0.5	-	1 0.7	1 0.9
Fingertip Formulary	2 0.5	1 0.6	1 0.7	-
Medical Specialty Websites	2 0.5	1 0.6	1 0.7	-
AAP	2 0.5	1 0.6	1 0.7	-
University of Washington	2 0.5	1 0.6	1 0.7	-
NJAFP	2 0.5	1 0.6	1 0.7	-
Micromedex	2 0.5	2 1.2	-	-
Medsearch	2 0.5	1 0.6	1 0.7	-

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Wyeth Professional	1 0.2	1 0.6	-	-
Pmagonline	1 0.2	1 0.6	-	-
Hawaii Pacific Health	1 0.2	1 0.6	-	-
Quest	1 0.2	-	-	1 0.9
Penfield	1 0.2	-	1 0.7	-
Contemporary Pediatrics	1 0.2	-	1 0.7	-
Staples	1 0.2	1 0.6	-	-
Inkjet	1 0.2	1 0.6	-	-
Physicians Practice	1 0.2	1 0.6	-	-
Consultant Live	1 0.2	-	-	1 0.9
NCCN	1 0.2	-	-	1 0.9

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11. Which digital sites do you visit most often for professional purposes? Please be specific and list the exact websites you visit most often for professional purposes.

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
ASCO	1 0.2	-	-	1 0.9
Prescriber's Letter	1 0.2	1 0.6	-	-
On Demand Learning	1 0.2	1 0.6	-	-
MPG	1 0.2	1 0.6	-	-
AMDA	1 0.2	1 0.6	-	-
AGS	1 0.2	1 0.6	-	-
Cybernet	1 0.2	1 0.6	-	-
AudioDigest	1 0.2	-	1 0.7	-
AOL	1 0.2	-	1 0.7	-
AdvancedMD	1 0.2	-	1 0.7	-
NHI	1 0.2	1 0.6	-	-

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Melden	1 0.2	-	-	1 0.9
Medscope	1 0.2	-	-	1 0.9
ASAM	1 0.2	-	-	1 0.9
MedMD	1 0.2	-	1 0.7	-
ClinicalResource@Ovid	1 0.2	-	1 0.7	-
Mount Sinai Hospital	1 0.2	-	1 0.7	-
This one	1 0.2	1 0.6	-	-
Adjuvance	1 0.2	1 0.6	-	-
Lipids Online	1 0.2	-	1 0.7	-
Medicare	1 0.2	-	1 0.7	-
ACOFPP	1 0.2	-	1 0.7	-

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INDUSTRY INSIGHTS

11. Which digital sites do you visit most often for professional purposes? Please be specific and list the exact websites you visit most often for professional purposes.

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Journal of Family Practice	1 0.2	-	-	1 0.9
Medical Letter	1 0.2	-	-	1 0.9
HMO sites	1 0.2	1 0.6	-	-
MDHealth	1 0.2	1 0.6	-	-
FDA	1 0.2	-	-	1 0.9
Family Practice News	1 0.2	-	-	1 0.9
Amazon	1 0.2	-	-	1 0.9
Web based searches	1 0.2	-	-	1 0.9
PogoFrog	1 0.2	-	-	1 0.9
AstraZeneca	1 0.2	-	1 0.7	-
Zyrtec	1 0.2	-	1 0.7	-

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11. Which digital sites do you visit most often for professional purposes? Please be specific and list the exact websites you visit most often for professional purposes.

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
National Medical Poll	1 0.2	-	1 0.7	-
Physician Interactive	1 0.2	-	1 0.7	-
OARRS (Ohio state narcotic reporting system)	1 0.2	-	1 0.7	-
Insurance websites for PA	1 0.2	-	1 0.7	-
From the clinician	1 0.2	-	1 0.7	-
Clinical Care Options	1 0.2	-	-	1 0.9
HCV Advocate	1 0.2	-	-	1 0.9
Impact Network	1 0.2	-	1 0.7	-
On-line versions of Medical Textbooks	1 0.2	-	1 0.7	-
Alabama Public Health	1 0.2	-	-	1 0.9
Familydoc.com	1 0.2	1 0.6	-	-

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
DynaMed	1 0.2	-	1 0.7	-
Depends on the topic	1 0.2	1 0.6	-	-
HIV - insite	1 0.2	-	1 0.7	-
AAHIVM	1 0.2	-	1 0.7	-
Shore Health Systems	1 0.2	-	1 0.7	-
IDSA	1 0.2	-	-	1 0.9
Newtown Family Physicians	1 0.2	-	1 0.7	-
STFM	1 0.2	-	1 0.7	-
YouTube	1 0.2	-	1 0.7	-
NJ electronic death registration system	1 0.2	1 0.6	-	-
Orthoseek	1 0.2	-	-	1 0.9

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Family Medicine Best Evidence	1 0.2	1 0.6	-	-
Dependent on interests and availability	1 0.2	-	-	1 0.9
FSU Library	1 0.2	1 0.6	-	-
Advanced Medical Imaging	1 0.2	-	1 0.7	-
Education sites	1 0.2	-	1 0.7	-
Suppliers	1 0.2	-	1 0.7	-
Patients	1 0.2	-	1 0.7	-
Reference sites	1 0.2	-	1 0.7	-
Pharmacy	1 0.2	-	1 0.7	-
Penfield Productions	1 0.2	-	-	1 0.9
Olson Research	1 0.2	-	-	1 0.9

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
NIT	1 0.2	1 0.6	-	-
ACC	1 0.2	-	1 0.7	-
AANP	1 0.2	-	1 0.7	-
Science News	1 0.2	-	1 0.7	-
My orginazation site	1 0.2	-	1 0.7	-
Society sites	1 0.2	1 0.6	-	-
Vaccineshop	1 0.2	-	1 0.7	-
OfficeMax	1 0.2	-	1 0.7	-
OfficeDepot	1 0.2	-	1 0.7	-
United	1 0.2	-	1 0.7	-
MedIQ	1 0.2	1 0.6	-	-

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Archives	1 0.2	-	1 0.7	-
Internal Medicine Journal	1 0.2	-	-	1 0.9
Financial sites	1 0.2	1 0.6	-	-
Social Radiographs	1 0.2	1 0.6	-	-
interest.healthcare.thomsonreuters.com	1 0.2	1 0.6	-	-
GAWMicromede	1 0.2	1 0.6	-	-
Therapeutic Research	1 0.2	1 0.6	-	-
DrFirst	1 0.2	1 0.6	-	-
Soapware	1 0.2	-	1 0.7	-
Internet Explorer	1 0.2	-	1 0.7	-
Drug Checker	1 0.2	-	1 0.7	-

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
AllScripts	1 0.2	-	-	1 0.9
PTN	1 0.2	1 0.6	-	-
ED	1 0.2	1 0.6	-	-
Blue Cross Blue Shield	1 0.2	1 0.6	-	-
AIM DocFinder	1 0.2	-	1 0.7	-
Med-linMed-scape	1 0.2	1 0.6	-	-
pamedsco.org	1 0.2	-	-	1 0.9
MerckSource	1 0.2	1 0.6	-	-
NCAFP	1 0.2	1 0.6	-	-
ACOG	1 0.2	1 0.6	-	-
CMA	1 0.2	-	1 0.7	-

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
AAPC	1 0.2	-	1 0.7	-
AAOS	1 0.2	-	1 0.7	-
AFMRD	1 0.2	-	1 0.7	-
Missing information	1 0.2	-	-	1 0.9
Doesn't use/Doesn't prescribe	1 0.2	-	-	1 0.9

Comparison Groups: BCD
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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INDUSTRY INSIGHTS

12. What types of assurances would you look for prior to participating in such a study that monitored your digital internet behavior?

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
TOTAL ANSWERING	415 100.0	170 100.0	138 100.0	107 100.0
Data security / Data anonymity	131 31.6	31 18.2	61 44.2 B	39 36.4 B
Would not participate / No assurances would be good enough / Not interested	73 17.6	68 40.0 C	5 3.6	-
None/Nothing	55 13.3	24 14.1 C	8 5.8	23 21.5 C
Privacy	48 11.6	13 7.6	19 13.8 b	16 15.0 b
Don't know	39 9.4	17 10.0	14 10.1	8 7.5
Written contract / Written assurance	34 8.2	5 2.9	18 13.0 B	11 10.3 B
Why and how it will be done / knowing the real purpose of the study	15 3.6	2 1.2	8 5.8 B	5 4.7
Enough compensation / High reimbursement	10 2.4	7 4.1	3 2.2	-

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INDUSTRY INSIGHTS

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Addressing the HIPPA rules / HIPPA compliance / Legality	8 1.9	-	3 2.2	5 4.7
Trust / Promise / Word	7 1.7	1 0.6	5 3.6 b	1 0.9
No advertisement / Pop-ups / Solicitations	5 1.2	-	4 2.9	1 0.9
Virus protection	5 1.2	3 1.8	2 1.4	-
Significant consequences in case of breach	5 1.2	4 2.4	1 0.7	-
Only sites I specified to be monitored	5 1.2	1 0.6	2 1.4	2 1.9
Monitoring would end at end of study	4 1.0	1 0.6	2 1.4	1 0.9
Not applicable	4 1.0	4 2.4	-	-
Standard / The usual verifications	3 0.7	-	-	3 2.8
Open to discussion	2 0.5	2 1.2	-	-

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INDUSTRY INSIGHTS

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	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
System speed	2 0.5	1 0.6	1 0.7	-
The ability to remove the tracker from the computer without any glitches / Guarantees for computer replacements and servicing	2 0.5	1 0.6	1 0.7	-
Complete / A good amount	2 0.5	1 0.6	1 0.7	-
Need approval from supervisors	1 0.2	1 0.6	-	-
Insurance	1 0.2	-	1 0.7	-
Lack of input	1 0.2	-	1 0.7	-
Provide me with a Smartphone or PC with internet access that I can dedicate to the study	1 0.2	-	1 0.7	-
Would know when being monitored	1 0.2	-	1 0.7	-

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INDUSTRY INSIGHTS

12. What types of assurances would you look for prior to participating in such a study that monitored your digital internet behavior?

	TOTAL	1-2	3-5	6-7
	(A)	(B)	(C)	(D)
Probably only from office not home computer	1 0.2	-	1 0.7	-
No third party involvement	1 0.2	1 0.6	-	-
Patient motivation and reliability	1 0.2	-	-	1 0.9
Not time consuming	1 0.2	1 0.6	-	-
I would want the option to see source code for any software I would have to install	1 0.2	1 0.6	-	-
All data is randomized	1 0.2	-	1 0.7	-
Whatever can be provided	1 0.2	-	1 0.7	-

Comparison Groups: BCD
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