Using Vignettes to Explore Sensitive Concepts
Enclosure 1
Interview Protocol

Today, we are going to be talking about lots of things that have to do with going online.

Part I: Warm-up

I want to find out a little bit of information about you.

Tell me about what going online means to you?

How often do you go online?
> -- probe weekly, daily, monthly, etc.
> -- for how long?
> -- weekends? weekdays?

What do you do when you go online?
> -- probe list of online activities (will possibly have a multiple choice question with detailed follow-ups)
> -- if gaming: what games? system? computer?
> -- if social networking sites: MS, FB, Bebo, etc
> -- when communicating, with who?

Part II: Reading Vignettes

Now I want to tell you what we are going to spend the most time on today.

I want to know a little bit about what you think about certain online activities. You and I are going to read short little stories about kids and some things they are doing online. After we read each little story, I want to know what you think about it.

There are a couple of things that I want to know:

1. **I want to know if you think the story talks about something that makes you uncomfortable, gives you an "uh-oh" feeling.**

   OR

   If you don't think there is anything uncomfortable about the situation and doesn't give you an "uh-oh" feeling.

By uh-oh feeling, I mean that something about it makes you think it might not be a good idea for the kids to be doing those things.

For each story, I want you to tell me how you feel about it using this set of numbers (hand over rating scale). The higher the number, the more uncomfortable you are with what is going on in the story.

I want you to pick a number that matches how you feel about what's going on in the story.

If it doesn't give you an "uh-oh" feeling at all, then you would pick 0. If it really gives you an "uh-oh" feeling, then you would pick 4. When you feel somewhere in between, pick the number that matches your feeling.

0	1	2	3	4
Not at all an "uh-oh" feeling				Very big "uh-oh" feeling

2. Then, I also want to you to tell me what about the story makes you have that feeling or not have that feeling.

I'll be asking you some questions about why you feel that way.

There are absolutely no right or wrong answers. This is not a test of any kind. I'm interested in your thoughts and opinions. I want to know what you think and feel.

Any questions before we begin?

III Administering the Vignettes

Present each vignette to the respondent and read through it with them. After reading each vignette, ask the following questions:

What do you think about this story? Tell me how you feel about it using this scale. (R should have scale in front of them)

Tell me about what makes it that way for you?
- **What about it makes it not an "uh-oh" situation?**
- **What about it makes it an "uh-oh" situation?**

What changes would make you think differently? (Find out which dimensions would need to change)
- **What would make it not give you the "uh-oh" feeling?**
- **What would make you have the "uh-oh" feeling?**

Important themes to explore:

People Variables
- Does it matter if the teen knows the person or someone close to the teen knows the person?
- Does participant make inferences about the ages of the teen? Do those inferences play an important role in how participant classifies vignette?
- Does sex (gender) of teen or actor matter? How so? Same? Different?
- Does commonality or perceived similar interests matter?

Content
- Does the topic of interaction matter?
- How about requests for pictures or more than just verbal exchange?

Dynamics
- Does mode of contact matter? Are some modes safer than others?
- Does who initiates the contact matter?
- Does the teen's response matter (ignores/deletes -- passive response, tells person to leave them alone, starts communicating -- active responses)? Is the number of contacts important?
- Does escalation to other modes of communication matter? Online channels? Offline channels?
- Does it matter where teen is when they are online (at home, school, etc)?

Keep in mind how many of these themes are not explicitly stated in the vignette