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Appendix A: Interview guide with privacy-related questions (full version)

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Appendix A: Interview guide with privacy-related questions (full version)

Question 73)   Do you think of yourself as a private person?
Question a.   Why is that?
Question 74)   How do you feel about organizations collecting information about you?
Question a.   Do you take any steps to try to prevent this from happening? For example, refusing to use store point cards or shredding mail.
Question b.   Have you ever had an experience where you felt like your privacy had been compromised?
Question i.   If yes: Could you tell me what happened?
Question 75)   Do you have an account on any social media sites, such as Facebook, Twitter and LinkedIn?
(If clarification is needed: on any sites where you can create an account and connect to other people's accounts in order to share information with each other?)
Question a.   If no: Why is that?
Question b.   If no: Do you ever use someone else's account to access things like pictures or posts?
Question c.   If yes: What are your reasons for choosing to use Facebook, Twitter or another social media service?
Question i.   Which are most important to you?
Question ii.   What do you usually use each of these sites for?
Question iii.   What kinds of things do you post on these sites?
Question iv.   Do you ever try to limit who can see what you post?
Question 1.   Why do you do this?
Question 2.   How? (We're looking for what information they protect and who they keep it from, but technical details are okay too.)
Question v.   Is there any personal information you are uncomfortable posting online?
Question 1.   If yes: What about it makes you uncomfortable?
Question vi.   Are you ever concerned about what other people post about you on social media sites?
Question 1.   If yes: What do you do about that? (Looking for things like deleting posts, untagging pictures, etc.)
Question vii.   Have you ever had someone you didn't want to connect with try to connect with you on a social media site?
Question 1.   If yes: How did you handle it?
Question viii.   Have you ever decided to drop someone from your connections on a social media site, such as unfriending someone on Facebook?
Question 1.   If yes: Why?
Question 76)   Have you ever talked online to someone whom you didn't already know from somewhere else?
Question a.   If yes: Have you ever had ongoing contact with someone you met online, or do you usually just talk to them once or twice? (If there are multiple people, try to get a few examples in the following questions.)
Question i.   What did you talk about with them?
Question ii.   If there's ongoing contact: How would you describe your relationship with them?
Question iii.   Have you ever met anyone in person after first encountering them online?
Question b.   If no: Is there a reason you don't talk to new people online?
(Probe for reasons related to 1) no desire/interest; 2) no opportunity; 3) privacy concerns.)
Question 77)   Do you generally use your real name when communicating on the internet, or do you sometimes use alternate names, like fake names or nicknames?
Question a.   If both:

Question i.   How do you decide which to use when?
Question b.   If sometimes:
Question i.   How do you pick your alternate name(s)?
Question ii.   Do you use the same alternate name on different sites?
Question 1.   Could you tell me about that?
Question iii.   When you're using an alternate name, have you ever revealed your real name?
Question 1.   If yes: Could you tell me about that?
Question 78) Have you ever decided not to join a web site or use an online service because you felt they wanted too much personal information?
Question a.   If yes: Could you tell me about a specific example?
Question 79) When using the internet, have you ever been concerned that you might have given out too much personal information or felt like your privacy or safety were at risk?
Question a.   If yes: Could you tell me about that, what was your biggest concern?
Question b.   If yes: Did this experience change how you give out personal information online?
Question c.   If no: Have you heard of anyone else who had a negative experience?
(Probe: If they ask for clarification give the following examples: 1) "identity theft"; 2) having others see personal information out-of-context; 3) potentially embarrassing pictures being posted online without permission.)
Question i.   Could you tell me what happened?
Question ii.   Did this story change anything about the way you use the internet?
Question 80) Do you do anything else to try to protect your privacy when you're using the internet?
(Probe: If they ask for clarification, this could include government, corporations, future employers, colleagues and/or parents.)
Question a.   If yes: What kinds of things do you do?
Question b.   Are there any people or types of organizations you'd rather didn't access some of your personal information?
Question i.   Why is that?
Question 81) Do people you know seem concerned about the internet and privacy?
Question a.   If yes: Could you tell me about their concerns?
Question b.   If no: Why do you think that is?
Question 82) Have you shared any photos or videos of your kids with friends or family members through email or by putting them up online somewhere?
Question a.   If no: Why not?
Question b.   If yes: What kinds of things do you put up?
Question c.   If yes: how do you decide if you should share this information publicly, for example on a Facebook wall or public photo sharing site, or privately, such as through email?
Question d.   If yes: Do you ever try to limit who can see what you post about your children?
Question 83) Do you and your child do anything together on the internet?
(Probe: For example, gaming, looking at videos, searching for information or updating Facebook.)
Question 84) Do you ever worry about your children's privacy or safety when they're using the internet?
Question a.   If yes: What are your main concerns?
Question i.   What do you do about it?
Question b.   Have any of your children ever had a negative experience when using the internet?
Question i.   If yes: Could you tell me about what happened?
Question ii.   If no: Do you know of anyone else's child who had a negative experience when using the internet?
Question 1.   Could you tell me about it?

Question 85)   Have you received information about how to help keep your kids safe and protect their privacy when they're on the internet?
Question a.   If yes: Where did you get this information?
Question b.   If yes: Was this helpful?
Question 86)   Regarding the risks for kids when using the internet, what kind of information do you wish you had more of?
Question 87)   Is there anything else that you would like to add?
Question 88)   If we have some more questions, may we call on you again?