**Appendix: Interview Protocol**

**INTRO**

1. Please make a drawing of the Internet.

To clarify, we are not looking for an artistic piece, don't be shy about your drawing.

1. Please tell me about your drawing.

[FOLLOW-UP questions to their explanation: point to parts of the image that they did not talk about annotating your movements for audio-recording purposes, ask if you didn’t understand something, etc.]

**VIDEO SITES**

**Intro: I would like to talk to you about your experience watching videos online.**

1. What sites do you use for watching videos?
   1. IF NO: Have you ever watched videos online in the past?
   2. IF NEVER: Why? [Probe a little further for an explanation]

1. What kinds of videos do you tend to watch?

[CLARIFICATION: Examples: how-tos, entertainment, music, make-up, tech reviews, etc.]

1. How often do you go on video sites?

FOLLOW-UP: Which one?  
IF NOT YET MENTIONED: Do you use YouTube?

1. Has anything ever surprised you about YouTube [OR other preferred video site]?

IF YES: What?

1. How do you decide what to watch (on YouTube)?
2. How interesting are the videos to you that you see on the homepage of Youtube?
3. [IF ALREADY ADDRESSED Just to clarify] Do you click on videos that appear on the homepage?
   1. IF YES: Why? FOLLOW-UP: How often?

IF NO: Why not?

* 1. IF RECOMMENDED VIDEOS NOT MENTIONED: What do you think about the videos that show up on the homepage recommended to you?

1. Why do you think the videos that show up are the ones you see?

CLARIFICATION: on the homepage, search results, recommended for you (right-handside)

1. Do you have an account on YouTube [OR primary other site used]?
   1. IF YES: Why?
   2. IF NO: Why not?
2. Are you logged in when you use the site?
   1. IF no details given then probe: Why or why not?
3. What information do you think YouTube has about you?
4. Who do you think has access to the information that you share with YouTube?
   1. Does this influence how you use the site?
   2. Why or why not?
5. What explains which advertisement you see on the site?
   1. IF NOT MENTIONED YET: Do you think that the information you share with the site has an influence on the advertisement that you see?

**MAPS/GPS TRACKING**

**Intro: Now I would like to change the subject and talk about maps.**

1. What is your main mode of transportation in everyday life?

IF CAR: Does your car have a GPS in it?

1. Do you use any maps on your computer or phone?  
   FOLLOW-UP: What app do you use? Can you show me the app(s) you use?

[Annotate out loud what you are seeing.]

1. How often would you say that you use a maps application?
2. What do you mostly use the maps application for?
3. Has anything about [*maps app*] ever surprised you?
4. What kind of information do you think your maps application knows about you?
5. Who do you think has access to the information you share with the maps app?  
   FOLLOW-UP: Do you think this has any influence on what other apps show you?
6. When do you think a maps application is using location information?
7. Is your location tracking “always on”, “when required by application” or “always off”?
8. Do you think the app gives you any personalized information?

FOLLOW-UP: Beyond the directions.  
 a. If YES: How do you feel about that?  
FOLLOW-UP: Have you changed or checked any of the privacy settings the maps application came with?

**PRODUCT/SERVICE RESEARCH**

**flights/accommodations, electronics/books/clothes**

**Intro: Now I would like to discuss your experiences with researching products and services online.**

1. Do you ever look for information about products like clothes, electronics or books?
   1. IF YES: How do you do inform yourself (about the products)?
   2. IF NO: Why not? Do you inform yourself about other products online? [different products named → go back to question a.]
2. Do you look for information about booking a flight or accommodations?
   1. IF YES: How do you do it?

FOLLOW-UP: Which sites do you tend to end up on?

* 1. IF NO: Why not?

1. Based on your experiences: How does the site [mention a site you already talked about] decide what to show you?

FOLLOW-UP: Are the results sometimes organized in lists?

IF YES: Why do you think the information is listed as it is?

1. Have you ever noticed a change in the search results?

CLARIFICATION: For example, if you look for a product at different times of the day or with a different device.

* 1. IF YES: Why might that be the case?

1. Might it be the case that someone else would get a different result for the same search?
   1. IF YES: Why might that be the case?
   2. IF NO: Why not?
2. What do you think a site like [mentioned site]knows about you?
3. Do you know whether other sites you visit have access to the information on [mentioned site]?
   1. IF YES: What information can they access and how?

FOLLOW-UP: What do you think about that?

1. Is there anything you can do about sites collecting information about you?
   1. IF YES: What can you do?
   2. IF NO: How does that make you feel?
2. Has anything ever surprised you when you researched a product or service on the Internet?

**VOICE ASSISTANTS**

**Intro: Now I would like to discuss voice assistants.**

[If R does not use a voice assistant, still ask about their perceptions/understandings/hypotheticals.]

1. Have you ever heard of a voice assistant?  
   [Pause, give them option to answer, if necessary, or rather after pause: continue]

[IF YES:] Can you give me an example?

[IF NO:] Even though you haven’t heard of it can you describe what you think it might be? [Pause]

[If no answer, clarify:] It can be on your smartphone, computer, television or smart speaker.

[IF still no then mention a few examples.]

1. What kind of tasks can a voice assistant help you with?
2. Is your voice assistant listening to everything someone says all the time or only in certain situations?

FOLLOW-UP: Why do you think that?

1. What kind of question would you never ask your voice assistant?

FOLLOW-UP: Why not? (What sort of questions and why won’t you ask them)

1. Can you explain to me how you think the process works when you ask the voice assistant a question?

FOLLOW-UP: How do you think the voice assistant comes up with the responses?

1. In your opinion what does your voice assistant know about you?
2. What do you think the system of your voice assistant does with the information you share with it?  
   FOLLOW-UP: What do you think, is this a good or bad thing?

FOLLOW-UP: How do you feel about the voice assistant knowing things about you?

1. Have you thought about any privacy implications of using such assistants?

IF YES: Can you give me some examples?

**CLOSING QUESTIONS**

1. Now please draw how an algorithm works.

Same as with the first drawing, we are not concerned about artistic quality.

1. Please tell me about your drawing.

[FOLLOW-UP questions to their explanation: point to parts of the image that they did not talk about annotating your movements for audio-recording purposes, ask if you didn’t understand something, etc.]

1. More generally speaking, how did you learn about how algorithms work?

FOLLOW-UP: How did it come about that you learned something about algorithms?

1. Reflecting on our whole conversation from videos to maps to products and voice assistants, is there anything else you would like to share?