

## INTERVIEW PROTOCOL: EXPERTS

Project Name: User Perceptions of Online Privacy and Security—Phase 2

Reference Code<sup>1</sup>:

Interviewer:

Date and Time of Interview:

Location of Interview:

*Facilitator Script for non-NIST employees:*

Hello, my name is \_\_\_\_\_ and I am a researcher at (or for) the National Institute of Standards and Technology in the Information and Technology Laboratory.

We are interested in finding out your experiences with and perceptions of online privacy and security. Before we begin, I would like you to take a few minutes to fill out this demographic questionnaire which will give us some information about you and help us as we analyze the data. Then in the interview, I will ask you questions about your experiences with and perceptions about online privacy and security.

Please feel free to interrupt me at any time to ask a question or ask for clarification, or let me know if there is something you don't understand.

As soon as you are done with the Questionnaire I will begin recording the session.

*Facilitator Script of NIST employees:*

Hello, my name is \_\_\_\_\_ and I am a researcher here at NIST in the Information Technology Laboratory.

We are interested in finding out your experiences with and perceptions of cybersecurity and privacy. Before we begin, I would like you to take a few minutes to fill out this demographic questionnaire which will give us some information about you and help us as we analyze the data. Then in the interview, I will ask you questions about your experiences with and perceptions about cybersecurity and privacy.

Please feel free to interrupt me at any time to ask a question or ask for clarification, or let me know if there is something you don't understand.

As soon as you are done with the Questionnaire I will begin recording the session.

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<sup>1</sup> Reference # = Your initials+Interview # for you+Gender+NIST or NN (So... Reference #: SSP-Int2-F-NN)

## Demographic Questionnaire 1

1. Gender: M  F
  
3. Age: under 20  21—29  30—39  40—49  50—59  60+
  
4. What is your highest level of education?
  - a. High School
  - b. Some College
  - c. BA/BS
  - d. Masters
  - e. PhD
  
5. If you have a degree beyond high school, what discipline is your degree in?
  
6. How many hours per day—outside of work—do you spend online?
  
7. List the top 5 online activities you engage in outside of work (banking, shopping, social media, etc.).
  
  
8. How many hours per day—at work—do you spend on a computer?
  
9. List the top 5 computer activities you engage in while at work.
  
  
10. Please rate your knowledge of online and computer privacy and security from very little knowledge to expert knowledge by checking the box below that represents your knowledge.
  - a. Very little knowledge
  - b. Little knowledge
  - c. Moderate knowledge
  - d. High Level of knowledge
  - e. Expert knowledge

## INTERVIEW QUESTIONS 1

1. We know you work in the field of cybersecurity and privacy—what got you interested in this area?
2. What are you working on currently and how is it related to cybersecurity and privacy?
  1. Why do you believe this work is important?
3. What do you see as the difference between privacy and security?
4. How would you explain computer privacy to a young child?
  1. What about cybersecurity, how would you explain it to a child?
5. Why do you think we need to worry about cybersecurity and privacy, why do you think they matter?
  1. If they come back with “It’s a federal mandate”, follow up with a probe, either: 1) so why do you think we need a federal mandate? and/or 2) yes, there is a federal mandate, but we’re interested in why you believe it’s important?

6. Do you believe most people protect themselves and their privacy adequately?

1. Why do you think this?

7. So, what kinds of issues or problems do you think individuals face when trying to stay safe online?

8. When you think about cybersecurity and privacy, what kind of problems do you think we as a country might face?

9. When you think about cybersecurity and privacy, what kind of emotions do you feel?

10. Tell me about a time when you felt at risk in an online situation, not while at work but in your personal life.

1. Why or when is it that you feel at risk online?

2. What triggers alarm bells for you when you're online?

11. Describe what makes you feel safe when you're online.

1. What do you do to feel safe?

2. Are there some places where you feel safer than others when you're online? Why is this?

12. As an expert, what kind of advice would you give to someone who is not an expert in this field?

1. Do you follow your own advice?

13. Do you have kids or grandkids or nieces/nephews? If so, what do you tell them about being online?

1. What do you want them to think about when they're on the computer or online?

14. Is there a particular experience you've had online that you think demonstrates some of the topics we've been talking about?

15. Is there anything we haven't asked that you think would be important for us to know about cybersecurity and privacy?

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