

Introduction

- Surveillance – any collection and processing of personal data for purposes of influencing or managing those whose data have been gathered (Lyon, 2001)
- UK – ‘endemic surveillance society’ (Privacy International, 2007)
- Social identity approach (Tajfel, & Turner, 1979; Turner et al., 1987) suggests that identification with the source of surveillance should affect the acceptance of it
- Sharing the same group membership as the source of surveillance increases the acceptance of it, it is also less likely to be seen as an infringement of privacy (O’Donnell et al., 2010)
- Shared identity allows surveillance to be perceived as a benefit to the in-group (i.e. safety)
- National identity reflects one’s sense of belonging to a nation as a cohesive whole and is embodied by its distinctive language, symbols, customs and tradition (Smith, 1991)
- National security is linked to national identity and constructions of ‘us’ and ‘them’ (Simone, 2009)



Method

Participants

- 214 online participants (163 Female, 51 Male)
- Aged 18-66 ($M = 22.10$, $SD = 7.93$)

Key Measures

- System justification (Kay, & Jost, 2003)
- British national identity (Cinnirella, & Hamilton, 2007)
- Perceived need for government surveillance (Dinev et al., 2008)
- Potential benefits of online surveillance (Bayerl, & Akhgar, 2015)
- Concerns about government surveillance (Dinev et al., 2008)

Stimuli

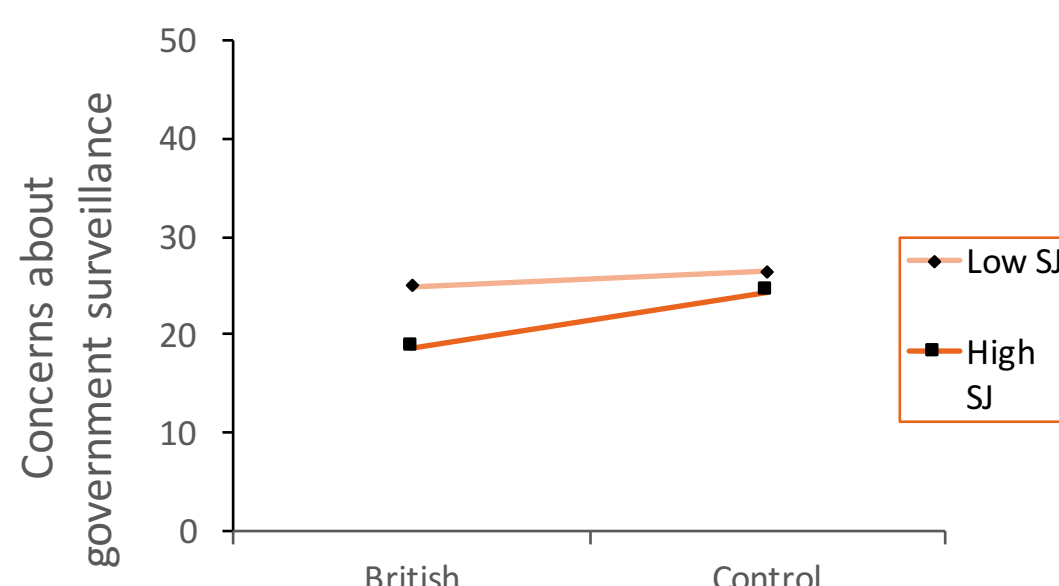
- Participants first completed the system justification scale
- In the experimental manipulation – aimed at elevating the salience of British identity – half of the participants received a national identity priming task
- Participants completed the rest of the questionnaire



Results

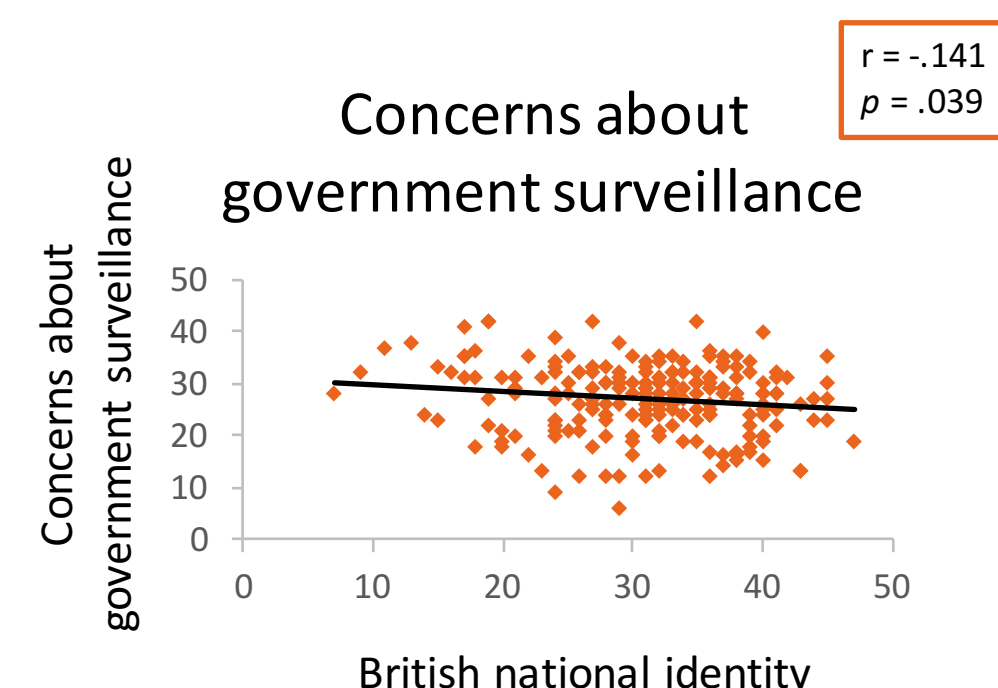
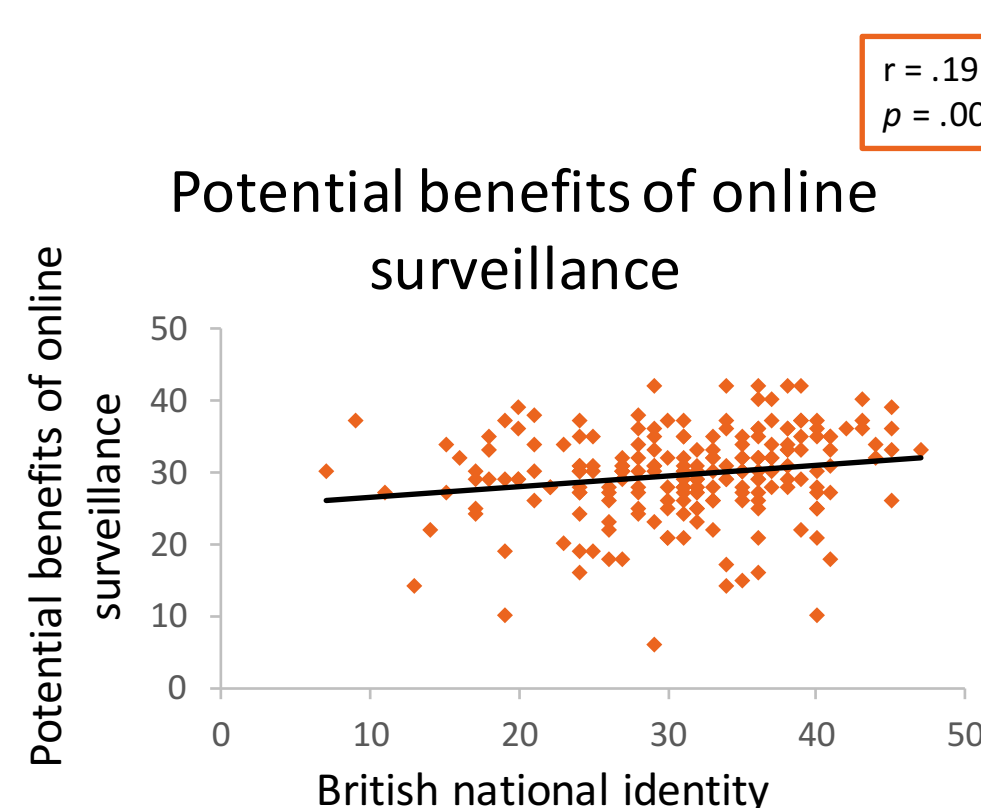
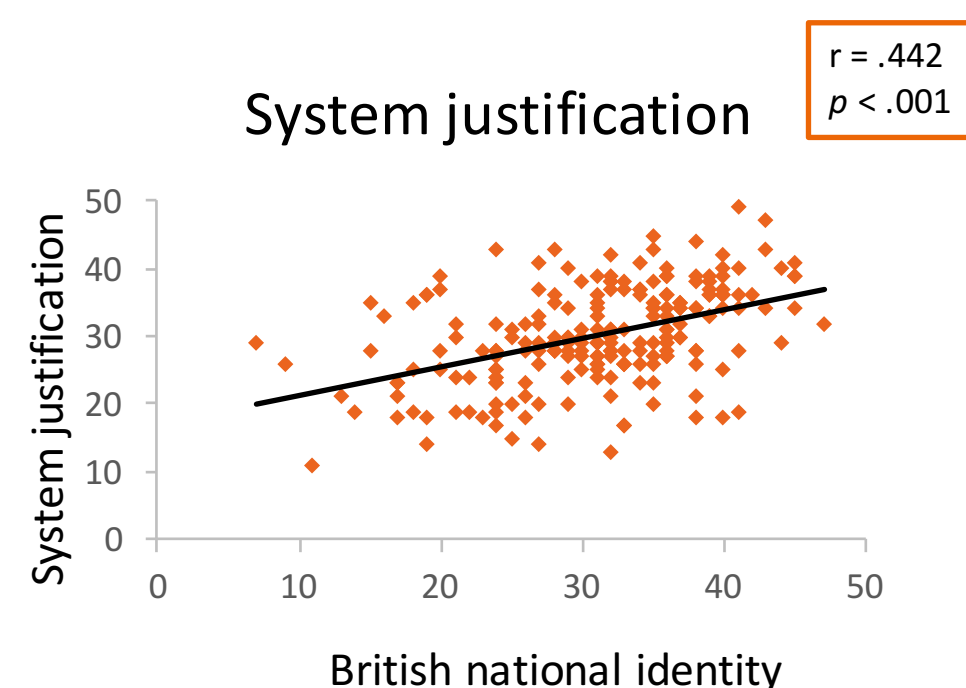
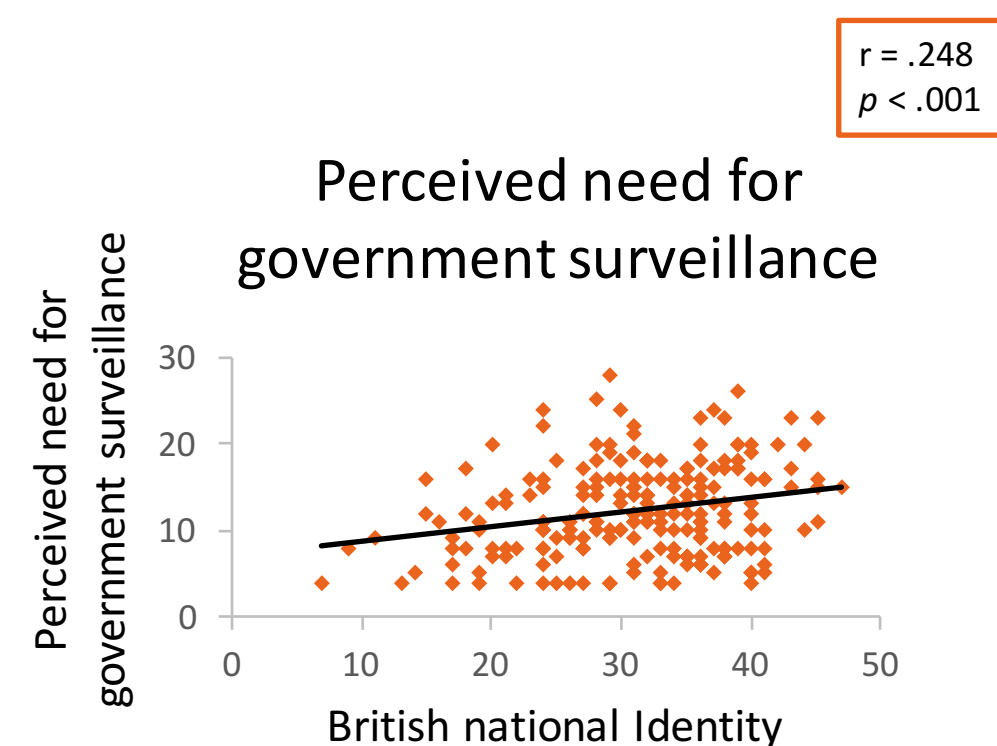
Multivariate analysis of variance revealed that British national identity priming had *no effect* on any of the variables.

British national identity was found to be *positively* correlated with *system justification*, *perceived need for government surveillance* and *potential benefits of online surveillance*.



However, a *significant* interaction between *system justification* and *British national identity priming* was found on concerns about government surveillance ($\beta = 2.82$, $p = .030$)

British national identity was found to be *negatively* correlated with *concerns about government surveillance*.



Conclusion

- The results of this study extend the literature on national identity and surveillance acceptance by showing that one’s feelings of Britishness is associated with their acceptance of government-sanctioned surveillance
- People with stronger British national identity are more likely to feel that the system they live in is just, to feel the need for and to see the potential benefits of government surveillance
- On the other hand, individuals with lower British national identity tend to feel more concerns about government surveillance
- Furthermore, British national identity is associated with lower levels of concerns about government surveillance with people who scored higher on system justification

References

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