**Appendix – S1**

**Sample Questionnaire**The study included three questionnaires that slightly differed in order to adapt them to the different stages of the study and to avoid panel conditioning. Below is a sample questionnaire:



[This demographics section was only included in the first questionnaire]



















Additional section in the second questionnaire asking for a reflection of the tools used:





**Sample Interview Guide**

The interview guides used in this study varied for each participant, adapting the interview questions to the individual participant based on their prior findings (e.g. asking about changes in their internet usage the participants had intended to make). Below is a sample interview guide.

**Interview – Topic Guide:**

Concern for Online Privacy Now

* Maybe you could begin by talking a little bit about how you feel / what you think about online privacy?
* Do you think other people should be more concerned about online privacy?
* How do you feel about the collection of personal data online?
* Would you like to learn more about issues related to online privacy and big data?

Internet Usage / Privacy Behaviour Now

* The questionnaire you have completed has asked for some information on the way you use the internet, but what would you say – how would you describe your internet usage?
* After you watched the tools, why did you or did you not make changes to the way you use the internet?
  + How did you decide which areas of your internet usage to change / not to change?
  + Why not e-mail provider / instant messenger / search engine?
  + Which factors affected your decision / behaviour?

Longer-term changes

* Did the tools you used in my study and this new knowledge affect you, and if yes, how?
* Would you say your concern for online privacy has changed through these tools?
  + Is online privacy something you’ve thought about again in the last few months or not really? Have you thought back at the tools?
  + Have you looked up further information / did you revisit the tools in the last few months?
  + Would you say your concern about online privacy and your interest in the topic has stayed the same since we last met, has de- or increased?
* What about the way you use the internet? Have you made further changes in the last 6-9 months?
  + Have there been situations in which the new knowledge you gained from the tools in this study has affected your behaviour? If yes, please detail.

Patterns / Ambiguities

* Did you ever feel like there’s no point in trying to protect your data online? Felt resigned / have given up on your online privacy?
  + If yes, why did you feel resigned?
    - Was that because you felt like online privacy is not important anyway? Or rather because you thought it was impossible to protect your data?
  + If yes, was that before or after using the tools?
  + How have the tools and the new knowledge you gained through the tools affected this feeling of resignation?
  + How do you feel about this now?
* What would you say, what do you worry about more? Or both?
  + A. About whether or not your data is kept safe and protected (e.g. against hackers or data leaks) by the companies who collected and now store it,
  + B. Or would you say you worry more about what these companies might do with your data and what impact this might have on your life?
    - Why (are you more concerned about one)? Why not?
    - Would you normally differentiate between the two? Why? / Why not?
  + Do you think your attitudes towards these two issues have changed through learning more about data collection online through the tools? More aware/concerned of one?

The tools

* Can you talk a little bit about the tools you used in my study?
* What did you like about the tools? What did you dislike?
* Did you revisit the tools in the last months?
  + Would you revisit them in the future?

Individual Questions: [Example]

* In the second questionnaire, you said you started using the Tor Browser – do you still use this? Regularly?
* You said you were “now much more likely to say ‘no’ if a device asks me to turn location services on” – did this situation come about?
* You said you found the new information “slightly scary” and that you thought you were very predictable. Have you made changes to prevent this or just accepted that this is the case?
* You said you didn’t connect with the design approach of the video because it was not interactive / personalised at all – is this something you value a lot when learning new things? Should all tools be interactive and personalised?