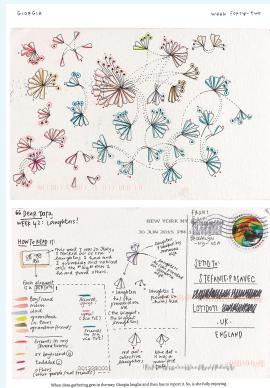


How Personal Is Too Personal?

References:

Lupi and Posavec visualized personal data around specific themes from their daily lives, creating hand-drawn illustrations that highlighted the intimate and human side of data.



Accessed on:
<https://www.dear-data.com>

Lupi G., Posavec S.: Dear Data.
Princeton Architectural Press, New York (2016).

1 Data Collection & Representation

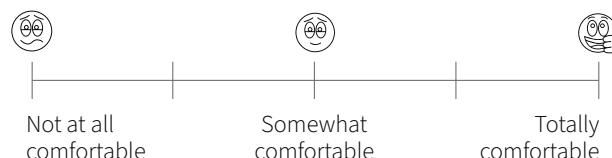
In Phase 1, we explore how people perceive, describe, and reflect on different types of personal data using playful and reflective prompts.

INSTRUCTIONS

1. Choose 2–3 cards based on types of personal data:

Behaviour Data actions, habits, patterns	Cognitive Data learning style, memory
Emotion Data how you feel, energy levels	Health Data mental and physical health
Social Data people you interacted with	Demographic Data age, height, language spoken
Preference Data likes and dislikes, favourite things	Performance Data scores, points, marks awarded
Contextual Data sounds you hear, your environment	Self Identity Data how you see yourself

2. The cards are designed to prompt reflection on your personal data. Respond to the prompts by drawing a representation of your data, writing, or a combination of the two.
3. Rate your comfort level with sharing each card with the group (from “not comfortable” to “very comfortable”).



4. Choose which cards you'd like to share with the group by placing them in your 'personal data archive' envelope. If you're not comfortable sharing certain cards, you can keep them out.

How Personal Is Too Personal?

References:

Thudt et al. provided participants with simple crafting materials to turn personal experiences into data physicalizations.

Visualization Construction Toolkit



Hip pain



Places visited in a city



Compliments



Accessed on:
<https://www.alicethudt.de/projects/personal-physicalization>

Thudt A., Hinrichs U., Huron S., Carpendale S.: Self-reflection and personal physicalization construction. In Proceedings of the 2018 CHI conference on human factors in computing systems (2018), pp. 1–13. 1, 2, 5, 6

2 Data Physicalization

In Phase 2, we explore physicalizing personal data using tangible materials, and explore how personal data can be interpreted differently depending on the representation method.

INSTRUCTIONS

1. Each person receives a construction kit with a range of materials (e.g. LEGO, clay, beads, tokens, stickers, bands) to build physical representations of personal data.
2. Split into two groups, each representing a different data management role.

Data Sharers

This group will keep their data archive and create physical models of their own data

Data Observers

This group will exchange their data archive with another person at random, then bring that persons' data to life through a physical representation.

3. Build the personal data physicalization using any combination of materials in your kit.
4. Pay attention to how the type of data and its visual representation influence your choice of materials and design decisions. Consider how transforming the data into a physical form presents the data differently and highlights specific aspects more prominently.

How Personal Is Too Personal?

3 Reflection & Discussion

For Phase 3, we reflect on personal experiences of sharing, interpreting, and visualising data and learn how people might view personal data differently.

INSTRUCTIONS

1. All participants from each group re-integrate into one group for the final reflection and discussion.
2. Discuss the questions below as a group:
 - Did you learn something about yourself or others in the activity?
 - What was different between drawing vs. building personal data?
 - (Group 1) Did you highlight or hide aspects of your data when physicalizing it?
 - (Group 2) How accurate were your inferences? How might the data owner feel?
 - Did certain data types feel more personal, sensitive, or invasive to talk about? Why?
 - Do you think children would find different data sensitive than what we do?
 - For the participants who chose not to share a certain personal data item (e.g. due to being ‘not comfortable at all’), why was that?
 - In what ways can personal data be interpreted differently, and how does data visualization influence those interpretations?
 - Does the way data is presented affect how private the data owner perceives it to be?
 - Based on what we've learned, how can we use these insights to better understand how children perceive their personal data?
 - What key aspects of the activity should we aim to convey when engaging children?



Task cards

Behaviour Data Cards

BEHAVIOUR

DATA TYPE: Behaviour Data

DATA PROMPT:

How many hours of sleep did you get over the past week?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Behaviour Data

DATA PROMPT:

What were the things you did repeatedly today?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Behaviour Data

DATA PROMPT:

What phone apps do you check most often? How much time do you spend on them?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Behaviour Data

DATA PROMPT:

Which modes of transportation did you primarily use to get around last week?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Behaviour Data

DATA PROMPT:

In a typical week, where do you spend most of your time?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Behaviour Data

DATA PROMPT:

How did you used to spend most of your time vs. how do you spend it now?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Behaviour Data

DATA PROMPT:

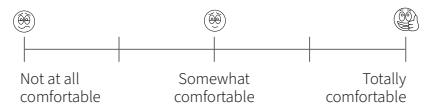
What are the physical activities you did last week?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?





Task cards

Emotion Data Cards

EMOTION

DATA TYPE: Emotion Data

DATA PROMPT:

What makes you feel proud of yourself?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Emotion Data

DATA PROMPT:

What things tend to stress you out?
How much stress do they cause you?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Emotion Data

DATA PROMPT:

Who or what brings you joy in your life?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Emotion Data

DATA PROMPT:

What emotions are you experiencing at the moment? Indicate the intensity of each.

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Emotion Data

DATA PROMPT:

What social situations made you feel more extroverted vs. introverted this past week?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Emotion Data

DATA PROMPT:

How many times did you cry last month?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Emotion Data

DATA PROMPT:

What are your energy levels right now compared to last week?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?





Task cards

Social Data Cards

SOCIAL

DATA TYPE: Social Data

DATA PROMPT:

Who do you spend more time with vs. less time with these days?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Social Data

DATA PROMPT:

In what ways have people showed you kindness this past week?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Social Data

DATA PROMPT:

What people do you have the most physical contact with? What kinds of physical contact?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Social Data

DATA PROMPT:

How many social group chats are you a part of?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Social Data

DATA PROMPT:

How long has it been since you last laughed with someone?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Social Data

DATA PROMPT:

How many people did you connect with today? When?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Social Data

DATA PROMPT:

Who or what annoyed you the most last week?

REPRESENT YOUR DATA: Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?





Task cards

Preference Data Cards

PREFERENCE

DATA TYPE: Preference Data

DATA PROMPT:

What are your favourite or least favourite times of the day?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Preference Data

DATA PROMPT:

Where are your favourite places to go?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Preference Data

DATA PROMPT:

Rank your least favorite things on a spectrum to show how strongly you dislike each of them.

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Preference Data

DATA PROMPT:

What foods or types of food do you like the most? The least?

REPRESENT YOUR DATA:
Draw and/or write your response.

DATA TYPE: Preference Data

DATA PROMPT:

Which three colors do you like to be surrounded by, in what contexts do you enjoy them?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Preference Data

DATA PROMPT:

What do you wish you could do more often?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Preference Data

DATA PROMPT:

What are your least favourite traits a person can have?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable



Task cards

Contextual Data Cards

CONTEXTUAL

DATA TYPE: Contextual Data

DATA PROMPT:

What are the noisiest places you've been past week?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Contextual Data

DATA PROMPT:

What kind of weather affects your mood the most?

REPRESENT YOUR DATA:

Draw and/or write your response.

DATA TYPE: Contextual Data

DATA PROMPT:

What kind of animals do you see around your home?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Contextual Data

DATA PROMPT:

What are the most common sounds in your environment? How loud are they?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Contextual Data

DATA PROMPT:

What colors do you see most often?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Contextual Data

DATA PROMPT:

What are the smells that remind you of your childhood?

REPRESENT YOUR DATA:

Draw and/or write your response.

DATA TYPE: Contextual Data

DATA PROMPT:

What are the smells that remind you of your childhood?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Contextual Data

DATA PROMPT:

What kind of things do you have on your work desk?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable



Task cards

Cognitive Data Cards

COGNITIVE

DATA TYPE: Cognitive Data

DATA PROMPT:

What were the main decisions you made last week?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Cognitive Data

DATA PROMPT:

What's are the things you forget the most frequently?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Cognitive Data

DATA PROMPT:

What are the top three things occupying your thoughts recently?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Cognitive Data

DATA PROMPT:

What kind of questions have you been asking yourself lately? How important or trivial are they?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Cognitive Data

DATA PROMPT:

What was the biggest challenge you faced in 2025?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Cognitive Data

DATA PROMPT:

How many things did you learn last month? What were they?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable

DATA TYPE: Cognitive Data

DATA PROMPT:

How many times were you distracted today?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable



Somewhat
comfortable



Totally
comfortable



Task cards

Health Data Cards

HEALTH

DATA TYPE: Health Data

DATA PROMPT:
How do you stay healthy?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)
How comfortable are you with sharing this data?



DATA TYPE: Health Data

DATA PROMPT:
Choose one aspect of your health. How has it changed over time?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)
How comfortable are you with sharing this data?



DATA TYPE: Health Data

DATA PROMPT:
How rare is your blood type?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)
How comfortable are you with sharing this data?



DATA TYPE: Health Data

DATA PROMPT:
What parts of your body hurt the most? Can you show the pain levels?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)
How comfortable are you with sharing this data?



DATA TYPE: Health Data

DATA PROMPT:
Where in your body are you the strongest? Weakest?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)
How comfortable are you with sharing this data?



DATA TYPE: Health Data

DATA PROMPT:
How often do you go to the doctors? Do you go more or less than you used to?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)
How comfortable are you with sharing this data?



DATA TYPE: Health Data

DATA PROMPT:
What are areas of your health you want to improve on?

REPRESENT YOUR DATA:
Draw and/or write your response.

COMFORT LEVEL: (Circle one)
How comfortable are you with sharing this data?





Task cards

Demographic Data Cards

DEMOGRAPHIC

DATA TYPE: Demographic Data

DATA PROMPT:

How tall are you compared to your family members?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Demographic Data

DATA PROMPT:

What was the size of your household growing up? Show the age gaps of your siblings and you.

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Demographic Data

DATA PROMPT:

What ethnic or cultural backgrounds does your family come from?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Demographic Data

DATA PROMPT:

What languages do you know? How well do you know them?

REPRESENT YOUR DATA:

Draw and/or write your response.

DATA TYPE: Demographic Data

DATA PROMPT:

How old are you?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Demographic Data

DATA PROMPT:

What levels of education have you completed?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Demographic Data

DATA PROMPT:

What has your career path looked like over time?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?





Task cards

Performance Data Cards

PERFORMANCE

DATA TYPE: Performance Data

DATA PROMPT:

What subjects were you best at in school?
Which one did you get the highest marks?

REPRESENT YOUR DATA: *Draw and/or write your response.*

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Performance Data

DATA PROMPT:

What subjects did you struggle with in school?

REPRESENT YOUR DATA: *Draw and/or write your response.*

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Performance Data

DATA PROMPT:

How many times did you take your driver's test?

REPRESENT YOUR DATA: *Draw and/or write your response.*

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Performance Data

DATA PROMPT:

How many times have you won or lost your favourite game?

REPRESENT YOUR DATA: *Draw and/or write your response.*

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Performance Data

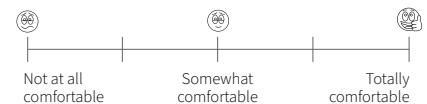
DATA PROMPT:

How has your credit score changed over time?

REPRESENT YOUR DATA: *Draw and/or write your response.*

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Performance Data

DATA PROMPT:

What was the highest test score you've ever gotten? The lowest?

REPRESENT YOUR DATA: *Draw and/or write your response.*

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



DATA TYPE: Performance Data

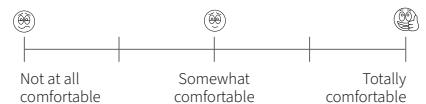
DATA PROMPT:

Have you ever failed a class? What were the reasons why you failed?

REPRESENT YOUR DATA: *Draw and/or write your response.*

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?





Task cards

Self Identity Data Cards

SELF IDENTITY

DATA TYPE: Self Identity Data

DATA PROMPT:

What's something people often misunderstand about you?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable

Somewhat
comfortable

Totally
comfortable

DATA TYPE: Self Identity Data

DATA PROMPT:

What are things you've changed your mind about recently?

REPRESENT YOUR DATA:

Draw and/or write your response.

DATA TYPE: Self Identity Data

DATA PROMPT:

What are your core values?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable

Somewhat
comfortable

Totally
comfortable

DATA TYPE: Self Identity Data

DATA PROMPT:

What do you apologize for the most?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable

Somewhat
comfortable

Totally
comfortable

DATA TYPE: Self Identity Data

DATA PROMPT:

How would you describe yourself?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable

Somewhat
comfortable

Totally
comfortable

DATA TYPE: Self Identity Data

DATA PROMPT:

What are the most unique things about you?

REPRESENT YOUR DATA:

Draw and/or write your response.

DATA TYPE: Self Identity Data

DATA PROMPT:

What are your biggest accomplishments and hardships in life?

DATA TYPE: Self Identity Data

DATA PROMPT:

What are your biggest accomplishments and hardships in life?

REPRESENT YOUR DATA:

Draw and/or write your response.

COMFORT LEVEL: (Circle one)

How comfortable are you with sharing this data?



Not at all
comfortable

Somewhat
comfortable

Totally
comfortable