

Interview Outline

- **Personal Information**

- What's your occupation?
- How many people do you live with?
- Do you use social media? If so, how often do you use and what are the main social media you're on?
- Do you read news online?

- **Newspaper reading behavior**

- What kind of information do you look for when read SNT newspaper?
- Is there any other information you are interested in that you want to see in SNT?
- How are those information related to your life?
- How frequent do you read SNT and where do you get it?

- **Website recognition**

- Do you know the website of SNT? What's the frequency?
- How do you feel when you read news on the website? What's the user experience?
- Is there any other information you are interested in that you want to see in SNT website?