
Interview/Focus Group Guide: Emerging Adults:

Hi _____, thanks for agreeing to participate in this interview.

Introductions, Information Sheet and Consent

My name is _____, I am a researcher on the Charting the Digital Lifespan project. This project is about understanding how online life changes across the lifespan, and to understand that, we're focusing on particular transitions in life – leaving school and going on to work or University, becoming a parent, and retiring from work.

I'm going to ask you to read through this participant information sheet about the project and ask any questions of me that you may have. I'm going to ask you to take part in this interview, which will include going online and looking at your Facebook profile, if you are willing. I'm also going to ask you if you would be willing to share the photos on your Facebook profile with our research group to help us train a computer to identify images. [PAUSE to read PI Sheet, sign consent] – participant keeps one copy of PI sheet and 1 consent

This interview is going to be in four parts.

In **Part 1** I'm going to ask you a few background questions about yourself.

In **Part 2** I'm going to ask you to draw two maps of your online and offline life as you remember it when you left school, and now, as you've moved into what you are doing now.

In **Part 3**, I'm going to ask you to go online to Facebook with me and look at some images of your choosing.

In **Part 4** we'll talk about whatever topics we haven't touched on yet in the first 3 parts!

Feel free to snack, or tell me if you need to take a break. I'll try to stop halfway through so we can walk around, use the toilet, etc. for a few minutes.

Do you have any questions for me at the start?

START RECORDING

PART 1

Introduction

- **Name**
- **Gender**
- What are you doing (school, major if known, work, job title)
- When did you leave secondary school/high school?
- What are you interested in/passions/what would you like to be doing in the future?
- **Year of Birth**
- **1st 5 of Postcode**
- **Type of Phone**

PART 2

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Map of the Land of the Internet from your point of view (starting from “home”) Where do you visit frequently online and why? (**participant: drawing map**)

Online Home (often drawn first)
List of sites where they spend time
How much time spent per day?
Devices used (phone, laptop, other?)

- ✓ What does it mean to you to be online? What/who are you connected to?

What does it mean to be online?

- ✓ How do you show who you are as a person to people online? Is this different to how they see you OFFLINE? Are the communities offline and online similar or different? (what was the change when move to Uni/work?)
- ✓ **What kind of digital interactions are shared?** (text based, image categories (more next), videos, others?) which sites are used for creation, which are just browsed?

Communication interactions/text/status update

Work activities/School project collaboration

Share photos where?

Share videos?

Create vs. browse (why spend time browsing?)

Free time/social activities/night out/night in

- **When and where do you go online?** Are there physical places that link up with particular digital activities? Are there physical places that are “totally offline?”

Links between physical and digital places?

Physical places that are totally offline?

- ✓ Where is the “real you”?

“Most real you” online

Seeking approval online (likes)

How different sites are used

(How do you get on a new site/choose which ones to use?

How to use sites: browse-create-respond

Phone limits – battery? Wifi?)

Digital Timeline Questions (me: creating a timeline)

- Email timeline: How many emails today? For different purposes?
- ✓ Social Networks Timeline – what did you start with? Move to? Move to? (still active?)

PART 3: Online Life: Images (online, together: can I save the images you pick out to my computer?)

- In this project we’re trying to figure out how people classify images at different times in their lives, so I want you to think about when you were making the transition from secondary school to what you are doing now.

What were you taking pictures of/how would you classify them? (up to 10-11 categories, could be fewer - browsing through albums)

Image categories at “leaving school” transition

- We’re interested in how your online identity has changed across time, so I’ll ask you to pick out 3-5 images that show “you” at different times (note: for recent FB converts, where was online life before? Can we see that site? Or was it offline?)

Online identity: current/recent profile picture, 2-3 steps back.

****FB IMAGE DOWNLOAD:** [if didn’t participate in image classification exercise]

OTHER sites where they have a big presence?

Concepts Exploration

**** These questions will ask** about various topics, and I want you to think especially about the transition you’ve recently made from being at secondary school to being at Uni or in work.

- ✓ Online and Offline Life, General:
 - How did your online life change at the “leaving school”/starting something else transition?
 - Did this transition change what you share?
 - Who you share interactions with?
 - Who do you share the most with? (friends, family?)
 - Are there any parts of your life that you deliberately keep offline? What do you wish was kept offline but IS online?
- ✓ Social Identity:
 - Are there times online you feel more like an adult? More like a kid? Is this different from your offline experiences?
- ✓ Citizenship:
 - What elements of your life online make you feel like a UK or Scottish citizen?
- ✓ Agency:
 - Are there things you can do online (social network sites, messaging with friends) that you can’t do offline/in real life? Are there things you can’t do online (things that make you feel powerless)?
 - Have you used the power of Pseudonymity (pretending to be someone else) online?
- ✓ Privacy:
 - What does private mean to you? Public? Is it different online vs. offline?

What is private online?

Do you use fine-grain privacy settings on FB (Everyone except X can see this? Anything beyond Friends or Public?)

- Have you ever had someone (or some entity) co-opt something you posted online – a photo or a status or a tweet out of context? What did you do?
- ✓ Looking toward the future:

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- How do you expect to be using technology in the future (as you continue in Uni, in Work, become a parent?) What do you think the future is for cameras, and digital images? Will being online still be helpful for showing who you are and how you want to be portrayed?

Future of tech and being online

Future of images

- Do you ever want to be disconnected from online life? Why? Are there ways you are able to do that now? Can you imagine ways to disconnect in the future?

Disconnection

- If you could design an app to do anything, what would it do? (help you with what you need/want to do online, keep certain things private, help you share more or less)[tie to interests/passions]

App for anything

END RECORDING

Amazon Voucher

Sign Sheet next to serial #

Interview/Focus Group Guide: New Parents:

Hi _____, thanks for agreeing to participate in this interview.

Introductions, Information Sheet and Consent

My name is _____, I am a researcher on the Charting the Digital Lifespan project. This project is about understanding how online life changes across the lifespan, and to understand that, we're focusing on particular transitions in life – leaving school and going on to work or University, becoming a parent, and retiring from work.

I'm going to ask you to read through this participant information sheet about the project and ask any questions of me that you may have. I'm going to ask you to take part in this interview, which will include going online and looking at your Facebook profile (or other place you find yourself spending the bulk of your online time), if you are willing. I'm also going to ask you if you would be willing to share the photos on your Facebook profile (if applicable) with our research group to help us train a computer to identify images. [PAUSE to read PI Sheet, sign consent] – participant keeps one copy of PI sheet and 1 consent

This interview is going to be in four parts.

In **Part 1** I'm going to ask you a few details about yourself.

In **Part 2** I'm going to ask you to draw two maps of your online and offline life as before and after you became a parent.

(If AVAILABLE) In **Part 3**, I'm going to ask you to go online to Facebook with me (or a site/place of your choosing that is where you keep photos) and look at some images of your choosing – categories, self. (Was not available)

In **Part 4** we'll talk about whatever topics we haven't touched on yet in the first 3 parts! (Change at becoming a parent, citizenship, agency, privacy, future tech)

Feel free to snack, or tell me if you need to take a break.

Do you have any questions for me at the start?

START RECORDING

PART 1

Introduction

- **Interviewer writes down initials, participant #, date & gender**
- What are you doing now (activities, any work?)
- What kind of work do you do/did you do (if on leave or has left work)?
- Age Category (month, year of birth) – **baby** month, year of birth
- 1st 5 of Postcode
- Type of phone (iPhone, Android, non-smart phone)
 - How long have you had this phone? What kinds of photos in the camera? What kinds of apps used? (any parent apps?)

PART 2

Map of the Land of the Internet from your point of view (starting from “home”): DRAW NOW FIRST, THEN PRE-BABY.

1. Draw physical places first (places you spend time at least once a week) – black – PHYSICAL HOME, ONLINE HOME
2. Draw devices next - green
3. Draw sites/services connected to those devices - orange
4. Time spent (overall, on each device?) per day or per week - red

OFCOM 16 Types of Internet Activity (on map to guide orange level)(from 2014 Ofcom Report)

- Social networking (sites)
 - FB
- Twitter
- Emails
- Communications
 - Text
 - status update
 - Video phone: Skype, Facetime
 - Planning an outing with friends
- Purchasing
 - Clothing
 - HH goods
 - Food
 - Travel planning, buying)
- Banking
- Radio/ audio services
 - Audio podcasts
 - Streaming radio
- Games
- Health [information]
- Government sites [admin stuff, council tax]
- Information
 - Work systems
 - General Googling
 - News
 - Weather
- Watching TV content
- Watching video clips/ webcasts
 - Youtube
 - Vine
 - Video podcasts
- Downloading entertainment content
 - Music downloads
- Uploading/ adding content to the internet
 - Blogging
 - Cloud storage/backups (like Dropbox, Google Drive)
 - Sharing photos (where stored if not shared?)
 - FB

- Instagram
 - Snapchat
 - Imgur or Reddit
- Sharing videos (where stored if not shared?)
- Writing comments or reviews
- create vs. browse, why browse?
- Real-time gambling/ trading/ auctions
- Tracking time
 - Online calendar (shared?)
 - Phone calendar

**For Interviewee WP1N.16, who had a brief interview and 2 children born 16 years apart, map-making and questioning was abbreviated with focus on the following: Communications at the birth and for milestones (1998 vs. 2012 (pre-baby) vs. 2014 (today); Health information and government sites/information) how accessed/used); Music or TV for kids; Sharing photos and videos

What does it mean to you to be online? What/who are you connected to?

[What does it mean to be online?](#)

- ✓ How do you show who you are as a person to people online? Is this different to how they see you OFFLINE? Are the communities offline and online similar or different? (what was the change when you had a child?)

When and where do you go online? Are there physical places that link up with particular digital activities? Are there physical places that are “totally offline?”

[Links between physical and digital places?](#)

****Physical places that are totally offline?**

- ✓ Where is the “real you”?

[Is the “Most real you” online? Why/why not?](#)

****Are there some things your partner mainly (or totally) does online (posts certain things, looks for certain kinds of information, some kinds of shopping)? [who is the main social media poster, and why?]**

Digital Timeline Questions

- Email timeline: How many emails today? For different purposes?
- ✓ Social Networks Timeline – what did you start with? Move to? Move to? (still active?)
- ✓ Device timeline: *did you get new devices (phone, computer, camera, video camera) around the time you had your child?*

PART 3: Online Life: Images (online, together: can I save the images you pick out to my computer for use within project only – if images are online)

(How many FB Friends do they have? How many FB photos do they have?)

- In this project we’re trying to figure out how people classify images at different times in their lives, so I want you to think about when you were making the transition to becoming a parent). What were you taking

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pictures of/how would you classify them? (up to 10-11 categories, could be fewer - browsing through albums)

Image categories at transition (do you take pictures, what of (pictures on FB or camera roll), where do they go?)

- We're interested in how your online identity has changed across time, so I'll ask you to pick out 3-5 images that show "you" at different times (note: for recent FB converts, where was online life before? Can we see that site? Or was it offline?)

****Online identity: current/recent profile picture, 2-3 steps back.**

****FB IMAGE DOWNLOAD: If they have a profile with pics and are willing to download Charting the Digital Lifespan app.**

OTHER sites where they have a big presence? (if not FB, ask about most common online destination where images, etc. are shared)

Concepts Exploration

**** These questions will ask** about various topics, and I want you to think especially about the transition you've recently made to becoming a parent

- ✓ Online and Offline Life, General:
 - How did your online life change at the transition?
 - Did this transition change what you share?
 - Who you share interactions with?
 - Who do you share the most with? (friends, family?)
 - Are there any parts of your life that you deliberately keep offline? (feelings about posting pictures of baby) What do you wish was kept offline but IS online?
- ✓ Social Identity:
 - Are there times online you feel more like a parent? Times that you feel more like you did before having a child?
 - Do you feel like you're creating an online identity for your child? How? How is this different from your own online identity? [are there *family "rules"* about what is OK to post?]
- ✓ Overarching Citizenship-Agency – Idea of connecting to wider world vs. local community.
- ✓ Citizenship:
 - Are there elements of your life online (esp you life as a parent online) that make you feel like a UK or Scottish citizen?
- ✓ Agency:
 - Have you sought advice online since your baby was born? From what sites/services?
 - Are there things you can do online (social network sites, messaging with friends) that you can't do offline/in real life? Are there things you can't do online (things that make you feel powerless)?
 - Have you used the power of Pseudonymity (pretending to be someone else) online?
- ✓ Privacy:
 - What does private mean to you online? Is anything private?

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What is private online?

Do you use fine-grain privacy settings on FB (Everyone except X can see this? Anything beyond Friends or Public?)

- Do you look at online privacy differently now that you have a child?
- ✓ Looking toward the future:
 - How do you expect to be using technology in the future? What do you think the future is for cameras, and digital images? Will being online still be helpful for showing who you are and how you want to be portrayed?

Future of tech and being online

Future of images

- Do you ever want to be disconnected from online life? Why? Are there ways you are able to do that now? Can you imagine ways to disconnect in the future?

Disconnection

- If you could design an app to do anything, what would it do? (help you with what you need/want to do online, keep certain things private, help you share more or less)[tie to interests/passions]

App for anything

Wearable technology

Sensors in home or everyday objects? Useful? Creepy?

END RECORDING

Amazon Voucher

Sign Sheet next to serial #

Interview/Focus Group Guide: Retirees:

Hi _____, thanks for agreeing to participate in this interview.

Introductions, Information Sheet and Consent

My name is _____, I am a researcher on the Charting the Digital Lifespan project. This project is about understanding how online life changes across the lifespan, and to understand that, we're focusing on particular transitions in life – leaving school and going on to work or University, becoming a parent, and retiring from work.

I'm going to ask you to read through this participant information sheet about the project and ask any questions of me that you may have. I'm going to ask you to take part in this interview, which will include going online and looking at your Facebook profile (or other place you find yourself spending the bulk of your online time), if you are willing. I'm also going to ask you if you would be willing to share the photos on your Facebook profile (if applicable) with our research group to help us train a computer to identify images. [PAUSE to read PI Sheet, sign consent] – participant keeps one copy of PI sheet and 1 consent

This interview is going to be in four parts.

In **Part 1** I'm going to ask you a few details about yourself.

In **Part 2** I'm going to ask you to draw two maps of your online and offline life as you remember it when you retired from work (or, turned 60, or, became a parent), and now, as you've moved into what you are doing now.

In **Part 3**, I'm going to ask you to go online to Facebook with me (or a site/place of your choosing that is where you keep photos) and look at some images of your choosing.

In **Part 4** we'll talk about whatever topics we haven't touched on yet in the first 3 parts!

Feel free to snack, or tell me if you need to take a break.

Do you have any questions for me at the start?

START RECORDING

PART 1

Introduction

- **INTERVIEWER writes down initials, participant #, date & gender**
- What are you doing now (activities, any work?)
- When did you leave work/what kind of work?
- What are you interested in/passions/things you are pursuing now you're retired?
- Age Category (year of birth)
- 1st 5 of Postcode
- Type of phone (iPhone, Android, non-smart phone)

PART 2

Map of the Land of the Internet from your point of view (starting from “home”): TRY DRAWING AT TIME of RETIREMENT FIRST

5. Draw physical places first (places you spend time at least once a week)
6. Draw devices next
7. Draw sites/services connected to those devices
8. Time spent (overall, on each device?) per day or per week

Where do you visit frequently online and why? (**participant: drawing map**)

- How did you get into sites/services you use? Friends/family?
- ✓ What does it mean to you to be online? What/who are you connected to?

What does it mean to be online?

- ✓ How do you show who you are as a person to people online? Is this different to how they see you OFFLINE? Are the communities offline and online similar or different? (what was the change when you retired or had a child?)

What kind of digital interactions are shared? (text based, image categories (more next), videos, others?) which sites/apps/devices are used for creation (*are any items created and posted?*), which are just browsed?

OFCOM 16 Types of Internet Activity (FROM 2014 REPORT)

- Social networking sites
- Twitter
- Emails
- Communications (text, status update)
- Purchasing (Clothing, HH goods, food? esp. travel planning, arranging)
- Banking
- Radio/ audio services
- Games
- Health [information]
- Government sites [admin stuff, council tax]
- Information (work/ school/ college)
- Watching TV content
- Watching video clips/ webcasts
- Downloading entertainment content
- Uploading/ adding content to the internet [create vs. browse, why browse?]
- Real-time gambling/ trading/ auctions.

Work activities

Share photos where? (or keep them where if not shared)

Share videos? Skype, Facetime, Youtube, Vine?

Free time/social activities/planning an event or outing with friends?

News, Weather

Music

Admin stuff: utilities, insurance(set up, check in)

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Online or phone calendars (Google calendars, shared?)

Reading

- **When and where do you go online?** Are there physical places that link up with particular digital activities? Are there physical places that are “totally offline?”

Links between physical and digital places?

Physical places that are totally offline?

- ✓ Where is the “real you”?

Is the “Most real you” online? Why/why not?

Building online identity: know about/use tagging, likes, sharing?

(How different sites are used) How do you build your online identity?

Digital Timeline Questions (me: creating a timeline)

- Email timeline: How many emails today? For different purposes?
- ✓ Social Networks Timeline – what did you start with? Move to? Move to? (still active?)
 - What might make FB more appealing to you?

PART 3: Online Life: Images (online, together: can I save the images you pick out to my computer for use within project only – if images are online)

- In this project we’re trying to figure out how people classify images at different times in their lives, so I want you to think about when you were making the transition of retiring (or becoming a parent). What were you taking pictures of/how would you classify them? (up to 10-11 categories, could be fewer - browsing through albums)

Image categories at transition (do you take pictures, what of, where do they go?)

- We’re interested in how your online identity has changed across time, so I’ll ask you to pick out 3-5 images that show “you” at different times (note: for recent FB converts, where was online life before? Can we see that site? Or was it offline?)

Online identity: current/recent profile picture, 2-3 steps back.

****FB IMAGE DOWNLOAD: If they have a profile with pics and are willing to download Charting the Digital Lifespan app.**

OTHER sites where they have a big presence? (if not FB, ask about most common online destination where images, etc. are shared)

Concepts Exploration

**** These questions will ask** about various topics, and I want you to think especially about the transition you’ve recently made (retiring or becoming a parent)

- ✓ Online and Offline Life, General:
 - How did your online life change at the transition?
 - Did this transition change what you share?
 - Who you share interactions with?
 - Who do you share the most with? (friends, family?)

- Are there any parts of your life that you deliberately keep offline? What do you wish was kept offline but IS online?
- ✓ Social Identity:
 - What do you do for me-time? Any online links?
 - Are you concerned about the older computer user stereotype – clicking on the wrong thing (opening up to virus, online danger)? Or doesn't apply to you?
 - Are there times online you feel more like a part of the working world? Are there times you feel more like a retiree? Is this different from your offline experiences?
- ✓ Citizenship:
 - Are there elements of your life online make you feel like a UK or Scottish citizen?
- ✓ Agency:
 - Are there things you can do online (social network sites, messaging with friends) that you can't do offline/in real life? Are there things you can't do online (things that make you feel powerless)?
 - Online as an antidote to loneliness?
 - Have you used the power of Pseudonymity (pretending to be someone else) online?
- ✓ Privacy:
 - What does private mean to you? Public? Is it different online vs. offline?

What is private online?

Do you use fine-grain privacy settings on FB (Everyone except X can see this? Anything beyond Friends or Public?)

- Have you ever had someone (or some entity) co-opt something you posted online – a photo or a status or a tweet out of context? What did you do?
- ✓ Looking toward the future:
 - How do you expect to be using technology in the future? What do you think the future is for cameras, and digital images? Will being online still be helpful for showing who you are and how you want to be portrayed?

Future of tech and being online

Future of images

Tech as limiting vs. broadening

- Do you ever want to be disconnected from online life? Why? Are there ways you are able to do that now? Can you imagine ways to disconnect in the future?

Disconnection

- If you could design an app to do anything, what would it do? (help you with what you need/want to do online, keep certain things private, help you share more or less)[tie to interests/passions]

App for anything

Wearable technology

Sensors in home or everyday objects? Useful? Creepy?

END RECORDING

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Sign Sheet next to serial #