

# Interview Script

## Introduction

Thank you so much for taking the time to participate in our user study. Our research is trying to understand users' experience and practices with online shopping. Throughout our discussion, I'll be asking you a series of questions. Remember, there's no right or wrong answer. We're keenly interested in your unique experiences and opinions.

Would it be okay if I audio-record our session for note-taking accuracy? Please be assured that your identity will be kept confidential, and your real name won't be mentioned in any of our publications or presentations. You're free to ask questions or pause the interview at any point. May I have your consent to record this call?

## Background

1. What do you usually do when you browse online?
2. Which devices do you use for social media?
3. What social media platforms do you use?
  - a. How would you rank them based on the frequency of use?
4. Have you noticed any ads on social media? What do they look like? ***[The next type of ads we ask will be based on which ad type participants mentioned first in this question.]***

## Platform-based Ads

5. How would you describe "platform ads?"

***At this point, we will show a sample platform ad to ensure participants are on the same page with us regarding the ad type. While showing the sample, we will describe the scenario as "An ad issued by a merchant or seller on social media in the form of regular content."***



6. What kind of platform ads do you usually see on social media platforms?
  - a. Where do you usually see them? On which platform?
  - b. How do you know it is an ad?
  - c. Can you describe how they look on each platform?
7. How do you feel about these platform ads?
8. Have you **clicked** a product after being exposed to a platform ad on social media?
  - a. (if yes) Could you please share the experience?
  - b. (if yes) What has driven you to click on this product?
9. Have you **searched** for a product after being exposed to a platform ad on social media?
  - a. (if yes) Could you please share the experience?
  - b. (if yes) What has driven you to search for this product?
10. Have you **shared** a product after being exposed to a platform ad on social media?
  - a. (if yes) Could you please share the experience?
  - b. (if yes) What has driven you to share this product?
11. (if yes to Q8-10) Did you purchase the product finally?
  - a. What prompted you to make the decision?
  - b. Have you involved anyone during this process? Why?
  - c. (if yes) Did you purchase the product directly from the ads or in other ways? Why?
  - d. (if yes) How was your purchase experience of the product that was advertised on social media platforms?
12. Do you find the platform ads on social media platforms you see to be relevant to your interests?
  - a. (if yes) Do you think they are tailored to your interests?
  - b. (if yes) How do you feel about tailoring ads to your interest? Why?
13. What information do you think the platform collects about you to deliver these ads?
14. Where did they collect?
15. Have you done anything to control these platform ads or data collection?
  - a. (if yes) What have you done and why?

***At this point, we will display the [Meta Ad Preference page](#) and walk participants through by section listed on the page. For each section, we will ask participants to 1) read out the descriptions, 2) explore and open the clickable components, 3) talk about their understanding of this section, and 4) make decisions on their settings. After their decision, questions below will be asked:***

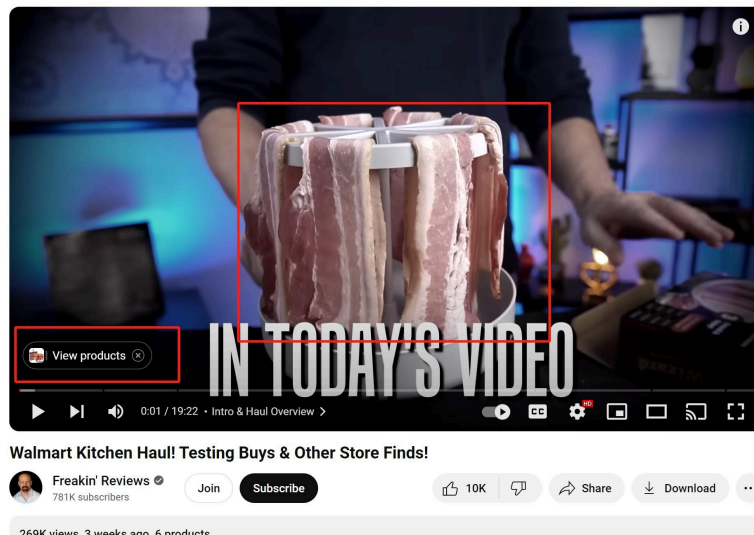
16. After learning all the information they're collecting on you, how do you feel about it?
17. Do you have any opinions on the data they collect?
  - a. (if add things) What kind of information would you like to add and share with the platform? Why?
  - b. (if delete things) What kind of information would you prefer to keep private from being collected by the platform? Why?
18. What do you think of this control system? Do you have opinions on it?
  - a. Do you want to change something or just keep it? Why?

- i. (if change) What is your suggestion for improving the control system?

## Endorsement-based Ads

19. How would you describe “influencer ads?”

*At this point, we will show a sample influencer ad to ensure participants are on the same page with us regarding the type of ads. While showing the sample, we will describe the scenario as “For example, a content creator is describing and recommending kitchen gadgets in his video posted on social media.”*



20. What kind of influencer ads do you usually see on social media platforms?
- Where do you usually see them? On which platform?
  - How do you identify influencer ads on social media? To what extent do you consider influencer recommendations to be advertising?
  - Can you describe how they look?
21. How do you feel about these influencer ads?
22. Have you **clicked** a product after being exposed to an influencer ad on social media?
- (if yes) Could you please share the experience?
  - (if yes) What has driven you to click on this product?
23. Have you **searched** for a product after being exposed to an influencer ad on social media?
- (if yes) Could you please share the experience?
  - (if yes) What has driven you to search for this product?
24. Have you **shared** a product after being exposed to an influencer ad on social media?
- (if yes) Could you please share the experience?
  - (if yes) What has driven you to share this product?
25. (if yes to Q22-24) Did you purchase the product finally?
- What prompted you to make the decision?
  - Have you involved anyone during this process? Why?

- c. (if yes) Did you purchase the product directly from the ads or in other ways? Why?
  - d. (if yes) How was your purchase experience of the product that was advertised on social media platforms?
26. What parties do you think are involved in this kind of influencer marketing?
- a. How do you think the sponsorship develops among these parties?
  - b. How do you think social media platforms like YouTube are involved?
27. What information do you think these parties collect about you to deliver these influencer ads? Where did they collect?
28. Have you done anything to intervene or control these influencer ads?
- a. (if yes) What have you done and why?
29. What's your opinion on these influencer ads and information collection?

***At this point, we will display a [YouTube video](#) featuring all types of disclosures commonly seen in endorsement-based ads (e.g., “includes paid promotion”, “View products,” affiliated product links, coupon codes, commission disclaimers). We will ask participants to watch the video without informing the video content as ads. After watching, we will ask the questions below:***

30. What do you think of the video?
31. Do you think it is an ad? Why?

***At this point, if participants either 1) believe the video contains ads but do not catch all the disclosures, or 2) do not think the video contains ads, we will reveal all the ad disclosures to them. Then, we will ask the questions below:***

32. Have you noticed these disclosures before?
33. What do you think of these disclosures?
- a. How easy do you find it to discover these disclosures?
  - b. Which aspects of these disclosures do you think can be implemented differently?
34. Do you have any suggestions on improving disclosures regarding your experience?