

## Instructions for Interviewers

As the intention of these interviews is to gain a deeper understanding of personal opinions, thoughts, feelings, experiences and behaviour towards privacy based on the quantitative results from WP7, it is crucial to allow the respondents to speak as freely as possible and allow them to develop their own chain of thought, rather than following a pre-defined yes/no or “multiple choice” pattern. Obviously, one of the main challenges for any interviewer conducting standardised open-ended interviews is to find the balance between allowing such openness *and* maintaining control – taking oneself back without losing the “red line” – and the wording of the interview questions is accounting for this.

However, conducting interviews about a complex subject will always remain a complex task, and the following practical recommendations are meant to help reducing at least some of the complexities involved.

**Plan ahead:** Make a definite appointment with the respondent in a location of her/his choice where she/he feels at ease, but keep in mind that it should be sufficiently private to allow for an interview without undue distractions or interruptions. Avoid tight time schedules, as feelings of pressure may – unwillingly – be passed on to the respondent.

**Be familiar with the interview guidelines:** Practice the questions beforehand, and read the questions-specific instructions (marked in italic letters) carefully. Stick to the guidelines and don't jump between questions.

**Be familiar with the technical equipment:** Make a short test recording before each interview to assure that the recording equipment is working fine and batteries are sufficiently charged.

**Ask open questions:** Particularly when probing an interviewee's response, it is tempting to ask suggestive questions (e.g. “So you think / don't think that...?”) which can be answered by a simple yes/no. Such yes/no questions should be avoided as much as possible as what we wish to get when probing are more details about what the interviewee thinks and not a simple yes/no. Attempt to keep asking open direct questions, and also use other probing techniques like empathy, expectant pauses or mirroring, giving the respondent sufficient time to elaborate.

**Stay alert:** Whilst it is important to be interactive, the interviewer's main task is to listen and observe throughout the conversation. It is also recommendable to remain alert and potentially make notes after the interview, as respondents often give crucial information immediately after the recording device is turned off.

Introduction	Briefing
<p><b>ALL RESPONDENTS</b></p> <p><b>Introduction</b></p> <p>[about 5 min]</p> <ul style="list-style-type: none"> <li>- Thank you</li> <li>- Your name</li> <li>- Purpose</li> <li>- Confidentiality</li> <li>- Duration</li> <li>- How interview will be conducted</li> <li>- Signature of consent on consent form</li> </ul>	<p>I would like to thank you for taking the time to meet me today. My name is-----and I would like to talk to you about the internet, what you like about it, what you dislike, and how you use it.</p> <p>As was mentioned when we set up this appointment, this interview is being carried out as part of the CONSENT project which is co-funded by the European Commission. The CONSENT aims to gather views of internet users from all countries of the EU. If you wish I will give you more information about the CONSENT project at the end of the interview.</p> <p>Your opinion is very valuable for our study and will be taken into consideration when drawing up the final report.</p> <p>The interview should take less than one hour. I will be taping the session because I don't want to miss any of your comments. Although I will be taking some notes during the session, I can't possibly write fast enough to get it all down. Because we're on tape, please be sure to speak up so that we don't miss your comments.</p> <p>All responses will be kept confidential. This means your interview responses will only be shared with research team members and will ensure that any information we include in our report does not identify you as the respondent. Your name will not be connected with the answers in any way.</p> <p>Please read and sign this consent form. Do you have any questions on that?</p> <p>Remember, you don't have to talk about anything you don't want and you may end the interview at any time. Is that OK?</p> <p style="text-align: right;"><i>Running Total: 5 min</i></p>
Objectives	Questions
<p><b>ALL RESPONDENTS</b></p> <p><b>Willingness to disclose personal information in various situations.</b></p> <p>[about 8 min]</p>	<p><b>Q.1. Let's talk about something a situation you may find yourself in. I would like you to imagine you are on a plane and the person next to you, somebody you don't know and who you are unlikely to ever meet again, is a really talkative member of the same sex about your age. They start talking about different things and after 15 minutes they ask you whether you were single, married or in a relationship, what would you tell them?</b></p> <p><i>Let respondent reply freely, and if they don't give reasons why, only then</i></p>

*ask further why/why not.*

**Q.1.2 What if they asked you about how much you earn - What would you do?** *Let respondent reply freely, and if they don't give reasons why, only then ask further why/why not.*

**Q.134 Now let's imagine that instead of this talkative fellow passenger, you were asked the same questions by a friend who you meet a few times a year. What would you do?**

*Probe about each of: whether you are single, married or in a relationship, how much you earn, ID card number. And in each case whether respondent would say the truth and why/why not*

*Running Total: 16 min*

**ALL RESPONDENTS**

**Internet experience and attitudes**  
[about 5 min]

**Q.2 Let's talk a bit about the internet now, how long have you been using the internet?**

**Q.3 What do you love most about the internet?**

*Probe: why?*

**Q.4 What do you dislike most about the internet?**

*Probe: why?*

**ALL RESPONDENTS**

**Underlying beliefs & attitudes to commercial/privacy trade-off**

[about 5 min]

**Q.5 Imagine that you are visiting a website of a discount club, for example a site similar to Groupon <or similar, please choose the one most appropriate for your country>. The club offers up to 50% discounts on different consumer products and services (e.g. books, travel, household goods, fashion items) to its members. The site is currently running a promotion and giving a discount up to 75% to all visitors who provide the site with more information than the standard name and email. Which information would you be willing to provide this website to get this up to 75% discount offer?**

*Start reading out list: phone number, home address, date of birth, annual income, marital status, number of kids, age of kids, ID or passport number, email address of partner or spouse, life insurance status, home insurance status*

*For items that respondent is not willing to provide information about to the website probe reason: **Q5.i Why not? Or Why wouldn't you give your...***

**ALL RESPONDENTS**

**Internet usage**  
[about 2 min]

**Q.6 Please tell me a little about the internet websites you use in a typical week and what you use them for.**

*Probe if Internet activities describe above (including usage of UGC and SNS) have an impact on the respondents' lifestyles, habits and social relationships (just 2 minutes for this question, so do not go into too many*

details).

Running Total: 28 min

#### ALL RESPONDENTS

##### UGC usage

[about 5 min]

- Establish whether UGC user or non-user
- Establish whether SNS user
- Establish UGC site used most frequently
- Provides link to findings from online questionnaire

Show card A

**Q.7 This is a list of some websites <show list of UGC sites used in each country for WP7 >. Could you please tell me whether you have accounts with (not just visit) any of them and if you do have an account how often you log in? <Make a note which whether respondent uses Social Networking Site and if not which UGC website respondent uses most>**

Show card A:

- A. Social networking website such as Facebook, <Local SNS used in WP7>**
- B. Business networking websites such as LinkedIn, Xing.com**
- C. Dating websites such as parship.com**
- D. Websites where you can share photos, videos, etc, such as Youtube, flickr**
- E. Websites which provide recommendations and reviews (of films, music, books hotels etc), such as last.fm, tripadvisor**
- F. Micro blogging sites such as twitter**
- G. Wiki sites such as Wikipedia, myheritage**
- H. Multiplayer online games such as secondlife.com, World of Warcraft**

*Probe how much time is spent on social networks and UGC services daily/weekly (if not established already in Q6)*

Running Total: 33 min

#### RESPONDENTS WHO DO NOT USE OR NO LONGER USE UGC SITES IN Q7

##### Reasons for not using UGC sites

[about 3 min]

**Q.8 Why don't you have accounts with any of these sites, or why did you cancel or don't use them anymore? Anything else?**

*Probe fully, but make note of first and second reason given.*

*We are interested in exploring further any reasons that relate to respondents' concerns about:*

- the consequences of giving information online,
- how information about them is used,
- whether UGC sites can be trusted, and
- any other issue relating to privacy.

*If privacy/information use/trust related issues not mentioned as a reason for not using (anymore)UGC sites ask:*

**Q.9 For what reasons may you be likely to open an account – or not open account - with any of these sites soon?**

*Allow respondents to speak freely, but then gently probe to establish if respondent feels any pressure to open a UGC account;*

*If any privacy/information use/trust related issues*

*mentioned ask:*

**Q10. You mentioned that one of the reasons (the reason) you don't use UGC sites is <whatever respondent said that relates to privacy/information use> . Can you tell me a bit more about what in particular concerns you?**

*Probe in depth to determine*

*i. what aspect of UGC sites respondent finds unacceptable, and why;*

*ii. beliefs about how internet sites use information;*

*iii beliefs about what UGC sites are for.*

*Running Total: 36 min*

## **RESPONDENTS WHO USE UGC SITES IN Q7**

### **UGC sites - Motivations & Usage** [about 6 min]

Establish:

- motivations for UGC use
- willingness to share information
- beliefs & attitudes on different types of information
- motivations for settings of who can view information

**Q.11 Why did you start using <Social Networking Site, if used. If respondent does not use Social Networking site, then UGC site in Q7 used most frequently>? Probe to determine key motivations for using site.**

**Q. 12 During all of the time that you've been using these sites, what information about yourself have you put on the site/sites?**

*Allow respondents to take their time and reply in their own words but probe for: name, home address, photos of you, photos of family and friends, audio-video recordings, medical information, hobbies, sports, places where you've been, tastes and opinions, etc*

**Q.13 Who can see your profile and/or your photos?**

*Probe Q15 Why have you set things up in that way?*

**Q.14 Have you ever regretted posting some information on one of these sites?**

*If yes: Q.15 Can you tell me a little bit about it...what happened? Why did you regret the posting?*

*If respondent does not mention commercial info & negative effects, then also ask 16.1 and 16.2*

*If no: Q.16 Could you imagine a situation when you might regret it?*

*Probe to determine whether lack of concern about respondent's own posting is due to:*

*i. respondent posting little information, or*

*ii. always thinking carefully before posting, or*

*iii. thinking that it is no problem that everybody has access to information about them*

*If NOT i and ii then ask:*

**16.1 Do you receive commercial info that you think is a result of the personal information that you have posted?**

**If yes, how do you feel about this?**

*Probe to determine exactly:*

- i. *if the respondents are aware of consequences of putting information online*
- ii. *why some are more acceptable than the others*
- iii. *do people accept that receiving commercial info is part of the commercial trade-off for using the service*

**16.2 What do you think can happen (for example regarding job selection, reputation) as a result of personal information you have posted?**

*If Yes- How do you think this will happen?*

*If No- Why don't you think this is possible?*

*Probe to determine exactly how the respondents think about other people using their own information posted on UGCs. Use a neutral tone to allow both positive and negative reactions.*

*Running Total: 42 min*

**ALL RESPONDENTS**

**Usage of aliases/nicknames**  
[about 2 min]

- explore attitudes towards revealing personal information in different situations

*If not previously established up to this point*

**Q.17 Have you yourself ever used an alias or a nickname when giving information online? In what case/s and why? Or, if you haven't, what do you think about it?**

*Probe more in detail.*

*Running Total: 44 min*

**ALL RESPONDENTS**

**Attitudes towards use of personal information by websites**  
[about 8 min]

*Show card B*

**Q.18 The information users include in their account or profile on a website can be used by the website owners for a number of purposes, such as to customize the content and advertising that users see, to send them emails, to gather in-depth personal information about them etc. Did you know this when you signed up with a website (or UGC/SNS)? What do you think of it?**

*Make a note whether respondent was aware of purposes and probe to determine attitude to use of users' information for each of the following:  
Show card B:*

1. *customize the advertising you see (show you only advertising for things/services that likely to interest you)*
2. *share information ( which could be linked to your name) about your behaviour with other parts of the company*
3. *sell information (not linked to your name) about your behaviour to other companies*

*For each purpose probe respondent for the reason behind finding the use acceptable/unacceptable.*

*If not already mentioned, for any purpose respondent finds unacceptable ask:*

**Q.19 Under which conditions, if any, would you find it acceptable for users to give information about themselves to be used by a website for <**

*purpose respondent finds unacceptable>?*  
*Probe to determine whether respondent would accept a ticket in a sweepstake/lottery, points on website such as Facebook points, a share of profits from the website, money.*

*Running Total: 52 min*

**ALL RESPONDENTS**

**Attitudes towards & behaviour on privacy policies.**

[about 4 min]

**Q20 What do you think about privacy policies of the UGCs/SNS that you are using? Did you read them before you signed up? (choose one as an example, If no to Q 7, then any other website that you use frequently) If yes – what would you look for? If you didn't find what you have looking for, what would you do?**

*Probe to determine:*

- if people really read the privacy policy;*
- what (presence/absence of some feature? reassurance?) they are looking for when they do read privacy policies; and*
- what they do if what they are looking for isn't in the policy (carry on using the website anyway? not start/stop using it?)*

*Running Total: 56 min*

**ALL RESPONDENTS**

**Thank & close**

**That's all from me, is there anything else you would like to add?**

*Hand out incentives if used*

*Inform about the next steps, give more information about CONSENT project if respondent wishes*

**Thank you very much for your valuable contribution to our project!**

*Total: 60 min*