Preliminary scope of questions for study

Before beginning the study:

1. How often do you use social media?
2. How often do you post on social media?
3. Do you do anything to curate your profile? How important is your appearance on social media?
4. How accurately do you think that your social media reflects your “real self”?
5. Are there any personal details you leave out of your social media profiles? If so, why?
6. What sort of information do you think social media companies gather from your profile?
7. Are you worried about what companies do with this data?
8. Generally, how well do you think social media companies are able to derive your personal characteristics?
9. How would you characterize yourself in [attributes to be algorithmically profiled]?

After seeing results of profiling:

1. Were these results what you expected?
2. What was the algorithm best at figuring out about you?
3. What was the algorithm worst at figuring out about you?
4. Which one of these results would you be most interested in changing? In what way would you like to change it?

After trying different methods of modifying profiles:

1. Which tools did you find most useful for changing your profile?
2. Which tools did you find least useful?
3. Are there any kinds of things you would be unwilling to change to fool an algorithm?
4. What algorithmically-profiled characteristics would you most like to have this ability to change?
5. Would you be likely to use a tool like this to change how your social media profile is perceived by algorithms?
6. How concerned are you about companies profiling your social media data? If you are concerned, are there any particular aspects you’re worried about?
7. How well do you feel your Twitter profile represents you?
8. How accurate would you say computer-generated profiles are?