**Study Name: Values & Value (ES/K010786/1)**

**Depositor: Prof. Bev Skeggs**

**Interview Schedule**

**I Opening**

Show and explain data visualisations to participant using the visualisations for their own data. Start with interaction visualisations, then newsfeed, tracking and advertising data and end with social network diagrams.

Ask participant for their response to the data, i.e. how accurately it reflects their own perceptions, if they notice anything significant themselves, show any distinctive features that you have found in the data to the participant and ask them to respond to these. Encourage participant to expand on responses where appropriate.

**II Body**

Follow the basic structure outlined below, expanding with additional questions where required and, if appropriate, refer back to data in visualisations or the participant's initial survey responses.

**A Value**

1. Did you feel Facebook was useful to you, what use-value did you get from it?

2. Did you ever use Facebook to generate value for yourself?

3. What would you say is the balance between the personal value and the financial value that Facebook gets from you?

4. There are three models that are often used to describe how Facebook generates value: as gift, as rent, or as free labour. How would you respond to those?

5. Would you consciously think your data as properly or it is more an issue of privacy?

6. Did you actively mange your account in any way or tag photographs? (optional)

**B Time**

1. Does Facebook fit into your life or do you fit your life to it?

Optional variant or follow-on question:

Is FB active in your life when even not present?

2. If you didn’t have Facebook, do you think you would use your time differently, and if so how?

Variant for participants who have left Facebook:

Has it altered your use of time, not using Facebook?

3. Some of our respondents described using Facebook as quite compulsive and addictive, do you find it that way yourself? (transition to next section)

**C Affect**

1. Did you have a sense of Facebook as an affective medium?

Optional, follow-on question:

Do you ever feel compelled to like/reveal/hide/share?

2. How would you describe your emotional connection to Facebook?

**III Conclusion**

Thank participant for their time and for taking part in the project. Give them their own copy of the data visualisations to take away.