

Interview Schedule

1. Sign Consent Form

2. Outline the 3 Part Process Ahead

3. Start Recording

4. Reactions to Posters & Topic / Motivation for being here

5. Terms - What They mean to you

- personal data
- access to data
- control of data
- power (as it relates to data)

6. Sketching

- BLACK - Sketch map of parts of your life
- RED - Companies that have data in this area
- BLUE - Types of data they may have (also consider: can you see it?)
- GREEN - Feelings about each area/company/data type

7. Pick 3 to 6 companies most interesting / interested in requesting

8. Consider for each company:

- who has the power?
- what do you hope to find out?
- what could you do with that data?
- who has the power (review overall)?

9. Explain what happens next:

i'll prepare requests, you get IDs ready, then we'll review and send. Later - monitor viewing!

END