Appendix 1: Interview Transcripts

Participant 1

A 23-year-old woman. Bachelor student. She lives in Noord-Brabant, The Netherlands. From Dutch to English.

Researcher: We will continue with the interview part. What did you think of the experience with the headset?

Participant: I never had something like this before. I think it's cool. I like gaming. I think VR gaming is coming. That changes the whole world. But you can hear that you get a lot of motion sickness. So to experience this now, where it is only partially, is cool to see. And what you can do with it. It's just a phone. But in front of your eyes. And you see a different space of possibilities.

Researcher: Could you pay attention to me? Or were you very distracted?

Participant: In the beginning, it was new. I thought it was funny. But then I noticed that if you do that. You don't pay attention. So at some point. Because I wanted to talk to you. I started to pay attention. Then I started to look at you. And then it was possible. But when you were behind it. And I got pop-ups. Then I thought: what? And you notice how I talk. When I don't pay attention. So I noticed. Because the beginning was new. Or if you focus on it. Then I have the feeling that I'm not really in the conversation. And I focus on you. But when I get pop-ups. Then I can't handle it.

Researcher: For me, it is also the feeling. I have no idea what you are doing. You seem very far away.

Participant: Yes, I imagine so.

Researcher: And do you think that can have an influence on you as a person? If you are talking to someone, and you are having a face-to-face conversation. And you would wear glasses. And the other person would not. Do you think that has an influence on.

Participant: The perception of the other person towards me.

Researcher: No, how did you feel during that conversation?

Participant: I can compare them. If you have a conversation on your phone. I ran into my housemate on the train. And I had to call my boyfriend. At the same time. And then also put in a conversation. Then you are not there. Then you have the feeling. As if you are not talking to the other person. And what the other person says. Does not come in. And then you seem to have less of a feeling for the person who tells you something. So if he says something where your reaction to usually is happiness. Because you have said, "I passed my test." Then most people are happy. But if you would tell me while I was on my phone, I would probably say, "Okay nice". And then

look up at them. I think about my perception of myself. In summary, I have the feeling that I am not there. And that I can not focus.

Researcher: And do you think you give yourself A different identity? If you walk with AR glasses, And when you walk without AR glasses, Do you think people see you differently?

Participant: What do you mean by identity, or that people see me differently?

Researcher: A different identity.

Participant: What do you mean by that?

Researcher: That is. Your identity is... how you... everything that makes you.

Participant: Yes, I think. I think I have a different identity then. Because you have something that extends you. And you are already in a different group of users of something. So I have a different identity then. But I do not think you notice that. Until you understand the perception of another person. Because otherwise you think. Oh, just super chill. I just have a phone always in front of me. But only when you compare it. With people who do not have it. Then you see what happens. And then you think. That both are not in the conversation. I do not know; I think you see yourself change so quickly. Because you are doing something else, you do not even think about it.

Researcher: And do you think, for example, that a lot of people have a headset. About half of the people. Do you think you would identify faster with those people?

Participant: I think so. Just like with Apple. People just want to belong with an iPhone to the group. I think as soon as it is popular. Then you will identify. When it is a statement. It does not have to be popular. Usually, a statement is popular. Then you feel with that group.

Researcher: So imagine. That scenario I just told. Do you think people are going to divide themselves into groups based on their personal identities? And do they do it In the area of More social status, or do you think it is more economic? And I mean with social, it can be your work; that you really buy it for the usefulness. Or do you think it is more of a status symbol?

Participant: I do not understand the first part. But the last question. I think it is. Most people will be the first to buy it for work. Because you cannot afford it. And I think that the work. Use of it. Just like the PC. Is used in a work-related way. But at some point. As soon as it becomes popular. Then it becomes a status symbol. And then it is really a consumer thing. And I do not know. What did you mean by the first part of the question?

Researcher: Do you think people will divide themselves? People see themselves as a different kind. Social class.

Participant: Yes, definitely. The rich always want to show. That they are rich. That is exactly. You can easily compare them. With how Apple does it. Apple does this in two seconds. And everyone does this. Just like with the earphones. Without cables. It is exactly the same comparison. As soon as this is enough, Or better technology. And people do not find it in the

way. Because you do not really see earphones. And they are convenient. since they do not have a wire. But this will still be in the way. Because you have a whole thing on your head. And you have it in front of your eyes. And it is on your nose. I do not know how people feel about it.

Researcher: Yes, I understand. And you just said that. That it is a new technology. And you do not know how people would use it. How would you feel about it? Would you use something like this? Or do you think it takes a long time? Before you would use something like this.

Participant: I do not think I have money for it. Because when VR came up, In gaming. I knew it right away. Because I was in the gaming world. And I thought it was so cool. But I did not want to buy it. Because I probably do not have any money left. And that I had motion sickness. This is AR. So that is different. Phones were not necessary at first in people's eyes. You have an interview. Before the phone became popular. People said, "Why would I need that?" and then everyone said: "I have this on me all the time." I think it is something. People do not know. But that depends on. What you can do with it. I see it as a. Laptop / phone. And if you simplify it. And make it easier to use. The phone was a mega bit thing. And now a thing that you can easily use. And easily can take with you. As you get smaller, and less visible. You have those stories of a chip. In your normal glasses. I think it is then easily adopted. And then the consumer market comes up. And then people take it up. The rich start. And then, when it becomes popular. Because the rich have it on. Then the middle-income people take it up. And then the low-income people do it. I think it is a natural process. With technology. That you can follow. But then the technology must be well developed. Improved. That is my opinion.

Researcher: Clear. And if it were cheaper, would that change your mind?

Participant: I think you should not. You should never start with that. My class, I cannot afford it. But that is logical. I am just my middle-income. But I cannot afford it. I can put money aside for it. If I need it so much, a phone, I would not be able to afford it. But I really need it. I would not be able to afford it. I have looked at my parents. So yes. I think cheap does not matter. I think it should be good technology first. That is my opinion as an economist.

Researcher: And do you think it could be useful for people?

Participant: I think so. I see it as a new step for the phone. Just like the typewriter. It is a PC. Technology changes. And you go with it. And everyone goes with it. But it still needs to be improved. I see it as something that can be made smaller. Or put in glasses. Or put in contact lenses. But that just takes time. I think glasses and lenses. This is a very good evolution. A chip in your head. People always find that too scary. But lenses and glasses people already wear You have the phone without having to hold it. And you can do your work without people seeing it. So people are going to adopt that quickly. That is my opinion.

Researcher: You mentioned people who form groups. And these glasses. Do you think people feel at home in such a group?

Participant

[33] It's herd behaviour. You see memes like. Android users versus Apple users. That is a thing. At some point, it will be like that. We are simple. I see it happening in two steps. People who wear an Apple watch. People who use Samsung. A lot of people want to be part of a successful brand. They want to see themselves in it. And they market it to a certain group. Even if you are not a teenager. You want to be part of it. So you want to be part of that brand. And if it is popular, You

[34] want to be part of that success. People will do it. But it has to become popular. By starting under the rich. But I don't think that is the hardest part. That is, technology changes, to make it smaller and simpler. And see if it works.

Researcher: And would you feel proud? If you are part of such a group. Or do you think you are part of it? Or do you think you are not?

[35] Participant: I think it is very human to feel proud. Because you think you are part of it. So you feel proud when it is better. You see people saying. My phone doesn't explode on a plane. To post on other groups. Or you see the Apple convention. That everyone is cheering. The gaming conventions. Where they are cheering for a game. Or if you play Animal Crossing. You are an Animal Crosser. I don't know. You want to be part of it. Because that is how you show your personality. Someone who loves music. Always wants to show. Who they are. People need to have something. Otherwise, they don't know who they are.

Researcher: Do you think it is something that you could use easily? Could you get the hang of this quickly?

Participant: Not this big thing.

Researcher: As in controlling and operating it.

[36] Participant: I think that my generation, Gen Z, can do that in 2 seconds. It is literally gaming. Just like games. We grew up with it. We pick it up in two seconds. I saw a video. Someone who did a study. About generations. How they deal with electronics. I noticed. That a game doesn't explain how you should move. Everyone from our generation Knows how it works. And also games where you have to hide, and how to hide it. If you are raised with it. It works. With a bit of technology. But if you were not raised with it. You can't. Older people can't make a PDF file. I see older generations. That they can't.

Researcher: If you are, in the future, If a pair of AR glasses is developed, would you, as you walk around. Do you think that people around you see you differently If you wear such glasses? Or as a group?

[37] Participant: I think so. Because you have it with the phone. Now you have flip phones. I see people differently. If they want to stay the same. Because. Not a lot of people care. A lot. Except if they have problems with it. If I am talking to you and I have feeling of not being not close to

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you. I don't think so. At first glance. If they have a big problem. You will think. Why do they look like that. And you see it as a group. But if you don't care. You will notice. When you talk to someone. And when you have different ideas. You will notice. That it is a different group.

Researcher: Okay. And. The last thing. How do you see yourself? As a person. What do you think? That it can be changed. If you wear such glasses?

Participant: What can be changed?

Researcher: How do you see yourself? Like, when you are in a conversation. That people look at you differently. Because you wear glasses.

Participant: I think. It depends. On the empathy. Of the person. Because when I was on my phone during a conversation, I would feel for the other person. That maybe. I don't show it. That I am busy. With the conversation. If you have enough empathy. That you feel. That the perspective of the other person Does not matter. I think. You only think it is chill. But you think it is stupid. To be put in the wrong day light [someone seeing you differently]. You are afraid. That the other person. Will change their view of you.

Researcher: And do you think that it can have negative effects or positive?

Participant: The negative effect could be that the perspective that others have of me is changed when I wear glasses. And talk to people. I think it conveys that I am not interested in someone when I am scrolling. Like on the phone. I think the negative is. That people have a different perspective on me. But some people. I think it is a positive thing. And the positive is. Some people. Are busy with something. So it is privacy. A lot of people can look at the phone. But this is less privacy sensitive. And you can. Do something. Even easier. Or read something. I don't know. If it is more sustainable, because if you want to read a book. It is more sustainable than buying a lot of books. This is more sustainable. But it is just like a laptop.

Researcher: Yes.

Participant: I don't know how expensive electricity is. Or how sustainable it is. But I thought it was more sustainable than a tree. Or a book. And.

Researcher: Do you think that if you wore AR glasses, would you Be ashamed of them? Or would you not care that much?

Participant: If you wear these big things, I would be ashamed. Because it looks bad. But for the use of it, I would be ashamed. If I am in a conversation, and I notice that I am not interested. Then I would be ashamed. From the perspective of the person. I think more about the other. What the person feels. What the other person is interested in. And there are probably a lot of people.

Researcher: I think so too.

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45 46 Participant: Because if I am in a conversation. With my boyfriend. I want to be there. But if I am in a conversation. With a stranger. Why do I care what I am wearing? Or that I am scrolling. Or that I know the person.

Researcher: Do you think that that will have an effect? As different types Of groups. That people... That there will be bigger differences.

47 Participant: It is a different way of grouping. It is a different group. That is created. And that there are more differences.

Researcher: Do you think that is more than what it is now? Or is it the same?

48 Participant: I think that the whole principle of Android versus Apple. But that is a phone brand. This is a different thing. I think that now. Because most people can't pay. That there will be a very big difference between the groups. Because someone who does or does not have it. I think there is a big difference. Then you notice. I don't even know these people anymore. Who does not have a phone? That is the crazy thing. But if people do not have a phone, Then you notice a big difference. But that is more on the side of the no phone than on the side with the phone. Because you are busy. That you can do something easily.

Researcher: And do you think that people who are economically disadvantaged. That they can have a bigger disadvantage.

49 Participant: Yes, definitely. You notice that now. When kids do not have a laptop at school. Or an iPad at school. Which is now almost mandatory. Compared to In the past, you did not have internet access. Then you had to look in the library. If you still have that now, or if your parents 50 do not have money. Then everything takes longer. Then you are behind. I can easily calculate 1 + 1 on a laptop. But if I have to look in a book. Then I am busy for a longer time. So you 51 automatically lag behind. So then, via socio-economic classes, there will be a big difference. But I think society will be very different. You also notice it with self-scan checkouts. As an example. That it becomes much less friendly. And very individualistic.

Researcher: Great. Those were the questions I had for you. So I'm going to stop the recording now.

Participant 2

A 23-year-old woman. HBO Bachelor Education. She lives in North Brabant. Translated from Dutch to English.

Researcher: We're going to the next thing. How did you feel about having it?

52 Participant: I think it's very distracting. I really had to do my best to listen to you. There was nothing happening, but it was there. I thought there was something. Then you just

went from the plant. Suddenly, there is much more to see. But it gives light. I don't know why, but then there was a light. That's probably because it went up a bit. I thought, what is that? Then you are distracted again.

Researcher: What do you think? Imagine someone else is wearing glasses. How is that experience? You've seen it a bit with me.

53 Participant: If you know what it contains. Then it feels like someone is on the phone. While talking to you. As if he's not doing anything with you. But I don't know if that

54 technology will ever be so. That it is literally like a normal pair of glasses. Then you might not know that someone is watching. That's completely different. That you don't even know what that person is doing. If you get good at it, you can listen well. While you also have all those things. Then it could be normal.

Researcher: Good to know. Do you think that such glasses, if they are developed. Do you think that could be useful in your daily life?

55 Participant: I think so. You should be able to turn it off.

Researcher: Yes.

Participant: Hopefully, it could be. If you have something here all the time.

Researcher: You can also move things. You can put them in places.

Participant: I should practise with it. But I think it could be different.

Researcher: It's your phone. It takes a while before you understand. But this is also a very early phase of such a device. So you think you would understand if you had that? Or would it take a long time before you understood?

56 Participant: I think it will go fast. If you can use such a thing for a day or two. With your pop-up and you can practise with it. Then it will become useful quickly.

Researcher: I think so.

57 Participant: I wonder if you don't get a lot of headaches.

Researcher: Did you have that now?

Participant: No, I didn't. But suppose you would play games on it. Or watch videos on it. While you also ... I don't know.

Researcher: It's not that you get sick from it. Because it moves. I haven't heard that from anyone. So that's okay. But with your phone, you sometimes have that. If you look at your phone a lot.

Participant: Yes exactly. You can see it with your eyes.

Researcher: Yes.

Participant: Okay.

Researcher: Did you find it nice to see? Or did you think it was just annoying?

58   Participant: Now I found it annoying. Because you are in a conversation.

Researcher: Yes exactly.

Participant: Because you are trying to focus on what you are talking about.

Researcher: Yes.

59   Participant: But I can imagine that it can be useful. If you want to look up something quickly.

Researcher: Yes.

60   Participant: And it's also on your phone. So I don't really understand why it would be more useful than a phone.

Researcher: Yes, that's a good one. Because seeing that you are using your phone is very clear. And it's easy to see. But if you wear glasses you can't really see that. So imagine you would wear glasses and you are talking to someone. Do you think that the other person will look at you very differently? When you wouldn't wear glasses?

61   Participant: I don't think so. It depends on if it really looks like normal glasses. And if the other person knows what you are doing with it. But if it looks like normal glasses and you can be sneaky. And look for things or put them on while the other person doesn't notice. Then I wouldn't. Then I think it could be possible.

Researcher: Yes?

Participant: Yes I think so.

Researcher: And do you think that it will have a big impact on how people see each other? For example, if the glasses have cameras in them. And you don't know what someone else is doing with the glasses. Do you think that could have an impact on how people see each other? If they are talking to each other?

62   Participant: Yes I think so. Because imagine that they are recording the conversation. Or filming or audio. You can see the phone pretty clearly when someone is pointing it at you. And people don't like that. So if you know that all people with glasses can do that. Then you might be a bit more sly.

Researcher: So do you think that people with glasses can have a different identity? That the real identity of those people can have an impact on how people see each other? Do you see those people as different people?

Participant: Yes maybe.

Researcher: That you are a bit more careful about that.

Participant: I don't know. I could imagine that. But that is also because of how many people know what it is. And how many people have one. And that you know that that is someone who has glasses. Then you might think.

Researcher: Yes because this is about the future. So if a lot of people have glasses.

63 Participant: I think that if some people have them and some don't. And you are someone who doesn't have them. And you meet someone who does have them. Then you might think. Yo he has glasses. What is he doing while we are talking? You can't see that.

Researcher: I have met people who compared them to airpods. When they were in the beginning. In the beginning, people thought they looked weird. At some point, they became very popular. Because they looked weird and were expensive. Do you think that it could be the same here?

64 Participant: I think it could be a very popular thing. That people have something like this. This is expensive and this is a status object. And I think there is a lot of comfort in it. That you can secretly look up something. Without anyone seeing it. I don't know. If you need quick knowledge in a conversation. I don't know how fast it would go. But that you can Google it quickly.

Researcher: Yes, indeed.

Participant: If that ever works in the future. That might be useful.

Researcher: That it is in your lens.

Participant: That could also be possible. Then it would be cool. I think it would be something that more people would want to use.

Researcher: Yes.

Participant: But I think it would be a cool wealth thing.

Researcher: Yes.

Participant: Where you think, Yo, that person has that. I don't know what he is doing.

Researcher: Yes, that is also very annoying.

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65 | Participant: That you don't know what someone else is doing. You can't always see that on a phone. But you can still see if someone is apping. Or filming. You can still make out those differences. Yes.

Researcher: And this pair of glasses costs 3,500 euros. They are very expensive. But do you think that if something like this is cheaper in the future, do you think that it will take away the differences? That people will see each other differently. Because it is really a choice. Instead of being a financial limitation. Or that you can put on such glasses.

66 | Participant: I don't know. Because I think it always remains an expensive thing. And also those AirPods. Despite the fact that a lot of people have them. Not everyone has them. And with an AirPod you can't really influence someone else. And then you can maybe film with such glasses.

Researcher: Yes, and it's really on your head.

Participant: And it's on your eyes too. So you wear them all day. While you talk to people. So I think that it can still be a thing.

Researcher: So would you suggest that you might get a bit of a split between people who have them and those who don't.

67 | Participant: Yes, I could imagine that. At the same time I also hope that people will have such glasses. That they won't wear them all the time.

Researcher: Yes.

Participant: That you maybe just put them off civilly. When you're in a conversation. Yes, but of course that also helps with mobile phones. Exactly, it's not always like that.

Researcher: That doesn't happen either. Because if they stay very expensive. Do you think that it will really be a split? Between people who have it and those who don't. And those people who have it and have a lot of money. Maybe they will look down on people who don't have them.

Participant: I don't know. I think it's the same as with all the expensive things that are there. And then it may be that people look down on people who don't have those things. But it may also be that it's not like that.

Researcher: Yes, of course.

Participant: Some people have the most expensive phones and others don't.

Researcher: Yes, in itself. Do you have a split in that? Do you think that people who really have a sense of it?

[68] Participant: No, I don't know. This is, of course, a thing. You have it, or you don't have it, or something. It's not that you'll get newer versions in the future. But in the beginning, when it comes to the market, it becomes a bit affordable for the normal person. Then there will be a split between people who do have it and people who don't. And then people will look down on it. But as soon as it becomes normal.

Researcher: Yes. But do you think that if someone has an expensive phone or doesn't? Is that something you really pay attention to? Or is it more passive? Or don't you pay attention to it at all?

Participant: Hmm.

Researcher: And do you share your opinion on that?

Participant: Well, not really, I think. But I think that's because everyone has a phone nowadays.

Researcher: Yes.

Participant: So how much does it matter whether you have an expensive one or not? That may not matter that much.

Researcher: Yes.

Participant: But when you talk about those glasses,. In the first place, some rich people will have such glasses. But other people don't have that at all.

Researcher: Yes.

Participant: So you don't have an older version of it or something.

Researcher: No.

Participant: So you have it or you don't have it?

Researcher: Yes, exactly.

[69] Participant: So then you could get that split. That people think. Yes, I was able to pay for this and you didn't.

Researcher: Yes.

Participant: You see it that way too, of course.

Researcher: Yes, exactly.

Participant: Because you walk around with it all the time.

Researcher: Yes, indeed. And do you think you would really feel like part of a group? Because you look at someone else who has such glasses. That you say. I recognize myself in that a little more than the one who doesn't.

Participant: I think you probably do get that people who deal with each other. And are very rich or something. A whole group that is all rich and a little higher. I don't know how many things will come. That they might all. What was your question again?

[70] Researcher: Whether you would feel like you were part of a group.

Participant: Oh yes, I think that the people who are all a bit rich. Also deal with each other. And they will probably all have glasses or a lot of that group.

Researcher: Yes.

Participant: So then you are a bit part of a group. Who can pay for it all and who has such a cool thing? But there will also be groups that are not involved at all. And who have not bought all of that?

Researcher: Yes.

[71] Participant: So I think that in that respect. Anyway, there is already a division. And you will see that some groups will buy it. And other groups will not. I think so.

Researcher: And do you also have, for example, in the conversation. What they had with each other. Do you also feel that you have less good connections? With the one opposite you.

Participant: Yes, I just had that. Yes.

Researcher: Because yes, it is of course a bit.

Participant: But I don't know. Now I had to wear it, of course. But if you are someone who has chosen. To buy such a pair of glasses. [72] I was now as the one who had it on. I had the idea that I was less focused on the conversation with you.

Researcher: Yes.

[73] Participant: But then I would choose to put it off. Suppose I had such glasses. Or you are already more used to it. And it no longer distracts you.

Researcher: That could be. Yes, or.

Participant: Because there are still people who use a phone. While you are talking to them.

Researcher: Yes, that's right.

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74 Participant: But if I knew what such a pair of glasses would do. And I know that I am very distracted. From wearing such glasses while I talk to someone. And you would then have it on in a conversation with me. Then I would think. Are you really paying attention to what I say?

Researcher: Yes, yes, yes, logical. Um. Uh, let's see. Do we have anything else? I think we've had most of it. And do you think it would be socially acceptable? To just have such glasses in public. Or is that for you?

75 Participant: I think so. I think so. Because I still can see everything. And it looks pretty normal. If it looks like that. Then I don't think it would be socially acceptable.

Researcher: No. And for example if you were to have it on for your work. Would that be different do you think?

76 Participant: Yes, what do you mean for your work? That everyone wears it at the office.

Researcher: Yes.

Participant: If everyone does it, maybe. Yes. Or if you explain why you have it on.

Researcher: Yes.

77 Participant: But if you would be in the bus with something like this,. Then I think everyone really thinks. What the fuck?

Researcher: Yes, indeed. Yes.

78 Participant: Yes, it's going to be this one. So if you would have it in normal form later, Maybe not one that people know. Oh, that's such a pair of glasses.

Researcher: Yes.

Participant: Then I can imagine. You will probably always recognise it. Yes, I can imagine that it is accepted.

Researcher: Yes.

Participant: That people initially think it's cool. That someone has it.

Researcher: Yes, great. Do you have any questions for me? Or comments?

Participant: No.

Researcher: No?

Participant: I liked it.

Researcher: Great. Well, great. I will shut it down

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Participant 3

A 24-year-old man. WO Bachelor Education. He lives in North Brabant. Translated from Dutch to English.

Researcher: Okay, let's see. Then we can move on to the interview. He's on again. First of all, what did you think of it? You had picked it up. You looked around you.

Participant: Yes, there was something there. And then there was a news article nearby. I had seen the news article. Yes, but everyone started to interact with it.

Researcher: But you didn't do much.

Participant: Oh, you could interact.

Researcher: Yes, but you didn't have to.

Participant: I saw you do it.

Researcher: You can pick it up, you can turn it around. You can do a lot with it.

[79] Participant: I missed that. No, you were just as boring as me. But the things that were on it, I didn't really... If I see it as an error, I'm like... That's my crazy world and everything adds up to it. When I have a news article, I think it's nice that it's there. But in that sense, it's a useless feature. I'm not very interested in interacting with it.

Researcher: No, okay, good. But do you think that if you put something else on it, for example, if you put your WhatsApp on it or if you put notifications on it, do you think it would be useful?

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[80] [81] Participant: Yes, navigation would be very useful. I think that if I put WhatsApp on it, then I can't focus anywhere anymore. It's difficult now. Then I get a notification every hour, then being productive is a drama.

Researcher: What did you think of it now?

Participant: It was pretty static. I expected it to be like that, but I thought I wouldn't see it. This was fun to see, but I thought, if I dare, it's... The point is gone, you know? That it adds something. I didn't think it was very distracting.

Researcher: So you didn't find it distracting?

[82] Participant: I looked at it a few times, but I didn't think it was very distracting. I think it has to do with the extent to which you prioritize the conversation.

Researcher: Yes, I can imagine. That's up to the person.

Participant: I would be the stereotypical person who doesn't care.

Researcher: Yes, I expected that. But do you think that... I just said WhatsApp, but other things like a web browser, things like that... You're just letting your phone functionality take over. If you could have that later in a more refined version, with a keyboard and a mouse, as a work setting or just on the go, do you think that would add something?

[83] Participant: I love all those over-the-top high-tech solutions. I think that's cool. Having a monitor is just as practical. But it's cooler to have an augmented reality projection.

Researcher: Yes, okay.

Participant: If that's economically feasible, that would be a cool option.

16

Researcher: Do you think you can pick it up quickly, or do you think you can learn it quickly? I have to translate everything. Do you think you can learn it quickly, or do you think it takes a while to get it?

84   Participant: I think it depends on how you set up the interface. But I don't think we're such a boomer that we get it on our heads and go... I think the internet is adapting to new technology. So I don't think it's easy to get it.

Researcher: It's very fast. If you can use a phone, it's almost the same. You can touch it, which is cool. If you touch it, it knows where it is in terms of depth. That's cool. It's just like a phone.

Participant: I'm curious to see what models are behind it.

Researcher: Yes, yes.

Participant: A deep neural net is in there.

Researcher: I think there's a depth sensor in the front. Do you think it could be socially acceptable if the glasses were a bit smaller?

85   Participant: Yes, if you want to look normal in the ultimatum, its like "ned's survival guide". You know, the glasses with that thing.

Researcher: There are cameras in there, and you can't look into people's eyes when it's being projected. Do you think that could be a problem? That you're in a conversation with someone, and someone has these glasses?

86   Participant: This model is quite present. I think it's very much about social interaction. But if it's more casual, on a small scale, it has less impact on social interaction. It's less about that.

17

Researcher: Do you think that could influence aspects like trust, or how someone else could see you?

[87] Participant: I don't think it makes a big difference how we handle our phones. You can have it on your head, and you can have a conversation. You can be busy with that thing. You don't focus on that conversation. But you have that with people on the phone. You can't wait for the camera and microphone to be on your phone. So I don't see people [88] thinking that it's a problem. I notice that people don't understand the value of privacy. So I don't think it's a concern for the average person. But luckily there's a protocol to make it safe.

Researcher: You don't even have to say a starting word for the voice command. You can just say what you're doing, and it'll listen constantly. For everything. I didn't expect that. But you were just talking about... Do you think that... Let's see. That people are always being watched with those cameras? If someone feels watched? You're wearing it, and the person opposite you. Do you think they'd be worried?

Participant: Not necessarily. But if you're wearing glasses that big, it's not really a casual thing. But if it's almost noticeable, even if the glasses look like that, I don't think people notice it. You'd have proof that you can't even see through it. But with a model like this, it's not achievable. Because it's so visible.

Researcher: You can't see my eyes very well. Okay, I see. Do you think you'll feel a part of it if you wear glasses like that? As part of a group? If half the people wear glasses like that, that it's become a popular technology? Do you think you'll feel a part of it?

[89] Participant: I don't know. I think it's very individualistic. It's a different interface. But your functionality is the same as your phone. If it's completely normalized, we see people who don't have phones. It's a bit weird. If a pair of glasses is completely normalized, everyone wears it, you're in that camp. You think, why didn't I choose that?

18

Researcher: So if you wear it, and if you don't, you'd think, why are you wearing glasses?

Participant: I wouldn't feel like I have to wear it non-stop.

Researcher: No. Instead of having a computer monitor.

Participant: Just put on your glasses and start working. But you can also turn it off and not be shown anything.

Researcher: You can also flip the screen up and it goes out of the way. So that's possible. Do you think people who have glasses will also see that?

Participant: I think so. I expect it to be cheaper.

Researcher: But do you think that it will be more economical? That it will get a status? That you'll have different groups there? That it will be a luxury item. That people who don't have it will look down on it.

90 Participant: I think people will think about the added value. Everything that can be put on it, you can put on your phone. I think that will be the thought. Why would you spend
91 3,500 euros on it? You'd only do that with a pop-up credit card. I think it will be more affordable. In that respect.

Researcher: You also mentioned it earlier. I think it will be more affordable. But for you, it wouldn't be a reason to...

92 Participant: For the status symbol itself? For the technology behind it? I would find it intriguing. I'm not the type of person who wears underwear for a certain status symbol. I buy second-hand stuff. I think I'll be less influenced by that.

19

Researcher: I see. A lot of people wouldn't be able to buy it. Because it's so expensive. Do you think that if it's a popular technology... Do you think that people who can't buy such a pair of glasses... will be seen as less than the people who have them?

93 Participant: I don't think so. Unless you have people of that status. They know their value because they walk around with expensive stuff. You already have those people. I think it's comparable to people who buy expensive phones. Compared to the person who walks around with a cheap phone. Do you look down on that? I don't.

Researcher: But is it not a cheap or expensive phone? It's more like A phone versus no phone?

94 Participant: That's true. That's different. Because now it looks like a gadget. But maybe in the future it can become the main thing. It's harder. It's harder to look at it as a gadget.

Researcher: I think we've discussed everything. Let's go through the checklist. Let's say this is a socially acceptable technology. Would you be able to use it all day? Or would you choose to turn it on at a certain time? Or would you choose to turn it off at a certain time?

95 Participant: I think it depends on how comfortable it is to wear. If it's small and wearable, you can easily leave it on. I wouldn't wear a headset like this all day.

Researcher: I understand.

Participant: That's a bit much.

Researcher: Great, I've got everything. i'll stop then

20

Participant 4

A 26-year-old woman. WO Bachelor Education. She lives in North Brabant.
Translated from Dutch to English.

Researcher: The recording is on. So first, I want to ask you. How did you find it to wear it? How did it look? Did it all go well?

Participant: Yes, it actually went smoothly.

Researcher: Yes?

Participant: Yes, it was a great experience. It's a lot of stimulants right away. It seems very difficult when you have that thing on and you are a very distracted person.

Researcher: Yes.

Participant: To be able to open all kinds of things while you are talking to someone.

Researcher: Yes, indeed.

Participant: But we thought, yes, it's good, so it wasn't in the way.

Researcher: Great. And did your glasses work well?

Participant: Yes.

Researcher: Okay, good. Then I have a few introduction questions to understand a bit who is participating in the research. How old are you?

Participant: 25.

Researcher: And what is your highest education?

Participant: HBO.

Researcher: And finally, where do you live in the province?

Participant: Where do I live? Noord-Brabant.

Researcher: Okay, great. And can you... a bit of context... We assume that it is in the future, so when it is more accepted and when people are just starting to use it for work or at home. So when it is a bit more normal to wear glasses, they are also a bit smaller and more like normal glasses. So you have to assume that when you hear things about it. And that it looks more like your smartphone than that it is a kind of weird computer on your head. But at the same time, you also have to base it on the conversation we just had. So a bit of a mix between them. Can you imagine that something like that can be useful for work or when you have it on? Or, do you think, I don't see it as a problem that I will use it later.

21

100   Participant: Well, in itself it seems handy to me if you can make to-do lists in the meantime while you are working. I think that is a good addition. Otherwise you will take your phone. Because work is often a thing of disinterest. So that would be very handy I think.

Researcher: Okay, and do you think that it is, for example, you can do this instead of the phone. Do you think that it is much less, because when you are on the phone and you are talking it is not really, you have something like that person has no interest in me. Do you think it would be very different if you had glasses or do you think that it would be.

101   Participant: Yes, I wonder a bit about that. Because if you just had this thing on and you start a conversation with me. I see a site open in the left corner of my corner. Then I will

102   automatically look at it from time to time. And of course you see that if you wear glasses. You see someone as a problem. That could still be a distraction.

Researcher: But one of the things is also because I can't see what you see on those glasses. So you live in a completely different world than me. I may see a reflection in it sometimes. But then there are only a kind of rainbows that I see in front of your eyes. But I don't know if you are looking at me or scrolling to TikTok or something.

Participant: Yes, that seems quite dangerous to me.

Researcher: Yes, because it may be that you just watched a video while you were talking to me. Do you think that it also has an impact when you are having a conversation with someone? That the other person will think differently of you if you wear glasses?

103   Participant: Yes, I think so. I think people will automatically wonder if you are doing those other things at the same time. And if you do have such a news article open, then it doesn't seem very annoying. But it does seem a bit strange to me when you are having a conversation with me. And then I have the idea that you are watching TikTok videos in the meantime.

Researcher: And if you were wearing glasses and you were having a conversation, would you feel a bit weirder about it?

Participant: I think so. I would keep it to myself.

Researcher: Did you consider how other people see you as a person?

Participant: Yes.

22

Researcher: And do you think that people will also say that they don't like having a conversation with you when you are wearing glasses?

104 Participant: Yes, maybe. I think that if you could make a kind of adjustment, it would only be for work-related things. That it would become a bit more serious. Because then

105 you know that someone doesn't have access to social media, for example. But I think

106 that if you use it privately, it seems quite confusing. I also know a lot of people who, I think, can't handle it.

Researcher: And was there any feeling during the conversation that you had more distance with your glasses on? Or that you don't really have a personal conversation? Or did you not have a hard time with that?

107 Participant: It depended on how you positioned yourself. Because, of course, I had something [projected] in a certain place. So if you moved your chair and sat like this, you were behind that screen. But then I did have something like, oh yes, now I have to pay attention. Especially because I'm used to people looking at me for my work. That I thought, oh yes, that's extra work. Which I have to take into account, do I still look at you, or should I move or stop a bit?

Researcher: Okay, great. Did you find it very distracting, or did you almost not notice it?

108 Participant: Not too bad, actually. But that's also because it's a stationary thing. I think if it were a video, I would have been more distracted. Because of the images. That's quite different.

Researcher: And if you get glasses like this for your work or if you would have one yourself. Do you think you would pick it up fast, or would it take a while before you understand it? The use of it.

109 Participant: I think it should be easy. I think it's our generation. That you're curious about it, so you would put a lot of time into it, and then you would understand it quickly. But I think for other age groups, it might be more difficult to have it.

Researcher: Yesterday, I had a chat with someone older. He's a bit difficult with computers. But even he said he found it very easy because it's so big and you can touch it. So he thought it was quite nice compared to his laptop. You have a lot more control, and you can make it bigger and smaller.

Participant: Yes, indeed.

Researcher: Would you be the kind of person who would buy it quickly if it were available commercially for the consumer? Or would you wait a long time for it?

110 Participant: I would wait for it. I'm not someone who follows the latest trends. Not on social media or phones. But if it would become a thing and it would be useful for your work, I would buy it.

Researcher: Okay, great. Because you often get that laptop from your work. So maybe it would be the same. And do you think that if you see people walking on the street with AR glasses, do you think you would notice that? Or would you look at it? Or do you think it will be integrated quickly into society?

111 Participant: I think it can go fast. I don't know how it goes with social interaction. But I wouldn't look at it. Because I can't see what people are doing with it. That's a nice thing. You never know what people are doing. But I wouldn't look at it.

Researcher: And if you wore glasses, would you think that people would notice? Would you feel seen?

112 Participant: I think so. But it depends on what phase you are in. If it's a new moment and people are using it, and you are going to use it, it will be noticeable. But if you are one of the first people to use it, I think a lot of people will look at it.

Researcher: Yes, if it could be filmed. You never know. And do you think that people... It's a very expensive device. This one cost €3,500. It's not cheap, because if it gets smaller, it will be better. Do you think it will become something that people will think, this one is expensive?

113 Participant: Yes, it will become a status thing. Or if you can use it at work, it will be more accessible.

Researcher: But I think it will become a hype for people who have enough to spend.

Participant: I think so.

Researcher: Do you think that it's a certain type of person?

115 Participant: I can imagine. I think it's the ICT guys who would be very good at this. I can imagine that you can use it everywhere. Internet and other things.

Researcher: Other people compared it to the AirPods. At first, it looked weird, but because a lot of people wear it and because it's expensive, it will become something people want. Yes, and then maybe...

24

116   Participant: Like with AirPods, they are super expensive, and there are JBLs, lower in price range. Maybe with a device like this, it will be a little less quality. But it will be the same idea, that it will become more accessible for other people. I can imagine.

Researcher: Do you think you will feel like a part of a group of wearers? For example, half of the people in society wear glasses. That you will think that those people don't wear them; that's weird.

Participant: No, I'm not like that. So I don't think I will...

Researcher: So it's not something you will make part of your identity if you wear glasses?

Participant: No.

Researcher: Good. And do you think that you—we just had that conversation–that I look at you differently when you wear AR glasses?

117   Participant: I think at this moment, yes, because you have such a big thing on your head. So it looks different. But I didn't think you did it very differently.

Researcher: No. So you don't look at me differently?

Participant: No.

Researcher: Good. And then I have a few questions about how you think this will impact society. Because do you think that... if glasses are quite expensive, do you think that it will make it clear in society... that it will make it more visible that this person has a lot of money and this person doesn't?

118   Participant: I think that it will become a thing. You have quite a big clove sometimes, which is why you start with iPhones and stuff. It's also a status symbol. I think that this will become a thing. Like, look at me; I have this. Some people would be sensitive to that. Like, I can't pay for this. I can't keep up with the trend.

Researcher: But something more practical, like at work or school, for example,. If you need something like that for a certain job, do you think it will have an impact on that? Or do you think it will be less noticeable?

Participant: It could be. It depends on which field you're looking at. But I think it will have an impact.

25

Researcher: Do you feel different when you wear glasses? Do you think you're standing higher, or do you see more than others, or do you know more than others? Or do you hate it?

119 Participant: I can imagine that you would feel that way. Especially because you can see so much extra information in front of you... while you're dealing with someone else. It can be intimidating for the person sitting opposite you. Imagine you don't know something, or someone uses a certain word in a conversation. You could easily have access to all kinds of sites to give you even more information.

Researcher: I'm working on a theoretical project as well right now. It's about wearing AR glasses and seeing their name and information next to everyone for example.

120 Participant: And what impact could that have on how people see each other. It's like a

121 Black Mirror idea. You can give people a certain number... and they get to see your personal information.

Researcher: I think if you make something like that, it might become a competition.

122 Participant: Yes, people will be judged in a certain way. It's a fast process.

Researcher: But do you think it will be a bad thing?

123 Participant: In some respects, it's a good thing. It's a good way to think about your father. It could be a good thing for parents. But if you think about all the trends and how our generation is connected... it could be a thing that people will see. 'You're fun, you're not. I have a cooler version of you.' All kinds of groups.

Researcher: If you compare it to a phone, it's very distracting. Do you think this would be less distracting? A transparent screen, or is it floating next to someone? Or is it more accessible? You can compare it to a laptop or a phone. A phone is smaller, so it's less noticeable. But it's easier to use your phone.

124 Participant: And you can see it when someone is looking at their phone or laptop. Because it's not in front of you. If it was, I could open two things on the left and right. I wouldn't have to be that particular about it. But it's there. So I think it could be less distracting. But if you do it now, you'll think, 'oh, yes, pimples.' So I can imagine it from both sides.

Researcher: Yes, clearly. All the questions I had for you have been answered. Do you have any questions about this? Or any broad comments?

26

Participant: No, I'm curious what you think.
Researcher: Then I'll say 'Recording, stop.'

Participant 5

A 58-year-old woman. HBO Bachelor Education. She lives in North Brabant. Translated from Dutch to English.

Researcher: ...then... Yes. And then here too. So I don't lose it if something goes wrong somewhere. Okay, great. You just had the glasses on. What did you think of it?

125 Participant: Yes, what I'm saying is that you're being distracted. I'm curious. Automatically, I think, oh, this one. And then I go super fast. And... ...on the left a bit more, because there was something about 'back' and then I thought, well, I'll read what's

126 written. And on the right I saw 'Megan Markle', and I thought, oh, it's also nice to read. So the feeling of, I also want to read.

Researcher: Yes, you just have a computer screen. That's always exciting, of course, if you have that next to you.

127 Participant: Yes... Well, yes, yes, and no. I have it in itself... I have the thing... When I have a meeting, it's always open. Because I use my OneNote, which is my digital laptop. So I'm always typing at the same time. So then you notice that you... I see it, and I think, oh, interesting. But I'll do it later. You know, that. But I want to read that, and I want to read 'Trump'. The rest, bah. That. Do you understand?

Researcher: Yes, those are things that really stand out.

Participant: For me at that moment, I think, oh, I like that.

Researcher: Great. Then I have a few general questions about who you are. What is your age?

Participant: Oh, 58. Look.

Researcher: And your highest education?

Participant: HBO.

Researcher: And the last one, where do you live? The province.

Participant: Oh, North Brabant.

Researcher: Okay. Great. Um, okay. Um... So then we have a bit of an image of how you experienced it. And then we go a little deeper into how that also influences you as a person.

Participant: Okay.

Researcher: Based on the experience you just had, that you can move those things around and that you have that around you. Um... We're going a little further in the future. You have to think about this. So then, for example, in five years, maybe those glasses are a lot smaller, so that it doesn't stand out so much.

Participant: Yes.

Researcher: And that it's just a kind of normal pair of glasses. The glasses, I suppose.

Participant: Yes.

Researcher: And then of course you still have the reflections that you have in there. Because I don't know if you saw that when I was wearing them, but you do see those kinds of rainbows that come over it.

Participant: Yes, yes.

Researcher: Um, you probably have things like that. But it's just a lot smaller. And it all works a little better with your hands. You don't have to move it around anymore, but you can just look at it with your eyes. Yes, yes. So, um... And that's probably a little more accepted. So more people really have glasses like that at home.

Participant: Yes.

Researcher: And it's just a little more convenient to use at home. So that's just a little background for the questions that come. Okay. Um, do you think based on the experience you just had, do you think that would be useful for your work or if you want to watch a movie at home? For watching a movie?

128 | Participant: What I could use for example is to read things quickly, indeed. And now you take a news site, a NOS news or a Brabant news.

Researcher: Yes.

Participant: And maybe I'll say, "OK, put on your glasses." And I'll scroll through. Uh, news site, what kind of things have been there lately?

Researcher: Yes.

Participant: What's been going on in the world? And then read easily.

Researcher: Yes.

Participant: That you have to open your laptop again and or you have to take your phone. I see it a bit like an extension of a phone, I think, that I would like to see. And

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then I would, uh, I wouldn't use it for a movie or something, because then I would like a big screen.

Researcher: Yes.

Participant: But, yes, for, uh, well, at home for you to scroll to the news site or for interesting things.

Researcher: Yes.

Participant: Or you have time left, or you're going to look for a bit, what you do on your Instagram, for example. And for work, I could imagine that you can easily copy something. Uh, look, now I have to search for a bit, search on my file or on Microsoft, I don't know what.

Researcher: Yes.

Participant: But there it is maybe easy to click in your head and it rolls past you. While you keep looking at your colleagues around you and can discuss with them. And you can check, okay, for example, I have, or I have saved OneNote things. That I think, oh, I shouldn't forget to tell you, that I'll just grab it. That's easier.

Researcher: Yes.

Participant: And then I can keep looking at people. But I see it in the corner of my eye, I see it appear. And I think, okay, I'll just take it in the conversation. That's a good one, that brings up there, keep looking at people.

Researcher: Yes. And compare it to the phone, because if you're in a conversation with someone and you look at your phone, that's, of course, very annoying. And you think, oh, he's not there at all.

129 Participant: No, look, and if more people are used to it, I'll just grab a pair of glasses that you have on. And now, okay, you can search quickly, so you look in there for a moment. But then you can quickly look at that person again. I think it's nicer. I'm also a person of physical meetings; I do digital as well. If it really can.

Researcher: Yes.

Participant: I just had a meeting about making a newsletter. Yes, then I just want to sit together.

Researcher: Yes, it goes a lot faster.

30

Participant: And then I can go there, I can go left or right. It doesn't matter. Then I can sign up, and then I keep looking at you. I think it's nicer then, I think. Yes, so then you think it's nicer that you really have such a physical screen for yourself.

Researcher: Because one of the things that people find annoying is that you can't see what the person on the screen is doing. So it could be that you're talking to someone and they have all kinds of things on it, but you can't see that as a person.

Participant: Yes, I can also put everything on my laptop, whatever the way of interaction is at work. And in the meantime, do some shopping.

Researcher: Yes, indeed, that you just sit in the store on your laptop during a meeting.

Participant: Yes, I can do that too. And yes, I know that I could do that with a screen like that, but you can also do that with a phone.

Researcher: Yes.

Participant: Right?

Researcher: Yes, indeed.

Participant: But you know, I always assume the good of the people. No, but you don't stop that. No. You just don't stop that. But that's also, yes, if you make appointments. You know, if it gets wet, you know, with a screen like that. Yes.

Researcher: Yes, you know, you always have that with new technology. That you just find out for yourself how you can use that in a social environment, of course.

Participant: Yes.

Researcher: You come up with some kind of rule for yourself.

130 Participant: Yes. You know what I have to think about now? Isn't that with Star Wars or Star Trek?

Researcher: Yes.

Participant: That they have glasses on and chak chak and they don't have one of those...

Researcher: Yes, yes, but you also have that in Star Wars, that they have those projections, I must say.

Participant: Oh, yes, that's true. Then it also seems like...

Researcher: That's true, yes.

Participant: You have to think a little bit, funny.

31

131 Researcher: Yes. And do you think that if they become a little cheaper and they become a little more... Accessible. For the normal person. Yes, do you think people could be more interested in that?

Participant: Yes, if it works.

Researcher: Yes.

Participant: You know, because this is a novelty.

Researcher: Yes.

Participant: If you ask me, yes, but not as the first one, then I'll be a year later.

Researcher: Oh, yes.

Participant: Because then all the early problems are out and everyone has been able to work with them. And then I want to buy it sometime.

Researcher: And it really has to add value.

132 Participant: Yes, yes, yes. Yes, and for me it would be; then the combination would work privately. I want to use it privately, but also for work. I wouldn't only use it privately.

Researcher: No, I understand that.

Participant: Then I might pick up my phone earlier, I think.

Researcher: Yes.

Participant: Then I have added value in that combination.

133 Researcher: Yes, logical. And do you think you can pick it up pretty quickly, or will it take a while before you understand something like that?

Participant: No, I'm pretty fast at picking it up.

Researcher: Yes.

Participant: I've seen that you've introduced Microsoft 365 now. And I already use a lot of apps that no one uses. And I have the To Do app and the List app.

Researcher: Yes.

Participant: And I've noticed that I'm not afraid of making mistakes. No. So I'm not going to load it up.

Researcher: No, if my father has something in the mail, he has that new mailbox and then he calls me again and says, "[name], what happened?"

Participant: Yes, but then I noticed that I have worked since my thirties and I've been through a lot. I've been through everything. You shouldn't let [name] do that.

32

Researcher: No.

Participant: He's going to be mad. I can't stand that.

Researcher: No.

Participant: But because you're in the business and have to go through all the developments, well, that's... But not first, but later.

Researcher: No, logical. Yes. But it's funny how people always differ in that. That one person has something like, "I'm just going to go with it." And the other person has something like, "Oh no, here we go again."

Participant: Yes. Yes, but you know, developments are going so fast. If you look at what we didn't have 100 years ago and what we do now, it's going so fast.

Researcher: It's unbelievable, of course.

134 Participant: But you can make a choice, I always say. You can go with one or the other. I mean, I get that people say, "Let's leave it in the back. I'll take my laptop." I get that too.

Researcher: Yes. No, definitely.

Participant: I like that.

Researcher: I think so too.

135 Participant: So of course, people thought so too with the smartphone.

Researcher: I remember my father, he got his first smartphone and said, "I don't want that. Then I have to look at my mail when I'm on vacation." Well, he's still like that now. Now he actually prefers to look at his holiday mail instead of when returning. Yes, you see. So yes, you go along with it. But I also sometimes have people on the phone and then I get a response right away at 9 o'clock in the evening or something. I don't know if that's the right response.

Participant: Yes, but that is ... I have six weeks off and then my phone goes out. I throw the mail out so that I don't get it.

Researcher: Yes.

Participant: Those reports at least not. They do come in, but I don't get any reports. That's just a bit of discipline for yourself. I mean, I can leave it on. I have private and work together. I have one phone. I have also said, you can always call me if there is an emergency, if something important is. I'd rather take my phone, then I would have

heard in two weeks that I had to stand with flowers somewhere. But I do throw the mail out, but that's your own discipline.

Researcher: Yes.

Participant: During the holiday I really don't look at my mail. I don't do it. For me, done. No. That may also apply to things like this. I may not get the mail back later. No, I'll throw it out.

Researcher: Yes.

Participant: Discipline.

Researcher: Yes, that's indeed a healthy way to deal with it, I think.

Participant: Work and private life must be in balance.

Researcher: Yes, certainly. And if you imagine that you have glasses like that. Do you think people also have something like that? That person is wearing glasses, so maybe he is dealing with other things. Maybe he has a very different identity. Especially if you are talking to someone one-on-one and no one is wearing glasses.

136 Participant: I wouldn't put it on if I was talking to someone one-on-one. But then I would say, grab it because I want to read this and that.

Researcher: Yes.

Participant: And if it hasn't been settled yet, I would explain why I sometimes get it to the left or right. But if it has been settled, I think you know what it is and that I use it that way.

Researcher: Yes, clear. And do you think people also have something like that? That it is an expensive thing, that person has a lot of money or maybe it's just for...

Participant: That's their problem, I don't care about that. It's my own choice if I buy something.

Researcher: Yes.

Participant: I don't look at it.

Researcher: Yes. And in the field of quickly adapting technology, for example, because you really make it part of your identity, do you think it has something to do with it? That if you buy such a product as one of the first, that is...

137 Participant: No, you are a trendsetter.

Researcher: Yes.

Participant: I wouldn't buy it first.

Researcher: No. No, so...

138 Participant: So don't... No, you know, I don't have to go along with the trends, but if I notice that it will yield a value, then I buy it later.

Researcher: Yes.

Participant: But then it's because I notice it's a value for me. I don't have to go along with the trends.

Researcher: No.

Participant: I don't have to. I think that's bullshit.

Researcher: Yes, I understand.

Participant: It should have a value for me, period.

Researcher: Yes.

Participant: And whatever the other person thinks of it, it's not in there.

Researcher: Because a lot of people made a comparison because it's an expensive product, with those airpods.

Participant: Yes.

Researcher: And people in the beginning thought it looked very strange, and you have those things... It's also very visible, so it's...

Participant: Yes.

Researcher: Which is also a bit of a contradiction, of course. But in the end, precisely because it's a luxurious product and you can see it very well, a lot of people buy it anyway.

Participant: Yes, but I did that too, but no airpods.

Researcher: No.

Participant: I don't even know what brand I have, because I find it practical, a JBL, instead of with a wire.

Researcher: Yes, indeed.

Participant: Then I notice it's very easy for me. You see it, then you see the airpods, and I know they cost a lot of money. Well, fine, they have to do it themselves. But then I notice the ease of it, and then it's mine.

Researcher: Yes.

35

Participant: And that's the same here. If I notice it's going to yield something to me, I'm going to do it.

Researcher: Yes.

Participant: I just get crazy about charging, but that's something else. So I don't have to charge it, but okay.

Researcher: Yes, I had to charge it later.

Participant: Yes, no, the airpods I have, this morning I was in, and boom, it went out again.

Researcher: I think the sounds are always so annoying. That you put them in and then it screams that sound, so that they are empty.

Participant: Yes. Very annoying. Oh, I think it's quite easy on the train. You have those things in and you can listen to music or watch a movie or something. Or you can just go on Instagram.

Researcher: Yes, in the past you had those cables hanging on you, that was ...

139 Participant: Yes, no, so the comfort. That's what it says for me. So that would be the comfort with sunglasses.

Researcher: Yes, so it just adds value.

Participant: Yes.

Researcher: And then, in the field of, for example, that people can pay for AR glasses or that they can't pay, do you think that could have an influence on people, for example, the enlargement of the social-economic difference between people? Or do you think it's okay if people can't pay for sunglasses at school, or if that doesn't work?

140 Participant: Just like the AirPods, there will be some cheaper versions. And those may not be like an Airpod, or an iPhone, top of the flop or top of the deal. But on the other hand, if I have the money and I find it very easy for myself, then yes, done. Yes, that is of course also an easy choice. Yes, it is true, I mean, my expenses are a lot of money, and I can't pay them.

Researcher: No.

Participant: It's as simple as that. But I can also make choices; I can also say I save money, because I think it's easy and I still want to have it, blah blah.

Researcher: Yes.

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141 Participant: I mean, I remember very well when I started as a legal consultant in the municipality of Nijmegen, I had the neighbourhoods there, as I always call it, they have the half-door, the klok beer, and the party tents outside, those kinds of neighborhoods. They did have the biggest televisions first.

Researcher: Yes.

Participant: We didn't; we had a small television. So you often see that those kinds of people still have the most expensive things that an average Dutchman, let me put it that way, doesn't have yet. Those things often have first, choices.

Researcher: Yes.

Participant: Yes, whether that is social, economic status, yes.

Researcher: Yes.

Participant: It's your own choice, do what you want.

Researcher: Yes, I understand.

Participant: And if you say I want to have it because I just think it's great fun and I want to show it, then fine, do what you want.

Researcher: Yes, I understand what you mean by that. Yes, I understand.

Participant: Yes, great.

Researcher: Well, those were actually all the questions I had. Do you have any questions for me or any questions?

Participant: No.

Researcher: No? Great.

Participant: No.

Researcher: Well, then I'll stop recording, and then we're done.

Participant: Good.

Researcher: Great.

Participant 6

A 22-year-old woman. HBO Bachelor Education. He lives in North Brabant. Translated from Dutch to English.

Researcher: I just started recording. So then... Let's see... You just put on your glasses and finished. How did you like it? It all looked clear. Did you understand how it worked? Or what were your general first impressions?

Participant: It was fine. You can feel that you're wearing them. You just have to get used to it. I have my own VR glasses. I have buttons and everything is interactive. I like that. For example, the zoom doesn't work well. The clicking is fine. The biggest difference was the color contrast. Now I see a lot of white. With the glasses on, it's blue-purple.

Researcher: Yes, a strange colour.

Participant: Yes, exactly. It's a bit exaggerated. In the past, you had 3D glasses. But they were blue and red. When you put them on, without looking at the screen, you get that feeling. But less intense.

Researcher: I understand what you mean. Good. Let's start with understanding you. What about you? How old are you?

Participant: I'm 23.

Researcher: What's your highest education?

Participant: I already graduated. That's now MBO. No, I don't have that. I have a bachelor's degree. Sorry, I forgot. I'm also working on another bachelor's degree.

Researcher: Oh, I see. Good. What province do you live in?

Participant: Noord-Brabant.

Researcher: Great. We have that in the back of our minds. To give you some information. We're going to look at the impact of wearing glasses on your social interaction. How it affects you when you wear glasses. And how you feel about it. To give you some context. It's about glasses that are more developed over the years. And that they're more consumer-oriented. This is made for the industry. A test version. It works better. It's not as difficult to do with your hands. But you can control it with your eyes. And it looks more like a pair of glasses. Maybe a little thicker. You know it's a special pair of glasses. But it looks more like glasses than a giant computer. That's the context we need to have. You need to look at your experience. And what you know about it.

Based on your experience, can you imagine that this device could be useful for you or other people?

143 Participant: I think it could be useful in a work setting. Especially for people who are multitasking and have to keep an eye on a lot of things. I can imagine that when they're busy somewhere, they can see that this is coming in. Instead of being in a workplace for three months. So I can see the efficiency in the workplace. In my daily life, it doesn't

144 have to be. But that's what you're saying now. And people didn't know that we had a smartphone. But for example... I think this would be a replacement product for a smartphone. It would be a glasses or a smartphone. But I wouldn't use my phone combined with the glasses. Or your laptop.

Researcher: Or do you think you'd rather have it replace a smartphone?

145 Participant: I think a smartphone rather than a laptop. But I would win with the two screens. So you have that multitasking.

Researcher: Yes. And do you think that if you get AR glasses from your work or you buy it yourself... you'll get used to it quickly? Or is it a process for you?

146 Participant: No, I think it's a good thing to get used to it. You'll get used to it in a week. Especially if it's so user-friendly. We're used to making certain movements with our hands. And those movements are pretty similar to what you do with this.

Researcher: It's like you're really moving something.

147 Participant: So I expect it to be very easy.

Researcher: Did you like using it? Or did you think it was very annoying? It's a bit of a burden on your shoulders. But what about the experience?

148 Participant: It's just getting used to it. And talking to people and seeing things open up. I think that's pretty distracting. But I think it's cool to test things like this. And to see how it works.

Researcher: You said you found it distracting. During our conversation you said you couldn't focus as well.

Participant: Yes, because I know there's nothing important. But you can see the movement of the image. So what's distracting?

Researcher: I can imagine you have a TikTok open and you see videos of it. Because you're distracted. But if you compare it to a phone—it's weird to be on your phone with

someone you don't know—Can you imagine if you wear AR glasses, do you think you're more distracted by them? Because I can't see what you're doing with those glasses.

Participant: I think I'd rather have the phone. So I see what someone is doing. And that someone is distracting. Instead of not having any images. And then you can play it

149 yourself. It's the same with presentations. If you give a presentation and everyone is looking at their phones. You know you're doing something wrong. But if everyone is sitting there with glasses. You don't even know what's going on.

Researcher: That's a good insight. And if you would use it yourself. Do you think it's more distracting or less distracting than when you get a call?

150 Participant: I think it can go both ways. You might have seen it. And when it's gone. Like a call. But I think it's more distracting. Because it's so easy to multitask. Which is not good for you. And your brain can't do it.

Researcher: So you put something down next to someone.

Participant: Yes, while I'm talking to you. I'm checking my emails. But I do ask myself. Can you see my eyes?

Researcher: Yes I can see your eyes. But if you're looking at something. I can see it. There's a reflection. But I don't know what you're doing. I can see you're doing something. Because you're looking straight ahead. You can't see your eyes. So it's hard to estimate. If you don't know.

Participant: Exactly.

Researcher: Do you think it's distracting. Or can you just stop it?

151 Participant: I think in the beginning. I would try to stop it. Especially out of respect. But if it's a fixed thing. Like a phone. Then it's like. I'll just leave it on. And then it's going to be a distraction. And then it's better to leave it on.

Researcher: Some people compared it to airpods. On several levels. On one hand. You see people who talk all the time. But also on the other hand. It's an expensive object. And it looks weird. And you wear it on your head. People thought it was weird. But because it's a luxury product. And people are interested. People will buy it. Do you see that comparison? Or do you think it works differently?

152 Participant: I think there's a comparison. Especially because it's about. The adoption of
153 technology. And it's something that's in your face. But I have to say. I don't have airpods

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yet. But I think. You have no idea if people are wearing them. So I think. I get a bit of a feeling of disrespect. When someone talks to me. And sometimes they say. I already have them off. I'll put them back on. Then it's fine. But when someone talks to me. I think. Let it be.

Researcher: Do you think. If you want to wear glasses. You'll think, do you really want to talk to them?

Participant: I think thats the same. And. I think. I would find it harder. To step on someone. Who has glasses on. Than someone who doesn't. Because I think. That's not the case. Yes.

Researcher: Do you think. If you wear glasses. People will step on you. Or they'll think differently about you.

Participant: Yes I think so. Yes.

Researcher: Do you think. The kind of people who wear glasses. Do you think. It says something about their identity. Who they are.

154 | Participant: Yes I think so. I think. You always see that. There are people who are. More interested in the technology. And they will pick it up. Much faster than others. And I think. People who are. In the upper middle class. They will also. Take it with them quickly. But people who. I think there are fewer. They will pick it up less quickly. And they will. Take it more. To health care. Maybe there are fewer. Doctors in hospitals. But I think it will go slower.

Researcher: Yes. Do you think. That it will be. A bit on the border of the social. Economic. Aspects of society. For example. If you have more health. Do you think everyone. Will have it.

155 | Participant: I think. It is most comparable. With a phone. That it starts. With some top people. And more and more. And that depends. On how successful such a thing

156 | becomes. How many people will buy it. How cheap the production can be. And then it can be made available to more people.

Researcher: Yes. This is 3.500 euros. But that it just gets much smaller. And better. It probably takes a while. So yes. Do you think it will be a luxury product. Or do you think it's more.

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157 Participant: I think it's a luxury product. Will remain. Unless it is. So cheap. If you are going to replace a product. For example a phone.

Researcher: Yes.

158 Participant: But. Yes, certainly in the next. 10 years or so. I expect a luxury product.

Researcher: And in the conversation we just had. Did you feel that by wearing such glasses. You have less of a connection. With the one you are talking to. Or did you not mind that.

Participant: Yes, you notice that. I also think. You literally have something in front of you. You look a little darker.

Researcher: Yes.

Participant: Yes and you have. That distraction or something. It feels different.

Researcher: Yes. And in a good or bad way. Do you think?

Participant: Yes, I can. I can't really say that. It is different. It is a matter of habit. If you wear such glasses for a week. Yes, fine. But. If you wear it now. Then I would say. It is a distraction.

Researcher: And did you find it? The article. Did you find that distracting? Or did you not mind?

Participant: Yes, I think. It is distracting. Certainly. Especially if things like that. Start to move.

Researcher: I can imagine. That you. Get your notifications in.

Participant: Yes, exactly. Then you want to concentrate. And then. You fly away.

Researcher: Do you think people? Would look at you differently. If you wear such glasses, If you are on the street.

159 Participant: Yes, I think so. And certainly in the beginning. If it is not yet normalized. Then you think. What do I wear? Yes. But further. If it is a normal street image. Then I do not.

Researcher: And specifically if you are. Talking to someone like this. Do you think that person? Has something like that. And suppose I wear one. You wear one. That it is a social distance. Or is it not quite the same.

160 Participant: That I completely disconnect. If both people wear such a thing. Because

161 then I feel. That it goes completely together. Because then one is busy with two things.

162 But you are busy with two other things. And then you have to. Find that middle way. So I think. That I would force myself. To wear such a thing. With personal contact.

Researcher: Yes, good. And. If you think so, about. Society or the general. If you put those things in, Do you think it will be more visible? In society. The difference between poor and rich.

Participant: Yes.

Researcher: Because it is something that touches your head. It is something visible. Do you think that? The way. You accept. That you have such a goal. Can differ. Between different social circles. Or do you think that is not true?

163 Participant: No, I think there are certainly. Social differences. I think you can compare. With. For example, in high school,. If someone has a cap,. And everyone has a cap. That is the same with such Glasses. If someone has it. Or if you can. Then everyone should have such a thing. And I think. That's certainly because this is a product. That can be seen as. Enrichment. But it is essential in your daily life. So people who. Have a small budget. They will indeed. Take a phone. Where they can play games. Call. All kinds of other things.

Researcher: But do you think that it is? A kind of group formation. Or do you think that? One group has this. And that you also look at each other a bit differently.

164 Participant: Yes, I think. There will be a bit of group forming. And that can already be within companies. For example, with people who have already. Adopted. But I can't. Say how big that will be. Whether it will really be a hindrance. Or not.

Researcher: Do you think that? For example, Imagine you. You always wear sunglasses. You're going to talk to someone else. Do you think he'll look at you differently?

165 Participant: I think so. That person will have prejudices. Yes, I mean.

Researcher: Yes, okay. Well, those are actually. The questions I had. For you. To get a bit of an idea. Your feelings about this. Do you have any questions for me? Or about the subject. Or something else.

Participant: There is still one thing. Because, for example,. People who already have glasses. How does that work? That's just.

Researcher: It's about it or something. But I can imagine. If you are. Made more for the consumer. That it's just in you. Can be made stronger. That you just have that in the

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same glasses. Let me say. But you still have your glasses. Otherwise, it's just as blurry. As the world around you. But reading glasses. Is then a whole different matter?

166 Participant: I don't know how that would work. For example, They say that blue light is bad for your eyes. This is something that is very close. To your eyes. And then with. Is that for health reasons? For your eyes. Are there any effects of that? Because we are now very close. We can see everything. We can see worse.

Researcher: If it's good. You don't have that. If you look through it. You don't look at the screen. But you look through the screen. And I don't know exactly how that works. But in some way. How do you look. Is it normal again? But it's not that you look very close to the screen. But especially when you look through it. If it's good, it has no effect on it. And of course it is. If you look at computer screens all day. Is that.

Participant: Yes, probably.

Researcher: Quite comparable. But you can put things further away. So your eyes. The distance between your eyes is important. If you project something on a wall,. Then you look a little further than you would look at your laptop. So that's a disadvantage.

Participant: I don't think so.

Researcher: All right. Then I'll stop now.

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Participant 7

A 23-year-old woman. HBO Bachelor education. She lives in South Holland. Translated from Dutch to English.

Researcher: First of all, how did you feel when you put it on? How did it work? Was it clear, or was it all very...

[167] Participant: Well, you noticed that I tried to do it, so you could feel it in the beginning. But I think once you've noticed that it works quickly, it feels a bit weird to have that thing on your head.

Researcher: Yes, yes. Relatively heavy, of course.

[168] Participant: Yes, you have to find a different balance with your head. Yes.

Researcher: Okay, great. First, we'll start with a few things about you. How old are you?

Participant: 23.

Researcher: And what is your main education?

Participant: Bachelor of Language.

Researcher: Yes, specific, doesn't matter. And what province are you from?

Participant: South Holland. Does this work?

Researcher: Yes. Yes, I also record it on my laptop so that I don't lose anything. Let's see, great, then we have that completely clear. First, before we talk about it, it's a bit tricky to understand the context of such AR glasses. Because if we talk about it, it's a bit more in the future. So it's really research—exploratory research.

Participant: Yes, yes, exactly.

Researcher: So in a few years, when those glasses are a bit more for the commercial market or for the consumer available, and are also be more focused on that. And then you can also imagine that those glasses are just a lot smaller and that they are a lot more compact. Just a little more like normal glasses, if they were. And that they are also a little more user-friendly, that it is a bit easier to control everything. Because the idea is that you can control things with your eyes. That your eye, if you look somewhere, on the screen, I should say, then you can really see super precisely where you are looking and you only have to point your finger. Because now it's very strange that you have to move your hand; it's a lot of work, and it's very annoying.

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169   Participant: Yes, you really have hand and eye coordination, so to speak, that is not quite right, but that is difficult.

Researcher: Yes, and of course that you see a little more. Because you only have a very small part that you can see. If you have something here, you can't see it. So that's also important if you get a notification, for example. So a little more comparable to a phone or a laptop. That's what it's all about. And then I'm kind of looking at how that will have an impact on society. To start with, do you think that something like that, for example, at work or in other contexts, would such a device be a little useful if you, for example, used it as a replacement for your phone or a replacement for your laptop?

Participant: Yes, I think it could be useful in itself, but then what you said in smaller forms. Yes, really, at some point you get it processed in your lens, so to speak.

Researcher: Yes.

170   Participant: That it is only then, I think, really useful. I don't think people now have such a device.

Researcher: No.

171   Participant: Yes, that they take it in their bag and really use it after work. Yes, I think that if we are a little smaller and a little lighter, and more convenient to take with you,

172   that it can provide a solution. Yes. But I don't know if it's really going to be a replacement for your phone. And that, yes, I don't know.

Researcher: Yes, it is, of course, very difficult to imagine. If you look five years ahead, it is actually possible that they are ten or so.

173   Participant: Yes, I mean, I always remember that they were going to ask people in Amsterdam for a smartphone, and they said, "A smartphone? Totally unnecessary. I just have my home phone. If they call me, they can reach me there.

Researcher: Yes.

174   Participant: And ten years later, everyone was walking around with a smartphone.

Researcher: Yes, my father always had something like that: "No, I don't need a smartphone at all. Then I can only check my email while I'm on the road. Then I don't want to be on vacation at all. I don't know what to do.

175   Participant: Yes, but I think if it is cheaper, it will eventually become more accessible for everyone in terms of form and price.

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Researcher: Yes.

176 Participant: Then people will go along with that trend.

Researcher: And do you think you will buy it quickly, or will you wait until it is a little later?

177 Participant: I will wait.

Researcher: Yes.

178 Participant: Yes, that you also have several competitors, as it were. Yes, that it is more of a thing in the market or something, that there are several providers.

Researcher: Yes, that it all works better.

179 Participant: You can compare. Yes, so I wouldn't buy it right away.

Researcher: No. And if you buy something like that, do you think you will get it quickly? Or it can also be that you get it from your work or something in that direction. Do you think you will get it quickly, or do you think it is really a challenge for you to understand and use?

Participant: Yes, I think I could pick it up pretty quickly.

Researcher: Yes.

Participant: I am not very self-confident or anything, but I am someone who picks things up quickly. Yes. So I think it will work. Yes, if you just have trouble with the computer.

Researcher: Yes. My father will get it later today, and he will also test it. I think that's a very different story.

Participant: Yes.

Researcher: {...} also thought it was good to do.

Participant: Yes.

Researcher: And did you like it a bit that it was floating around you, or did you have something like this that is actually just very annoying, and I would rather have it not there, that you just have it in a fixed block instead of that it is somewhere? Because you can also fix it in a room, for example.

180 Participant: Yes. Yes, I thought if you have it and you talk to people, like we just did, I thought it worked; it worked to stay focused, but it was a bit annoying that there was just something in between.

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Researcher: Yes, because it really seems like you have a block like that.

Participant: Yes, I can at least focus well and see things apart from each other. But yes, it is something that is in front of your face or something.

Researcher: Yes. Yes, what I noticed is that I look at their mouth instead of their eyes, because you can't see the eye very well.

Participant: Yes.

Researcher: And then you have a lot of those reflections in the eyes of the screen that is in it.

Participant: Yes.

Researcher: So then you see a kind of red glow in someone's eyes.

Participant: Yes, that's a bit weird. Yes.

Researcher: Then you immediately look at someone's mouth; that's funny. Because do you think that you, for example, in such a conversation, do you think that you would identify differently if you had such glasses? Because even though it is a bit less noticeable, it is of course that the person opposite you does not know what you are looking at on your glasses. But there are cameras and microphones in it. So, do you think that ...

Participant: Yes, it may be a little less personal. Because you also, well, if you are talking to someone, then you would like someone to just listen to you completely and pay attention to you.

Researcher: Yes.

Participant: And I think if you wear glasses like that, it might feel the same as if you were sitting like this, so to speak, with your phone next to you. Yes. And it doesn't feel very much like you have your full attention with that person.

Researcher: No, indeed.

Participant: So that might be a downside of such glasses.

Researcher: Because it comes back on the phone. In a conversation, of course, you are not going to sit on your phone. By the way, people often scroll down.

Participant: Yes.

Researcher: I think sometimes. If you're just busy with something and you know someone well, then that's usually possible. But it's not very interesting.

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Participant: No.

Researcher: Do you think such glasses are different in that? Because, for example, you can look through it as if it were. And then maybe you can stand next to someone instead of holding it in front of you. Do you think that would have less or more impact on a conversation if you have such glasses with someone?

Participant: Yes, because you can move it. And then you do see the eyes, so to speak, still there.

Researcher: Yes. Yes, if it's not in front of you, I can see you better, let me say.

Participant: Yes. I think that already makes a huge difference. That you don't just have things in front of your eyes.

Researcher: Yes.

Participant: At least that makes it look like you're paying attention to that person.

Researcher: Yes.

[184] Participant: So that actually makes a difference. Yes. Yes, it just stays. Yes, there's just something in between. That idea remains that idea. Yes. I don't know if it's really in a conversation with someone else, then really a good connection, or something.

Researcher: No, I understand that.

[185] Participant: Yes, that's... Because yes, for your work, I would understand if you want to use that.

Researcher: Yes.

[186] Participant: But really, if you're going to talk to someone, then I don't know if it's so much fun if you both...

Researcher: Maybe turn it off if you're just talking to someone, of course.

Participant: Yes.

Researcher: It's like you're doing it with a phone. Okay, great. Do you think that...

Suppose it just works a little better; it's all a little more for the consumer. Do you think it could be an accepted technology, or would people really look at it very closely, do you think?

[187] Participant: I think that with all technologies, what I just said about the phone, that it's always a bit like that in the beginning, people have a lot of disdain for it.

Researcher: Yes.

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188 | Participant: As more and more people are carrying it and also by, for example, very vain idols or influencers are being carried, then it is more accepted, and then more and more people think, oh, it might be fun to wear it and then you're going to take it over faster.

Researcher: Yes. I think that's how it works. Yes, you say that. A lot of people have said that about AirPods. In the beginning, there were a lot of those things about how weird they looked.

Participant: Yes.

Researcher: But nowadays you see them everywhere because it's a bit of a status object because it's expensive.

189 | Participant: Yes. And actually, everyone still has earphones nowadays.

Researcher: Yes.

190 | Participant: So maybe it's just a kind of acceptance process.

Researcher: Yes.

191 | Participant: And I personally think that I'm sensitive to it too. I also have, in the end, I'm a bit behind, but I always have, I always agree with the trends, so to speak. Yes, in the end, if it becomes completely normal, then it's very easy to go along with of course. Yes. But I just think that it's still really, yes, something of a status object and just too expensive for most people.

Researcher: Yes, because those glasses—this one is something like three and a half thousand euros.

Participant: Yes.

Researcher: It's not really the expectation that it's going to be much cheaper.

Participant: No.

Researcher: Although it will work better, of course, but cheaper, that could probably happen if it's really something broad. But do you think that you also, that it's a bit of a word, say you're in the middle of a conversation, that I look at you in a different way? Or do you think it would be different if you wore glasses?

Participant: Do you mean that you look at me in a different way?

Researcher: Yes. That I see you in a different way, for your feelings at least.

192 | Participant: Yes, now I'm very aware that I'm wearing that thing. I think that the first few times you wear that thing, it will stay that way, because you are really aware of it.

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193. Tinkerbel
January 3, 2024 at 10:43:25 PM
social identity dynamics - group
identification

194. Tinkerbel
January 3, 2024 at 10:41:58 PM
social identity dynamics - group
identification

And that you also start to pay attention to it, because, of course, you have walked on your head without such a device for so many years, and then you suddenly put that thing on.

Researcher: Yes.

Participant: That's what I'm aware of. But I'm aware of a lot of things; for example, if I wear a cap, although I never do, I'm also very aware of that.

Researcher: Yes.

Participant: But in a different way than with glasses. I think that I am, at least as a person, very aware of that. That I think, oh, yes, it's a kind of different relationship that comes through, I think.

Researcher: Yes, that relationship is, of course, also, on the one hand, a very expensive device, and then people are, of course, also ...

[193] Participant: Yes, you're going to ... That you have something like that, of the kind that maybe has a lot of money or has a different social status than me.

Researcher: Yes, yes.

[194] Participant: So I'm always very aware of what people think of me anyway, and then, with such glasses, you walk there—yes, you stick out a lot or something, I think.

Researcher: Yes. And maybe it is also, yes, you think a lot more about what other people think of you, what they think of you, of course.

Participant: Yes, especially in the beginning; if not a lot of people wear such glasses, I think you are very aware of it, so to speak.

Researcher: Yes.

Participant: But that also depends on the person.

Researcher: If you would see someone else with such glasses on, you would also think, or with something else, something you don't see often, people have compared it to shoes, that you know people with your own shoes.

Participant: Oh, yes.

Researcher: Do you think you feel a little more connected to such a person, that you feel a little lower, that you kind of feel in a kind of group?

Participant: That I see them with the same glasses on? Yes. With such glasses?

Researcher: Yes.

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Participant: I don't know if that, yes, I would think more of, oh, hey, he also has such a, such glasses, but not really much else; look for something behind it—social connection, no.

Researcher: Okay, great. And do you think that it is, of course, an expensive device? Do you think that it then makes the differences between rich and poor a little more visible, because that is, of course, also noticeable, still, sorry, a little further. Do you think it will then perhaps become more visible in society that you have people who have such glasses on and who have more money, or do you think that is noticeable? Because with a telephone, you don't see that much, even if someone has an expensive telephone.

195   Participant: Yes, this is, of course, not yet very much accepted or used in society, but it is something that makes the difference bigger.

Researcher: Yes.

196   Participant: I think most people know what such a glass is; I think they know that those things are coming more and more, but also that they are very expensive, so I think that, especially in the early stages of acceptance, that it does make for a somewhat larger gap.

Researcher: Yes. And did you also feel that the connection between us in the conversation was just different than what you would expect in a normal conversation, or did that glass not have much addition or so?

197   Participant: No, I did. I was more looking for your eyes, so to speak. I almost wanted to say, yes, there is something in between, but that was just the intention; I already know that.

Researcher: Yes.

198   Participant: Yes, it did feel a bit strange or something.

Researcher: Yes.

199   Participant: That I really had the feeling that I had to go around it, around the screen.

Researcher: Yes. And how did you feel? Was it distracting, or did you feel that...

200   Participant: This is, of course, a static webpage, so... No, it wasn't extremely distracting, but I think if you have a TikTok page with all those moving images or Instagram Reels, then you are really distracted.

Researcher: Yes. Yes, people are already so, so fast; if you would always have that, then it would be completely...

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Participant: Yes, then your attention just goes there.

Researcher: If you always have TikTok like that, then you... It's terrible. Then you never get anything, and then you don't get anything together. And do you think that, for example, if you are looking for a job or something, that is a bit of an expectation that you can get by with such a device? Do you think that people who earn a little less, for example, that they would have a hard time because they would not buy such a device at school? Or do you think that it will happen that you will never really need a device?

201 Participant: I find it difficult to think about what you are really going to use it for at work or during work. For example, for video calls or something, you don't need a laptop screen or a webcam.

Researcher: Yes.

202 Participant: Look, I would still use it for that. I think that would be easy.

Researcher: But it's also a bit of an idea that you have a separate keyboard, for example, and that this is your screen.

Participant: Oh, yes.

Researcher: Because typing on a keyboard is not so good, of course. So that's normal.

Participant: Yes, nowadays you can also use laser keyboard and so on, right?

Researcher: Yes.

Participant: Just everywhere you are. But your question was whether it was difficult for some people.

Researcher: Yes, that... So that, for example, if you are looking for a job or you go to school, there are people who just can't pay, that they are disadvantaged, or that it just happens that you don't really have an influence on them.

Participant: Yes, I think that... Yes, you have different starting positions, so to speak, let's put it that way.

Researcher: Yes.

Participant: Yes, but we have already had experience with that, the richer people.

Researcher: Yes.

Participant: But I don't think it's something that has to be very difficult to learn.

Researcher: No.

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Participant: So I think if you just give some guidance or some explanation, then yes, that we can get away with it.

Researcher: Yes.

Participant: That everyone can get away with it.

Researcher: And do you think that people, when you wear such glasses, that they also have something like that, oh, that has something to do with their personality or their identity? Something like that, especially at the beginning, means that you buy it quickly, that people have an opinion about it, or do you think that people don't think about it at all?

203   Participant: Yes, I think that it fits anyway; yes, you are just a pioneer, so to speak, and you are the first in all new developments.

Researcher: Yes.

204   Participant: So I see it as a kind of, yes, that's the appearance of your character, that fits certain people, not everyone. Yes, I don't really see it as something you can really identify with or something, but as a certain appearance of being a pioneer. That just fits very well with those people and their characters, I think. A little more as a clothing style, maybe, in that way. Yes.

Researcher: Okay, great. Yes, just behaviour—a certain behaviour. Yes, and do you think that, oh no, that was it—that I already had questions? Do you still have questions, is everything clear, or do you have any comments?

Participant: No, I don't think so.

Researcher: Great, all right. Well, then I'll put the recording on hold, and then we're done.

Participant: Great.

Researcher: it's done

Participant 8

A 24-year-old man. Bachelor education. He lives in North Brabant. In English.

Researcher: So, in general, how did you like using the device? Was it enjoyable, or was it not?

Participant: I think it has tremendous potential. But yeah, still, it can be [sic] very improvement.

Researcher: Yeah.

Participant: Yeah, but still, it was a very nice start. Yeah.

Researcher: Yeah, okay.

Participant: Definitely.

Researcher: So, that's really true because today we will also like you have to imagine a little bit like a couple years in the future, when these devices will have been quite widespread that you can just buy one, which is of course more developed.

Participant: But I have to notice, I think it is a little bit tiring for the eyes, I think.

Researcher: Yeah. And like on your head, it gets warm a little bit ? Yeah.

Participant: For me, that was not an issue.

Researcher: Okay.

Participant: But I think the eyes.

Researcher: Uhu. Maybe the combination with the glasses as well.

Participant: Yeah, maybe.

Researcher: That could be the cause. Yeah, I think that in the future you might be able to get like your glasses integrated into it, of course.

Participant: Yeah.

Researcher: But yeah, so you should imagine that when we're talking about this, it's a future version in which it's been quite widely adopted by around half the people.

Participant: Yeah.

Researcher: But did you think it would be useful for like everyday use if it gets better? Like, you might be able to replace your laptop?

Participant: Yeah, I fear it will be very useful. Yeah.

Researcher: For like, in what cases do you think it might be?

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207 Participant: Yeah, I think for everyday life. Yeah. Even in your job. Yeah. Maybe you could just make all of your tasks. Yeah.

Researcher: If you just do everything on here. And what do you think is like an aspect that didn't, that wouldn't really work in such a environment?

Participant: I think it will work. Yeah? Yeah. Okay, clear.

Researcher: Do you think that if it becomes, you know, in around at most 2000 euro range for a device, it's of course better than...

Participant: 2000 euro? Yeah. For the device.

Researcher: This one is three and a half thousand euros.

Participant: Oh.

Researcher: So they're really expensive.

Participant: Yeah.

Researcher: But those device would have like the same computing power as your laptop. So that would be quite comparable to that. But would you see yourself buying it at that price?

Participant: No.

Researcher: Okay. But do you think that, for example, if your job gives you a pair?

Participant: Yeah, I would definitely use it.

Researcher: Uhu.

Participant: If it would be, yeah, the case, I would definitely use it.

Researcher: Yeah. And do you think you will be quite quick to pick up using it, like getting used to the moving around and being able to use it? Or would it take a really long time for you?

208 Participant: Yeah, I guess like one month, something like that.

Researcher: Yeah.

Participant: Maybe even less. But yeah, at the end, it would be very nice.

Researcher: Yeah. Okay. Clear. But if they're like more affordable, would that make it more interesting to you? Or is that not a big factor in what you would use it?

Participant: Right now?

Researcher: Yes.

209 Participant: Yeah, I think it would be 1000, I would not buy it.

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Researcher: Yeah.

210 Participant: It's not very famous, you know. But I guess in the future, if a lot of people use it, yeah, then it would be essential. Yeah.

Researcher: Okay. And did you enjoy using it? Or did you find it kind of boring?

Participant: No, it was very interesting.

Researcher: Okay.

Participant: Not boring at all.

Researcher: Yeah. So, imagine that people, for example, at school or university or out in the open, some people might buy such a device and they might be wearing it. Of course, in the future, the form factor will get smaller, but inevitably, there will be cameras and there will be like a screen inside. So do you think that those people would be like categorizing in a little bit of a different group? would you look differently at people who are wearing such a headset with cameras on it and stuff like that?

Participant: Yeah, of course. Right now, yes. But I guess in the future, if the society [sic] will be used to it, then it will not make a change, huh?

Researcher: Yeah. Okay, clear. And do you think that if you're wearing those glasses, you have that headset on?

Participant: Sorry, it's not recorded then?

Researcher: It is.

Participant: Okay, yeah, never mind.

Researcher: If you have the headset on, do you think that people would look at you in a different way? Like when I'm...

Participant: Yeah, of course.

Researcher: Imagine that I'm talking to you, and you wear something on your head with cameras on it and a screen on it.

212 Participant: Yeah, first of all, it depends on the environment. So I think if you are in your job, it will be more easy to wear it, and people will be more used to it. But if you will be out in the street, of course, it will be very, very strange.

Researcher: Uhu. And when you're talking to someone, do you think...

213 Participant: Yeah, of course, it will be very cautious. Yeah, because maybe it will be recorded, huh?

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Researcher: Yeah.

Participant: So, yeah.

Researcher: Do you also think that it might be like a concern that someone could just be looking at you right in your eyes and at the same time be doing something else on the screen?

214   Participant: Yeah, I don't have a problem if he's multitasking, but I would have a problem if he's like recording me or something like that.

Researcher: Yeah, okay, clear. And do you think that based on that, would you like really categorize people...

Participant: In wearing...

Researcher: Yeah, it would really give them a different type of identity, or would their personal identity remain more of the same?

216   Participant: Yeah, I mean, if someone wears a device like that, you can assume that he's into technology.

Researcher: Yeah.

Participant: So, yeah.

Researcher: Okay. And if you were to wear such a device...

Participant: Sorry?

Researcher: If you were to like later and you might buy such a device, do you think that you would see yourself as differently from people who are not wearing it like out in the open or at work? Maybe that you look at them in a different way that you're like, "I have this, but you don't."?

Participant: Oh, yeah, maybe, but we shouldn't.

Researcher: Yeah. Yeah, a lot of people make the comparison with like the AirPods, and that people initially were like, "Those are kind of strange", but then because it's expensive and it's a status object, people actually start liking it and buying them as a status object. Do you think that this might be...

217   Participant: Yeah, if it would be useful, then I think, yeah, at the end a lot of people will buy it.

Researcher: Do you think they will buy it because it's expensive or would they prefer to buy it just because of the functionality it has?

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218 Participant: Functionality. Yeah, I think functionality.

Researcher: ok.

Researcher: And do you think that that might be like creating a little bit of a divide in society where some people are wearing these and have like cameras on their heads might be able to record anything and other people might choose to not buy it or maybe it's they just don't have the money to buy it—

219 Participant: That's also possible. So maybe financial categorized first and then it would be like your option. So first it would be from financial reasons to categorize and then

220 everything else. So it might be like an economic divide between the two. Yeah, but if we say that like the vaccines for COVID, yeah, maybe then it will be some people that will be at the device and some people who will be pro-device, yeah, maybe that would be also a possibility.

Researcher

Oh, that's an interesting aspect. And if you wear this, like imagine that you walk around, do you feel like people would really be like, oh, that guy is wearing a headset in the future or be like, I don't really care?

221 Participant: Yeah, I think I will care because if we will be recorded, I would definitely care.

Researcher: Yeah, of course, you don't know what's going on on the headset.

Participant: So it will be percussionally, yeah.

Researcher: And would you be like the kind of person who buys a product like this quickly, like when it comes out, the independent price, like would you like the new kind of emerging technology?

222 Participant: Yeah, I do not rush to buy them, but finally I think you cannot go away from that. Yeah, kind of same with smartphones, like you need one.

Researcher: And do you think that, as you earlier said, there might be like an economic divide between people who have a headset and we don't have a headset. Do you think that that could be made even bigger by having something that's as clear as this and expensive as this?

223　Participant: Yeah, it could be a status of richness, you know, like how can you say, an

224　expensive car. And I think because if you wear one of them, it's very obvious, so you can see. So maybe it will increase the divide

Researcher: And maybe if one person wears one and the other doesn't, it might be like a little bit weird. But if you're both wearing it, you're maybe less worried about... If we both wear it.

Participant: Yeah. Yeah, sure.

Researcher: Would you be less worried about it recording.

225　Participant: Yeah, that's true. But yeah, I can say that if it will be recorded, then a consent would be given.

Researcher: Yeah.

Participant: So yeah.

Researcher: Okay.

Participant: Those were all the questions I've had, so I'm going to stop recording now.

Participant 9

A 25-year-old man. Bachelor education. He lives in North Brabant. In English.Researcher: All right. So let's talk a little bit about the experience. We've just had your own conversation. How did you like it? Do you think it's the general use of the headset? Did you enjoy using it?

Participant: I enjoyed using it. As I told you, it's the first time that I'm interacting with AR.

Researcher: Yeah.

Participant: I really like it. here you can see also the bol.com site.

Researcher: Yeah.

Participant: From the beginning. At one point I was seeing something behind you and like on the wall.

Researcher: Oh.

Participant: But it wasn't like.

Researcher: Oh, it was like projecting like a weird mesh?

Participant: Yeah.

Researcher: Yeah. I'm not sure.

Participant: Yeah. I like it. Of course, you need to get a bit more used to it.

Researcher: Yeah.

Participant: Like because of the sensitivity as I told you, for example, with the menu. For example, when you click on something and it shows something completely different.

Researcher: Yeah. It's definitely like one of the things that I've already found out that the best way to control it is actually using your eyes. So they can measure where your eyes are looking like exactly.

Participant: Oh.

Researcher: So like when you look at something that's way more precise than and then you just click with your fingers in order to select something. So that seems to be the way of controlling them going forward because your finger just isn't very accurate.

Participant: Yeah.

Researcher: But again, like exactly pinpoint where your eyes are looking. So that's something they seem to have figured out by now. But in general, what I'm wondering is how it impacted your identity and your feeling while having a face to face conversation. And if it makes you feel any different.

ParticipantReally no. Because unlike VR, you are here, you know, you see your environment and there is like for me, it's just the menu here. And if I open it, it gets in front of me. We have the

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229 website part here. And the other one was bol.com. So it's like very standard. It's I don't know if we're sitting in one place like now, it's very easy to keep up with the conversation or everything. But I guess if you had to move at the same time, like move around the room and stuff, it would be more difficult to navigate because your vision would collapse a bit with the pop ups. Yeah.

Researcher: OK. And do you think that like if a device would come out that was like real consumer focused, do you think it would be something that you would buy and adopt and start using easily?

230 Participant: I would like to. But like I described also how you use it as a consumer, but I would first wait to see reviews and see like a walkthrough and understand how how could use it daily.

Researcher: Yeah.

231 Participant: Because I like VR in general and I like AR and I like this interaction. I think it would be very practical, like from the way I see it and especially if instead of your fingers, you're using your eyes to choose, I think it would be much more practical.

Researcher: Yeah. Yeah. OK. But do you think you would easily understand it once you got it? Like it's something you would pick up easily?

233 Participant: Yeah, I think within the first two hours, it would be very easy.

Researcher: Yeah. Because it's quite a simple interface, right?

234 Participant: Yeah. I think right now the biggest problem is that you have to understand how to navigate with your fingers a bit through the website, for example, and understand how exactly you have to pinpoint to be accurate.

Researcher: Yeah, it's a bit wobbly as well, right?

Participant: Yeah.

Researcher: And [I noticed that for you] scrolling doesn't really work very well, stuff like that.

Participant: Yeah, exactly. That's the first thing I noticed.

Researcher: Yeah, but of course, this is mainly like the device that's aimed at businesses like industrial applications. So it's not really meant for consumers, of course.

Participant: Yeah, it's not meant for scrolling.

Researcher: Yeah, scrolling at all. Like I think what they mainly like make it for is like workers who are like maintaining stuff and they wear the glass but tell them what to do. So that seems to be mainly what they're... I imagine that can be quite useful for that now. But yeah.

Participant: I didn't know that they were using it like that.

Researcher: Yeah, at least that's the goal. They're also like selling like 100,000 of them to the US military, I think. Like an insane amount of these headsets. So you can understand the technology really quite well once you get used to it?

Participant: Yeah. Like in order to understand how to use it on a daily basis, I think, yeah.

Researcher: Yeah, okay.

Participant: It's mostly like a matter of getting used to it.

Researcher: Yeah, of course. I mean, that's with most technology, right? Once you get used to it, it's quite easy to understand.

Participant: Yeah.

Researcher: And do you think that, for instance, when you're having a conversation with someone and you're wearing those glasses and the other person is not, that there might be like a difference in how people perceive you?

235 Participant: I mean, I assume it's blocking part of my face.

Researcher: Yeah.

236 Participant: So it doesn't help a lot with reading the facial expressions and the eyes mainly.

Researcher: Yeah.

237 Participant: But I think I've heard that they're working on to make it seem like just glasses at some point.

Researcher: Yeah.

238 Participant: It's like the other person is wearing like some light sunglasses.

Researcher: Yeah.

Participant: It's okay.

Researcher: But it's of course, it's possible that, I mean, I don't know what you're doing on the glasses. I don't have a clue. So do you think that maybe people will feel like they are always, you're always on your phone, for example, because you wouldn't be on your phone during a conversation? But once you're wearing those glasses, they don't know what you're doing. Do you think that that might impact how they see you?

239 Participant: I assume that it will play a case in general, but it also has to do like, for example, if I was using a headset, a similar headset that I could navigate with my eyes, I would still have to be a little bit all around. So you would get the same feeling as me being on my phone and everything. Yeah, of course. So it would be distracting and a bit maybe impolite.

Researcher: Yeah.

241 Participant: But I think that even if I was wearing them and we're just having a conversation, once I did that, I don't think it would be a problem. Even if I just checked something on the news really quickly.

Researcher: Yeah, okay. And do you think it might also create almost a feeling of a group, like these are the people, imagine in a world where a lot of people are using these headsets; these are the people who are using them, and these are the people who are not?

242 Participant: Well, I guess at first it might be a case because also it's going to be very pricey.

Researcher: Yeah, so it's almost like a status object?

243 Participant: Yeah. So like with a difference, like having an iPhone and a very cheap smartphone.

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Researcher: Yeah.

Participant: But I think these products have a tendency to drop in price after a while because, like with the iPhone, it started and of course the iPhone, is super expensive as well, but you can get equally good or nearly good Android smartphones at a very okay price.

Researcher: Yeah.

244 Participant: Very affordable. So I guess like this might start at $3,000 and within less than 10 years you could probably find $100 or something , of course.

Researcher: Yeah Yeah.

245 Participant: It also depends on how, I think it would also depend on what updates you would need for that, how long you can keep like one. If you could only keep one like for one year and then you had to buy another, it would be more difficult.

Researcher: Yeah. Because it's also of course maybe some people with like vision issues, they might not be able to use it. Or other issues that people maybe like from a philosophical standpoint will not use it. Do you think that that might create some outstanders similar to maybe what happens with smartphones or not?

Participant: I don't know. Like are there really now people, for example, that for philosophical reasons, are not using smartphones?

Researcher: No.

Participant: I think it's super rare to find.

Researcher: Yeah.

246 Participant: I think that every new technology at first has a lot of people who are dubious about it and feeling that it's going to change our way of living. Like for example, we had a lot of people with smartphones saying that, "Oh, they're lenient people because no one is talking to each other anymore and everybody's on their phone." So at first they're going to be like, "Yeah, you're never

247 here. You're always somewhere." For them it would be like using VR. You are the other person, but because you're also interacting with things around, for them they're going to be people that are going to be against.

Researcher: Yeah.

248 Participant: But I think this is like what happens also during the first few years. So, by the time it becomes affordable, most of them would also just use it.

Researcher: Yeah, of course. Yeah, definitely understand that. A comparison that I've heard is with airpods because initially people thought they looked quite stupid, but then mainly because they were expensive, people started using them. Do you think there might be a similar kind of effect that due to it being a status object, people will start using it and maybe even looking down on people who don't or not?

249 Participant: Yeah, I think that's going to be the case. It's actually pretty accurate because also there was everyone at first was like, "Oh, but how are they even hanging there? Why don't you use real earphones or headphones?" So I think it's pretty accurate. And also probably after a while it will become a trend based on, at least some companies are going to make it so stylish that people would consider it like an accessory.

Researcher: Yeah, that's the assumption of course.

Participant: Yeah. I mean marketing.

Researcher: Yeah, definitely. And do you think it might, in that case, do you think it might be like part of your identity, like that you walk around outside and that you see someone else wearing a headset and you identify with them, or n—

250 Participant: I don't think that, like I think that's also going to be the first reaction because at first there's not going to be so many people. But the same part as seeing someone with a smartphone or with earphones, because it's basically everyone that's doing it now, it's not surprising anymore. It's going to be like, "Oh, we have the same smartphone, exactly the same model. Oh, yeah, what a coincidence." It's going to be the same, like, "Oh, we have the same AR headsets." I don't think it's going to create groups.

Researcher: Okay, clear. And do you think that for people who are economically disadvantaged or might not have the capacity to use such a device, do you think that initially in workplaces or other environments, maybe school, do you think it might be concerning to them in the same way that they might not have been able to afford a laptop or a computer?

251 Participant: Yeah, maybe, to a certain extent. It depends on how dependent it will become. Because right now you don't have a smartphone and you cannot access your emails on the spot without having your laptop all the time with you and a steady connection. It's a problem. If you're working on projects, if you're working a multinational company and suddenly someone from the US sends you something, even if you don't work on it right now, maybe you should be able to access.

Researcher: Yeah.

252 Participant: So I don't know if they're going to replace smartphones on that part. I cannot see it happening yet. For now, I see it as an accessory that's going to make some things easier, but I don't see it being a transition from old phones that could barely access the internet to smartphones.

Researcher: Yeah, okay, clear. Do you think it also might contribute to a feeling of being in a certain social class?

Participant:

253 Yeah, at first it's going to be. I see a lot of comparisons with the smartphone market, but in the end it's going to be, oh yeah, I have the Apple AR headset that costs like €4,000 even more than

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254 the first one that was created. And oh yeah, you have this Android type that costs €500. Yeah, of course, but depends on functionality in general. So it's going to be associated with class, but yeah. To a certain extent it doesn't really matter.

Researcher: Clear. Alright, so that's all the questions I've had for you, so I'm going to stop the recording for now.

Participant 10

A 63-year-old man. HBO Bachelor education. He lives in Gelderland, The Netherlands. From Dutch to English.

Researcher: The recording is on... First of all, how did you feel when you put it on? Did it go well? Did you really get used to it?

255 Participant: I can imagine that it can be very pleasant for certain groups of people if it is perfected a little more. I can see a lot of people now who think that they can use it very well in this way. I don't think it is a word of application for me, but I can imagine that it is a new invention for other generations to actively deal with.

256 Researcher: Yes, especially in the industry, when people have to maintain a machine, that is projected on the instrument for how to repair it.

Participant: Yes. Because now they have to keep an instrument for how to repair it.

Researcher: Yes, especially in the commercial world, it is not really for the consumer. But you have that. And we are going to talk about something in the future. That is technology itself, but it is all a little smaller, it all works a little better. So you have to keep that in mind when you are talking about it.

257 Participant: I can imagine that when we buy a product from us, we need to have a very extensive manual. And that manual is usually in English.

Researcher: Yes.

258 Participant: Which is not the same for everyone. In addition, we also make video clips where we explain what you should do. And there are other documents where you can see how we do that. That someone really does it.

Researcher: Yes.

259 Participant: You have to do that. That would be easier in this way, of course, if you just have a smaller video. And you have it pre-recorded how it works.

Researcher: Yes.

260 Participant: And how you should do it. Then it will be a lot easier than you have to take a laptop with you and watch a video clip.

Researcher: Yes, that you have to print this now.

Participant: Yes, then it comes loose and you do that.

Researcher: Yes, great. Then I have some questions about getting a little idea of who is participating in the research. So how old are you?

Participant: 63.

Researcher: And what is your highest education?

Participant: Hbo.

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Researcher: And which province are you from?

Participant: Gelderland. The most beautiful province in the Netherlands. That is too much. That is so stupid.

Researcher: Okay, great.

Participant: Great.

Researcher: But you do think that in a slightly further development stage, it could be a useful product for certain people?

261 Participant: Yes. I see it now, of course, when you look at it. I am in the interior business. That you can now come in and out. And then your house is actually projected. How your kitchen will look like. And the lighting and the furniture. The one-piece of your house is already starting to 262 come in. There is also advertising on TV. So that is absolutely for architects, interior architects, I think, certainly up to a great future. Yes.

Researcher: Yes, it is of course very difficult to imagine on a computer screen what a house will look like.

263 Participant: Yes. And the moment you can walk through it, you can experience what it looks like.

Researcher: Yes.

Participant: Yes, that of course is very different.

Researcher: Great. And do you think you would be good at dealing with such a device? Or would that be difficult for you?

264 Participant: No, I can imagine, if I know how the device works well, that I will do something
265 with it and show something. On the other hand, I always think for myself that the deal is closed by just sitting at a table with someone. And to make them enthusiastic about what we have made. And this can be a means of help. It will not be the thing of whether or not it will work. You have to do something personally. I see it with teams. Of course, in corona times we have a lot of people within our company, through teams, done everything.

Researcher: Yes.

Participant: Yes, then you see those turnover everywhere, rolling backwards.

Researcher: Yes.

266 Participant: Because in our profession it should actually be done. So in our profession it should actually be done face to face.

Researcher: Great. But if you have such a device, do you think it is also, for example, just like with your computer, that you deal with it, do you think it is then easy to control it, to get it under your knee? Or do you think it is a long …

268 Participant: No, I think it is. If you see those devices getting smarter and smarter. I am now sitting at my phone or at a computer. That it is all getting more and more convenient, by control.

And getting simpler and simpler. It has become more and more difficult at the time. But it is now actually getting simpler and simpler. To control something.

Researcher: Great.

269 Participant: So I think it will be quite convenient in the long run.

Researcher: Yes. Okay. And did you also find it interesting to see, to see you? Or do you think it is ...

270 Participant: No, I liked it. It is a bit like the Minority Report with Tom Cruise. That you look at.

Researcher: Yes.

271 Participant: A kind of Star Wars.

Researcher: Yes, a kind of Star Wars.

272 Participant: A different world suddenly where you step in.

Researcher: Yes.

273 Participant: New dimension.

Researcher: Great. And do you think that if it is all a little smaller and easier to use, that it is also–

274 Participant: Yes. Something that many people would buy, or do you think it will remain very specialized? Yes, I think it will become a expensive thing, I don't know how it is with the status of the Google glasses that will appear. But which never really broke through but was launched. But then it stopped a bit because it was not good enough. I think this is one step further. Yes, it will be a select group that wants to take the investment and can get around it. I think it will be a bit more flexible. If you work with an architect's office and you have a number of establishments around the world, like we sell in 66 countries, then this can be a very good tool to share that with your staff.

Researcher: Great. And do you think that if you have such a glasses that people also have something like that, it is of course about the future where more people have this, where it is really a commercial product for consumers. Yes. Do you think it will be looked at very much? Yes, it will be looked at if you have such glasses on, because then it will look a lot more like a normal glasses.

275 Participant: That's a bit of the idea. I think that in time it doesn't matter that much anymore. Those changes just go on, you don't mind that. In the past we found it strange that you always had to hold the steering wheel. If you have a Tesla, you don't have to hold the steering wheel anymore. Yes. That car is already looking at you and my car also beeps on all sides that it looks at you with the camera. In the beginning you find it very strange and over time you get used to it. Then you trust it too. Also that it brakes for you, that you don't have to brake yourself. I think with such glasses, yes, in the beginning people may find it strange, but I think that everyone is used to it as soon as a lot of people start to wear something like that.

Researcher: Great. And in the conversation we just had, we have a conversation and then you saw that other screen next to me. Yes. Did you find that very distracting or did you not feel that at all?

276 Participant: No, I actually thought so. It seems to me that I am going to read what I see.

Researcher: Yes.

277 Participant: So you will look at the information that is on that other screen. Still, you can answer and understand the questions well.

Researcher: Yes.

278 Participant: So I found it a bit distracting, but not extreme.

Researcher: And if you, for example, hold your phone while you have a conversation or you have your phone on, this is of considered course a bit strange. Then we have a bit, yes, we have social agreement with each other that you don't do that because you are interested in someone. Yes. But compared to sitting on the phone, for example, do you think that this is less or more distracting or negative?

Participant: I think about the same.

Researcher: Yes. Because one of the things is of course, I can't see what you are doing.

Participant: No.

Researcher: I only see that you have glasses on and maybe I sometimes see some extra reflections if you look at something.

279 Participant: Yes. But if I tap on a phone, you can't see what I'm doing either. If we have a conversation and I'm sitting, I don't know, looking somewhere, you don't see that either. So I

280 don't think this is much worse. But if you're on the phone, you can still see the face of someone better.

Researcher: Yes.

281 Participant: And with those glasses on the size that he has now, you see the face. Of course, you can't read anything at all.

Researcher: Yes.

282 Participant: So it's very difficult to see what is on someone's mind, whether it's good or not, whether they are interested or not.

Researcher: Less physical maybe?

283 Participant: Yes, less physical. You can't really perceive those characteristics.

Researcher: Yes. Okay, great. And do you think people will look at that a bit in other people? That the person wearing the glasses is technologically more competent than me or has more money than me, or do you think that's not the case?

284 Participant: Yes, I think that it's a bit of a... that you will think about it, can I do it in any situation and where do I put it all? And should I show off that I indeed have it all?

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Researcher: Yes.

285 Participant: I think once something begins to becomes popular, it is not to be stopped, and it would give a certain divide.

Researcher: Yes.

286 Participant: It would give a divide to society, perhaps.

Researcher: Especially in the beginning, you mean?

287 Participant: Yes, especially the people who can pay for it and the people who cannot pay for it.

Researcher: Great. And would you then, for example, if you have AR glasses on, would you have something like, "That person who also wears one", maybe they trust you more, or do you think that doesn't play a role at all?

288 Participant: No, the only thing you can say is that you both are at a certain level or that you are working on similar things. So there is more of a connection, maybe.

Researcher: Yes.

289 Participant: But whether that really gives a big feeling of connection, I don't know, maybe a little bit.

Researcher: Great. And do you have, for example, the feeling of being part of a group or, for example, it can be anything, at your job or a hobby or something in that direction, that you quickly feel like a kind of part of the group and that you say: I am this, I am this, or I am this? And that you are part of it and the others are part of it. Or is that not something you are very sensitive to?

290 Participant: No, I'm not very sensitive to it. I always look the cat from the tree [See which way the wind blows] first. No, the apple from the tree. But I can adapt myself quite quickly in a group. I've never had a problem with that. So I don't have any idea about that. I just adapt to the situation.

Researcher: Great. And do you think that wearing such AR glasses could make someone feel part of a group? If you have a job, for example, that some people do have it, some don't.

291 Participant: I think purely if you need it for your function, then there is a distinction as to whether they don't get that weird look.

Researcher: Yes.

292 Participant: Yes, as long as the highly qualified have it and the regular staff don't. I work for a Belgian company. We have a strict division now. The head office has staff that is paid well. There is a factory behind it and they are paid less. And they have a canteen that does not look good. The head office has a very luxurious canteen. So you have a big separation. Yes, you could get that with so many things, but on the other hand,. I can imagine that if you now get a specific job with a specific function and there is a car included, you will get a lease car from the boss. I can

imagine if you do something in architecture or something technical, that they automatically get AR glasses for your work.Researcher: Yes, you often get a laptop with it.

293 Participant: Yes, you get a car for your work. Because it can be a addition for your work, so that you can get more out of it.

Researcher: And do you think that because it is such an expensive device and that it is also very noticeable, it could also be a status object? Or is it just because people use it for work?

294 Participant: Maybe a little bit of status, and others will think: "What are you doing with that on your head?" For one it would be a status and for the other, it would be: "You are too crazy to walk around with that thing."

Researcher: Yes, because do you think that if you are in a one-on-one conversation, that if you have such glasses on, that you will have the other person thinking like: "What is he doing?"–

Participant: Yes, absolutely.

Researcher: You have all the cameras in there, you can record.

295 Participant: I would find that a very unpleasant conversation, from the very start. And then you can't even see it in his eyes; in the work I do, it doesn't work that way. I would find it very unpleasant.

Researcher: Yes, great. I think I have dealt with everything with you now.

Participant: Very good.

Researcher: One last question. Do you think that it makes the two split between people who earn a lot or less more visible? Because it is, of course, also–

296 Participant: I don't know. I see a big future, as we talked about earlier, if you do something
297 technical. And you're on the road, and you're a plumber. Then you don't have that divide because the plumber can suddenly see how to adjust the stove or do other things. Via those
298 glasses. And when certain people use that in a completely different situation, then you might have that. Look, the moment you go to the terrace with those glasses, then it's just about showing people what nice glasses they have and what I can do with them, and you can't see it.

Researcher: Yes, it could be that you replace your phone, so instead of having a phone, and that you just have a normal pair of glasses on. It's still difficult to imagine that now, because it's not...

299 Participant: No, it will be just a normal pair of glasses. Yes, then that could be possible. And of course, then its not even a big deal, because then you might not even see that someone has such glasses on.

Researcher: Yes, but you do know, so that's of course a bit of that... ...duality.

Participant: Yes, that makes it difficult.

Researcher: Great. Do you have any more questions about the details or something else you want to say?

300 Participant: No, not really. No, it was nice to experience it like this.

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Researcher: Great, then we're done.

Participant 11

A 22-year-old woman. Bachelor education. She lives in Noord-Brabant, The Netherlands. From Dutch to English.

Researcher: One moment. Great. Okay, you just finished wearing it. Do you have any questions or comments based on that? Or not?

Participant: Is it really being used?

Researcher: What do you mean?

Participant: With work and...

Researcher: Yes, especially in the industry. If you need to repair things or something, you can use it to show what you need to connect. That's the thing right now. But the idea is that in the future, when they get smaller, you'll have them in the shape of glasses. And that it works a lot better. Because the best way to do it is to look somewhere. So they can see exactly where you're looking. By looking at your eyes, where they're going. And then you don't have to point with your finger. So that's probably a lot easier than doing it in a weird way. Because it doesn't work. Because your eyes show exactly where you're looking. But that's also a bit... When we're talking about this, you have to keep that in mind. So not the current technology, so that you're floating. But in a small form, that works a little better. So that you can get a better picture. Because it's about a world where a headset like this costs 3,500 euros. I didn't expect it to go down very quickly. So it's still a bit the same. But it's getting a lot better. And we're looking at a world where it works really well, and it also works for consumers. And that you could use it for your work. So something in that direction. Is it clear?

Participant: Yes.

Researcher: Great.

301 Participant: Do you know what I would do? If you would put it on during your lectures like this, that you would see it.

Researcher: Yes, you can also just let things float around you. If you have it in your glasses, you can also... If you walk around, you have your screen there. And now you can only see a very small part. You could have something here. Because that doesn't work now. Because it's only a very small part of your face. Yes, that's kind of the idea. Do I have a question from you first? How old are you?

Participant: 22.

Researcher: And what is your highest education?

Participant: Bachelor.

Researcher: And where do you live?

Participant: In Brabant.

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Researcher: Great. In general, how did you find using it? Did you like it? Did you find it interesting?

Participant: I liked it.

Researcher: What did you like? Tell me.

302 Participant: I liked it, but... Sometimes the part doesn't quite fit.

Researcher: Yes, in the beginning you have to adjust it. Because everyone's eyes are a little further or closer to each other. So then it has to adjust and then it takes a while. But it doesn't work perfectly yet, of course. There are still a few weird things in it. But you see it as something you pick up quite quickly. Or do you think it takes a long time before you have it under your knees [do you have it under control]?

Participant: I think it's fast. How so?

Researcher: Compared to your parents, for example, or your grandpa. Then you probably understand it quickly. And do you think that if something like that works a little better... Do you think it would be useful to just have it? For example, if you get something like this from your work... Instead of having your computer screen in front of you... Or that you have a laptop... You can have that screen on your computer. Or do you think that wouldn't be very useful?

Participant: Yes, in itself. But if it's really necessary.

Researcher: Yes, that's also important. Do you really need it or do you think it doesn't add much? Everything is a good answer.

303 Participant: It differs by profession. I don't think it matters much to me. But if you have to make something, it's useful.

Researcher: Because it's also seen as something that could replace your phone. Instead of...

Participant: You have to walk up to it with your glasses.

Researcher: Yes, that's true. And maybe they can do it in a lens. That could also be possible, of course. But I think it takes a while. But that you get all your notifications in your eyes... Instead of looking at your phone all the time. And one of the things is that people think a lot about... If you have social interactions with people... Is it more annoying if you wear glasses? Or would it be more annoying if no one is on their phone? If you're on your phone during a conversation... People will quickly say something like... That person is not interested in me. Or why do I have this? But glasses can be transparent. Or it can write somewhere. But at the same time you don't know what the person wearing the glasses sees. So then... It could be that they're doing all kinds of things. But you don't know that if I wear glasses. And there are cameras around, of course. That might be able to film you. So based on that... Do you think it has more or less influence on your conversation... If you wear glasses? Or compared to the phone?

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Participant: I think more. Because you see on your phone if someone is busy. And otherwise you don't see it. And if I look at it, I'm distracted. And then I don't really hear it anymore. But then that other person doesn't really hear it either.

Researcher: Yes, I understand that. You often don't even realise you're on your phone, I notice.

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Participant: No, you're generally distracted much faster. I think if you're always... wearing these glasses.

Researcher: That's why you have that screen here, like we do during the conversation. To distract you a bit, of course. To think about what might be happening in the future. And do you think you... That quickly... You think you get that hang of it pretty quickly.

Participant: Yes.

Researcher: Okay, great. And if they were cheaper and easier to use, do you think you'd use them faster than when they're more expensive? Or do you think you wouldn't use them at all?

Participant: 3000 is a lot, but... That's how expensive phones used to be as well, I think.

Researcher: Yes, great. Clear. And... If you're thinking about, you just had those glasses on. And I didn't have them on. Do you think I'd... Even though they'd be smaller and easier to use. Do you think I'd look at you differently than when you didn't have them on? As a person, or in a one-on-one conversation?

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Participant: I think so, because it's a bit rude to put on glasses when you're talking to someone.

Researcher: And why?

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Participant: Because you know that someone is doing something.

Researcher: It could also be that they're not doing anything. I don't know.

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Participant: But if you're talking to someone, you'd also take off your sunglasses.

Researcher: Yes, that's right.

Participant: Then it's a bit weird to put on those glasses.

Researcher: Yes. And if you were to put on those glasses, and you were to talk to me, would you look at the person who's looking at my glasses, or at me?

Participant: Depending on how they look. If they're normal, but if they look like this, I think so.

Researcher: Yes, indeed. Then we're talking about normal glasses. Maybe a bit thicker.

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Participant: That's not bad. I think it's mainly about getting used to it.

Researcher: But also based on the fact that they can record, they can do anything. And they can also... Well, that's not necessary, of course. But they can also do all kinds of things. But do you think that you'd also have something like... You should have taken them off, or maybe if you put them on yourself. That people would have something like...

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Participant: I think that if you're talking to someone, they should take them off. Yes. And then record. But if it's about nothing, then yes.

Researcher: Yes, just like... A lot of people compare it to AirPods. In the beginning, it looked a bit weird. But because they were expensive, they became a very popular product. Do you think that's a bit rare here? Or is it because they're expensive, they're status objects, and you can see it very well. That a lot of people would buy them? Or do you think that's not bad?

Participant: If they're cheap, then I think they're cheap.

Researcher: No, i mean specifically a status object, because they're very expensive.

312   Participant: A status object? Yes, i think so.

Researcher: There are also a lot of very expensive brands that people buy because they're expensive.

313   Participant: Its new and cool I think so.

Researcher: Okay. And do you think that maybe people will some kind of form groups around that? Like, he's wearing it, she's not wearing it. Because you do have a big difference in information between the person who wears it and the person who doesn't. One person can see all kinds of things that the other person can't. Or do you think it's okay if people have something like, he belongs to this, he doesn't belong to that?

314   Participant: At first I don't think so. If it's more available, maybe.

Researcher: Yes. That you have to get a kind of critical mass of people who use it. Before people have something like, I want to belong to that.

Participant: Hm?

Researcher: That you have to have a certain number of people who use that product, before people have something like, I want to belong to that.

315   Participant: That's the biggest part, and not just rich people, but that it's available for almost everyone.

Researcher: Yes.

316   Participant: Because if someone doesn't have a phone now, it's weird.

Researcher: Hm, yes. When you say rich people, do you think that those who will buy it first, instead of the price, of course, but do you think that it will become a kind of social-economic thing, a kind of indication, that someone has a pair of glasses, they probably have a lot of money, or do you think that wont happen?

317   Participant: Yes, if it stays that expensive.

Researcher: Or you just find it very interesting, but...

Participant: Yes, that's also possible, of course. But then you still have a lot of money to spend.

Researcher: Yes. And do you think that it would be more visible, if it really became a very popular product, do you think it could make society more visible, that gap between the poor and rich? Or do you think it will stay the same?

318   Participant: Difficult. Yes, I think so, but that's also the case now, but then they can walk the streets more than other people.

Researcher: Hm.

Participant: Yes, they can look things up at every moment and stuff, but...

Researcher: Yes, then it's a kind of status.

319   Participant: Yes. Yes, of course it also depends on what you can do with it, whether it really adds something, or whether it's just more of a kind of replacement of what you have, of course, that also has an influence.

Researcher: Hm. And do you think you would like to wear such glasses, or do you think maybe later, if it's really super popular, or you get it from my work, but, or would you really like to buy it yourself, do you think?

Researcher: Yes, I would like to buy it myself; if it's cheaper, I wouldn't wear it outside that quickly. No, okay.

Participant: Then just wear it inside, I think.

Researcher: And can you imagine that if you wear such glasses and you walk around your workplace or at home, and you see someone else wearing glasses, that you're like, oh, I know myself better than that person, than someone who doesn't wear it, or do you think that has no influence at all?

Participant: No, I don't think so, not at all.

Researcher: No, great. And, in general, do you quickly divide yourself into groups, like, I belong to that, or I don't belong to that? Or do you always have something like, I don't really have that group feeling?

320   Participant: No, not really, but, it's different when someone is a student, or really is already working. That's a big difference.

Researcher: Yes, you really have that group feeling then, of course. If you walk down the street and you see someone else studying, you probably think differently about someone who works.

Participant: Yes.

Researcher: Yes, that's kind of what I mean.

Participant: Yes, that, then that distinction. For the rest, not really.

Researcher: No, okay. And do you think it's important how other people see you, or do you not care that much? No, do you think it's important how you see yourself?

321   Participant: Yes, a little bit, but not very important.

Researcher: And do you think those kinds of glasses would have a lot of influence on how other people see you?

322   Participant: Yes, maybe later, but not now.

Researcher: Okay, great.

323   Participant: Yes, I don't have any money now anyway, so.

Researcher: No.

324   Participant: I just don't have to pretend.

Researcher: You get a basis beurs [study allowance], right?

Participant: Yes.

Researcher: You only need ten months of basis beurs, [partcipant name]. Okay, those were almost all the questions. I have a few more small questions.

Researcher: Do you think that it will make the difference between rich and poor bigger, for example, at school or at work, if it becomes really popular? Because you might need such an expensive device.

325   Participant: Yes, maybe. Or if you're a lawyer and you're in the courtroom, maybe you don't have to read it anymore, but it will show up on your glasses, or something like that. Maybe that's useful. If you have that, in contrast to not having it.

Researcher: Yes.

Participant: But in university, yes... [doubtful]

Researcher: Yes, it could also be an example that you're not chosen for a job that has that, because they have a feeling like they belong to it or not. All of those small things can be there. And do you think it creates a feeling of social class, of 'the one with the glasses or not'?

326   Participant: Yes, but... Now... It doesn't have a lot of added value yet, actually. It's useful, but...

Researcher: Yes, it's mainly...

327   Participant: It's not like you can't use those things on your phone yet.

Researcher: No.

Participant: So then it's cool, but...

Researcher: It's actually just a bigger version that you can always have around you on your phone.

328   Participant: Yes, so then it might be worth it to show that you have money, but it's not unmissable yet.

Researcher: No. Great. Okay, those were my questions. Do you have any questions for me, or was it clear?

Participant: It was clear.

Researcher: Great. Comments, anything else?

Participant: No.

Researcher: Great, all good. Well, then we're done.

Participant 12

A 23-year-old woman. Bachelor education. She lives in Limburg, The Netherlands. From Dutch to English.

Researcher: At first it was a bit difficult, wasn't it? And then it went a little better? Or...

329 Participant: Yes, it's the first time I've had such a device on my head.

Researcher: Yes.

330 Participant: So you have to get used to it. You also see the colors less and less. So it's not really... Yes, you really see it. And those finger movements. Yes, you don't know that yet.

Researcher: No, you have to get used to it.

Participant: I don't know.

Researcher: I've been using it now for a week. With people to set up and stuff.

Participant: Oh yes.

Researcher: And then you start to get a little bit of it. That you... How you have to hold it. But it still doesn't always work perfectly.

Participant: No. No, if it worked great, then...

Researcher: Yes, then it would be a bit more popular.

Participant: Yes.

Researcher: Yes, indeed.

Participant: Then you can also learn with the device. So that you can see the screen in front of you. That you think, oh yes.

Researcher: Yes. That comes naturally. And that's also important for... If we talk about it later. You have to assume that it's a technology that is quite widely used. That's that about half of the people who use it. And that it also works much better. Because one of the things they... What is actually not in here yet But it's actually that you control it with your eyes. So instead of pointing with your fingers everywhere. You can just look somewhere. And then... And then, if you do that with your fingers, it clicks. So that works a lot better. Because you're pointing with your fingers.

Participant: Yes, yes, yes.

Researcher: So you have to keep that in mind. And also that quite a lot of people use it. Then I'm going to go a little further. To understand how you could use something like that. Because do you think that if it's better designed. Would you see that as something useful?

331 Participant: Yes, I do. But also just... A screen. You also constantly have the phone. But I wouldn't mind seeing TikTok like this. And then to move like this. On Instagram. With just a little movement. Not that my small screen is just nice in front of you. But also just... It can also be related to work. So it's really work. I see my email. Or I have to do something. So that the device turns on. A change of...

80

Researcher: Yes, okay. And do you think it would be difficult? Or would it be quite easy to start with that? Before you understand it.

332 Participant: I think for us, if it's easy. But if you let my father do it. He's not going to do anything about it. I think he's a disaster. No, he just does those big fingers. He's a man. He's 50. He wants to work hard. But I don't think he's going to do this. I don't know about grandpa and grandma. But I think for 40, 50 plus. That would be difficult.

Researcher: Yes, I think so too. Yes, it is.

333 Participant: But my brother has found it out. Okay. He got it in less than a week. He understands it completely.

Researcher: I also notice that some people come in here. And they literally don't want to...

They're just playing with it. They're also distracted during the conversation. They're just playing with that thing.

334 Participant: I also thought, I'm going to look down. I'm not even talking.

Researcher: Yes, that's also a bit of a thing. That you have a thing like... With your phone, it's just not okay. If you're in a conversation. That you're on it But you can't really see what the other person is doing. You can see a little bit. But if it falls into the face, you don't really see it.

Participant: No, okay.

Researcher: Do you think that would be a problem? If you're on a roll and you're talking to someone.

336 Participant: I think so. I don't think it's a person... No interaction, not personal... Cannot be a nice conversation.

Researcher: No.

Participant: For both, but especially for the person who looks at that. That you're just dealing with other things. And actually with the conversation.

338 Researcher: Yes, because you are... But you don't know either. It could just be that they're busy with you. Or not.

Participant: Yes, above that. It could also be that nothing is on it. Even if you put your earphones in. I also turn them off. Even if I don't have them on. I just turn them off when I talk to my mother. I just don't.

340 Researcher: Yes, because you're busy.

Participant: Even if I have or don't have a sound in it. You just turn that off.

Researcher: Yes.

Participant: I think so.

Researcher: Yes, I think so too.

341 Participant: I think that's a bit of a pain. I think, guys, turn that thing off. Only if I'm at the self-service counter. And then there's a check. Then I'm not going to turn them off either. No. Then

you have to... Sometimes I would also... I'm going to go inside for a moment. Then I'll turn on a podcast or some music. That can be a conversation. I can see that right away.

Researcher: Yes, indeed. Okay. And that would probably be the same.

Participant: Yes, it's actually the same.

Researcher: Probably much more than...

342 Participant: Yes, actually. Because you really wearing something.

Researcher: Yes.

343 Participant: The eyes are a bit visible. But you see this right away.

Researcher: Yes, great. And do you think... Because this one is, for example, a pair of glasses is €3,500. So then it's still very difficult for most people to buy that. And also because maybe they don't see the value in it.

Participant: Yes.

Researcher: But if it were to be more afforable, do you think it would be an attractive product for many people to buy?

Participant: Yes, I think so.

Researcher: or Will it stay...

344 Participant: No, I think if it costs €3,500, if there is a small target group who mainly has the money to pay for something and then also to learn to use it. Then I think that especially people who are very excited about such a device, they really have a lot to spend on it. But they just don't have it sometimes.

Researcher: Yes.

Participant: They then have... You know, that's just very difficult. I think if it is bought well, there are a lot of people...

Researcher: Yes, that could be the case.

Participant: ... who are bothered by the technology that is included in it. That's just...

Researcher: Yes, it's just expensive.

Participant: Yes, it's just a...

Researcher: But yes, mobile phones are of course also more expensive at the beginning.

Participant: Yes, but also thousands of new types, €600, €700 for a mobile phone.

Researcher: No, indeed.

Researcher: Okay, and do you think that one of the things I'm investigating is if people are going to divide themselves into certain groups? For example, that people will feel like part of the group that does have such a device and other people are then seen as the outside group.

Participant: Yes, yes, that's right.

Researcher

Could you imagine that if you have a conversation with someone, for example, that the person opposite you will think differently about you as a person if you were to wear such glasses?

345   Participant: I don't know. I don't know if it's a personal product that you have a higher view, but maybe you... Yes, I don't know. It's a very visible product.
Researcher: Yes.

346   Participant: So you would have... Visually, people would immediately think, oh, you have something on your head that costs money.
Researcher: Yes.

347   Participant: I don't know if it necessarily distinguishes people, If there's a bigger group and a smaller group, then maybe. But I wouldn't see it that quickly, these are the rich, those are the poor or something.
Researcher: Yes.

348   Participant: Whether they are social or not. Yes, maybe I would do that sooner than poor and rich. Because often it is the rich who buy less expensive things than the people who have a little less money but want to look rich.
Researcher: And do you think that, for example, if you wear such glasses, those people will feel different? Because they have a kind of difference in information. You know what's on it, and the person behind you, or where you're talking to, I mean, doesn't know what you're doing. That you might feel better about it?

349   Participant: Yes, I think so. That you're smarter or that you can see something faster than the other person in terms of information, or a conversation, or a message, or something about social media. I think that people will look at you and think you're better with those things on your head.
Researcher: And, for example, people compare it to Airpods. At first it was seen as something funny, and in the end, purely because they were expensive, a lot of people bought them. That was really stimulating, of course, because it's a luxury product.
Participant: Yes, instead of cables and stuff.
Researcher: Do you think that something like that can be comparable? That it's just because it's a status object, because it's expensive, that it's...

350   Participant: I don't know. A little ear is a little accessory. And this is a big product that you put on your head. I don't know if people will necessarily like that, or if they will start to look better. They might look at it because it costs money, but I think it's a difficult question.
Researcher: Yes, that's the intention. There's no bad answer, of course. Do you think that if you wear glasses, you feel like you're part of a group of people who also wear glasses?

351   Participant: Yes, I think so. Also because they understand the same things I understand, in the field of technology behind this device. So maybe you can talk about it together, like "what kind

of new thing did you discover?" or "how do you do this?" or "I did this recently". You know, you can share things with each other and discover new things that you might have never understood before. So you can feel more like one, because you have the same interests.

Researcher: And is that because it looks so weird at first? That you have people who don't care?

Participant: Yes, because they wear it, you might wear it faster yourself. Yes, okay. Yes, that's true. They have the crazy clothes these days, or those ugly Balenciagas. Yes, shoes like that. Nobody would buy them, but because everyone buys them, everyone wears them.

Researcher: Yes, it's pretty weird how that works.

Participant: Yes, it's just...

Researcher: I think it's difficult, because you can't really predict what people will do in the future. Whether they buy it or not.

Participant: No.

Researcher: Because people react so weird, or sometimes purely based on what other people do.

352 | Participant: Yes, but I think that if a Dutch influencer wears it—an Enzo Knoll or an influencer— the youth would want it too.

Researcher: Yes, children are totally crazy about it.

353 | Participant: Yes, they see new stuff, and they are completely obsessed with the digital world.

Researcher: Yes, that's an interesting aspect; I haven't even thought about influencers.

354 | Participant: Yes, I don't know if they see this, or if they have an image of what other people think, that they want what they have, because it's their idol. Or maybe Justin Bieber, but you never get to that. But someone who feels very close to you, like Enzo Knoll, who is a vlogger, where a lot of young people feel like friends.

Researcher: Yes.

355 | Participant: If they see something like that, they think 'I want that too, mom', and you save money for it.

Researcher: Yes, I think so too. Do you think that's also part of your identity if you wear glasses and talk to someone?

Participant: Yes.

Researcher: And how do those people see you as an identity? Do you think they think 'oh, that's that kind of person'? Or do you think it's not the case?

356 | Participant: I think people will think 'there you have another one', if that happens more often. But I think that, despite wearing a thing like that on your head, and your clothes, and how you

357 | look, it also brings a lot of value with it, than just a pair of glasses on your head. I think that people will say 'I don't feel like wearing that', or 'I'm not going to be social'.

Researcher: Yes, and there are a lot of cameras in there, so it can be recorded.

84

358 Participant: Yes, and that can be a way to avoid being seen, or not being in the picture. Or that privacy violations can also...

Researcher: Okay, we've covered most of the things. I have a few general questions. Do you think that if something like that is widely accepted, do you think that the differences between people who are rich or poor, or people who can use it or not, because they have a visual impairment, do you think that that could increase the divide, or do you think it doesn't have a lot of impact?

359 Participant: I think it depends on how it is used.

Researcher: Yes.

360 Participant: I think if it's really made for the rich, the divide might get bigger because it's visible physically. You can drive a Porsche or a Ferrari, you put it down, you get out, and you're back to normal. You can see things like that on your face, you can see it on a person. Do you have the money or not? So I think that the difference between people...

Researcher: Yes, there are a lot of people in other parts of the world who can't even afford a laptop. So if you have all kinds of things that only work on this...

361 Participant: No, you shouldn't take it to Africa with you. No, because they think they've just discovered a phone. So in that respect, I think the divide in society can get bigger.

Researcher: Yes.

Researcher: Do you think that maybe the economic class will become more visible in society, or do you think that's not the case? I don't know, because you said that the rich people buy more or less the products that the rich people want.

Participant: Yes.

362 Participant: Do you often have people who really spend their money on this, who are really interested in it? Then maybe people think, "No, I don't see the value of it." But they do have money. So I find that difficult to say, but I think that if you have it, you're very happy with it and think you're better than other people because they don't have it. Because it can look like you have more money.

Researcher: Yes, great. That's very clear. That's all I wanted to know. Do you have any more questions?

363 Participant: No, I thought it was fun, nice, but also an innovative device. I think it's nice to have participated.

Researcher: Great. I'll stop here.

Participant 13

A 22-year-old woman. Bachelor education. She lives in Noord-Brabant, The Netherlands. From Dutch to English.

Researcher: Let's see. Great. Okay. The recording is running, and you just finished wearing it. How did you find it? To have that you suddenly see those things in your world, did you find it very strange? Or did you find it normal?

364 Participant: Well, in the beginning, during the conversation, yes. Because you know how much people are watching. And then there is something offline in your eyes. Which is quite a lot, in my view.

Researcher: Yes, yes.

365 Participant: But something that is not very clear. But over time, I got used to it. So yes.

Researcher: Okay, great. Then we'll start with some information about you first. About who you are. And very abstract. Because how old are you?

Participant: 23.

Researcher: Great. And what is your highest education level?

Participant: W.O.

Researcher: Bachelor. Right? Or a master's degree?

Participant: Yes. Okay.

And the province in which you live?

Participant: North-Brabant.

Researcher: ok. Well, all right. Then we'll talk about how you found it, to have it on. And then we'll mainly look at how it goes in the interaction between, in such conversations.

Participant: Okay.

Researcher: If you're talking to each other. And what you also have to think about is that such a device, it will go from a few years from now, that it is just a lot better. Because it is more focused on the consumer. And that it is just a lot smaller. So you have to think more about the form of normal glasses.

Participant: Yes, glasses.

Researcher: A normal pair of glasses, instead of a whole headset. And so that it can also be used a little more in the real world. Instead of your phone, for example. Or instead of your laptop.

Participant: Okay.

Researcher: So you just have to take that into account when we go through the questions I'm going to ask. Because, do you think that's something like that? For example, in a smaller size. Do you think that can be something useful? Based on the experience you just had?

366   Participant: I think that will come, let's say. Just based on the technology and all that. Yes. But yes, now I find it difficult to give an answer whether I would like that, for example.
Researcher: Yes.

367   Participant: But yes, you don't know if everything is related to technology at the moment. A person also adapts to it. So, but now I would still say, for me it doesn't have to be something like that. No.
Researcher: No. And do you think you would get it under your knee [to master something] quickly? Or would that be something very difficult?

368   Participant: Well, especially in the moment, in general. At first I thought, I don't have my finger, but at some point you also get it. And otherwise you actually learn very quickly.
Researcher: Yes, I'm doing that now. I have had that device for two weeks now. And then it actually goes very quickly.

369   Participant: Yes, you learn very quickly. Only for older people it might be difficult. But yes, that's fine. Just like with the self-scan or something, with the other time. If it's new, it's also difficult. And then they actually learn anyway.
Researcher: Yes, yesterday I had my father do it. And he is totally not good at computers. And he said, actually this is still going to be quite …

370   Participant: Yes, yes, look, yes. Yes, yes, with the computer it's actually quite the same. It's just a computer, but it seems more physical. Yes, it's a bit unusual because it's really in front of your eyes, so to speak. And not on a screen. It's just in the air.
Researcher: Yes, yes, indeed. Great. And do you think that if … It's still a very expensive device, and it probably will remain for a while. Because when it gets smaller, it will probably be better before it will be cheaper. But do you think that when it becomes cheaper, do you think that it will already be a product that could be handy?

371   Participant: Yes, I think it will work well, I think. Because it's something in general that people think is cool. And especially too. I think it will be a bit like an Apple Watch or something. That everyone just wants to walk with it and that it also becomes a bit trendy. Yes, I think so.
Researcher: Yes, so do you think that it is also … Other people have the same comparison with the AirPods.
Participant: Yes.
Researcher: That in the beginning they may look a bit strange and they are quite expensive. But at some point, when a lot of people have it …
Participant: Yes, it is not just for everyone independently.
Researcher: And that it also becomes a kind of fashion object.
Participant: Yes, like the Apple Watch indeed. Yes. A bit deeper.

Researcher: Okay, great. And did you also like it to see it around you a bit? Or did you think it was actually just very annoying that it was in front of me?

372 Participant: It feels funny to test it, but indeed, I personally just don't like it. Because it's just something you're not used to.

Researcher: No.

373 Participant: And it's just really in your view. Then you want something ... For example, you [the researcher] are sitting next to the screen, and you're sitting behind it all the time. I think that's annoying. Yes.

Researcher: Yes. Yes, you can also assume that it then follows your hope, for example, that it stays here. But then it is also sometimes ... Then it comes in front of you, indeed.

374 Participant: Yes, I think that is never entirely optimal to look at, I think.

Researcher: And if you think about how it would be comparable to a phone, for example. Because normally in a conversation, you will not be on your phone, of course. Because then you really have the feeling that someone has been distracted.

Participant: Yes.

Researcher: But if you sit on such a device, then I cannot see what you are doing on those glasses. If you have it on, then I may sometimes see a reflection.

Participant: Yes.

Researcher: On the screen in front of you, I must say. But otherwise, I just see your eyes.

Participant: No.

Researcher: So I do not know what you are doing. There are, of course, cameras in it and microphones. But do you think it would be very different than when you use a phone in a conversation? Or is it the same, or is it much less?

375 Participant: I think less, but I think you can always keep seeing whether someone is paying attention to the conversation or not, so to speak.

Researcher: Yes.

377 Participant: So you may not really see the action that someone is taking with that app.

Researcher: Yes.

378 Participant: But you notice that person is suddenly ...

Researcher: Yes.

379 Participant: ... and then you notice that person is not listening. Yes. Yes, because it is also what you say in a conversation. Yes, exactly.

Researcher: Yes. And do you think that creates a kind of barrier when someone is busy with the device?

380 Participant: Yes, I think so. Less if you just listen to your phone, when you see less.

Researcher: Yes.

88

381 Participant: But you are less in conversation. So just like you are in a restaurant, you are on your phone, and so are the stands.
Researcher: Yes.

383 Participant: So that is the kind of distance you have, of course. Yes.
Researcher: Okay, great. And when you use it, did you feel that between the two of us, that you felt a kind of distance more than when you did not wear the glasses?

384 Participant: Yes. Because it was of course a bit of a forced conversation because we had to do research, so it was not a natural conversation anyway.
Researcher: Yes.

385 Participant: Yes, you did have that screen, so from time to time you are looking at it anyway, and I am not in a conversation. So yes, a bit, I think. Yes.
Researcher: And did you also find that distracting, the screen next to you, or did you feel that you were like, I am not interested in it?

387 Participant: Yes, in the beginning I really found it very distracting, and as more the conversation, the less, but it was just continuously, yes, certainly in a sense, sometimes just distracting.
Researcher: Yes. Yes, other people also talked about how they would have a TikTok thing scroll next to them all day, for example.
Participant: Oh, that is also a crazy thing. TikTok is quite a...
Researcher: Yes, indeed, that you can just be stimulated all day, while you just walk around.
Participant: Yes.
Researcher: But that is really very dystopian if you think about it that way. And if you think about it in the theoretical world, that you have such AR glasses in a smaller form, and more stylish, of course, do you think that people would form groups around it, like I have such expensive glasses and you don't? Or do you think it its not the case?

388 Participant: No, because that is not with other equipment. For example, if you don't have an
389 Apple Watch or something, it doesn't mean that you will be out of a group immediately. Maybe, yes, at primary schools or something, you have children who really bully others or something, but in the end, not for adults.
Researcher: No. Great. And do you think it is also a kind of, because it is, of course, quite expensive? and if it got less expensive, would you would buy it quickly?
Participant: No, i would not.
Researcher: Do you think it is also part of who you are as a person or what you show off as you wear such glasses?

390 Participant: No, I don't think so. No, I don't think i have that quickly with objects or something, just the Apple Watch.

89

Researcher: Yes, great. And do you think it is also something that people who have a lot of money would buy quickly, or people who don't have that much money?

391   Participant: I think maybe the second one. Because just like, you know, for the but then you always see the Tokkies [Dutch equivalent to "Chavs"] they always like to walk in brand clothes. You know the meme with an expensive Gucci wallet and then he has no money there and then a cheap, scrappy wallet with a lot of money—you know, that kind of idea.

Researcher: Yes, I have heard that before.

392   Participant: Yes, some people just want to look like they have a lot of money.

Researcher: Yes, exactly, but they don't really have it.

393   Participant: Rich people often wear normal clothes.

Researcher: Yes, great. And do you think that those people who wear glasses like that, they have something like, oh, that guy also has his thing on very quickly or do you think that they have something like that, you don't notice it when you wear something like that?

Participant: What do you mean?

Researcher: If you wear glasses like that, you have something like that, oh, that person also wears it.

Participant: Oh, um.

Researcher: Or do you think that's not the case at all? Because I have it, for example, when I have people who have exactly the same shoes as me, then I always see that.

394   Participant: Oh, like that. Yes, it depends a bit on the design, indeed. If it is so long, you will see it, of course. But if it is a real glasses, yes, it depends a bit on who you design it for, so to speak, and if you can easily distinguish it from a normal glasses, I think.

Researcher: Yes. Great. Um, clear. And if you, for example, in a conversation, to just go back to our conversation and how you feel about it, do you think that it will really have an impact on the way I see you when you wear glasses like that? And so I don't know what you're doing on the table. I don't know if you're recording me. Do you think it will have an impact on such a conversation, or do you think that it doesn't really matter?

395   Participant: I think it's a bit personal. Maybe people of the same age don't really care about it because they understand it very well. Like, the older generation is very annoyed that young people are on social media and stuff.

Researcher: Yes.

396   Participant: Just like the older generation, who interferes with it very much, the young ones, who are on social media and things like that.

Researcher: Yes. Clear. And when you just had it, did you feel something like, I feel very watched, or did that feel like normal?

397   Participant: Um, no, not really.

Researcher: And then a few last questions about how this would affect society a little bit more. Do you think that something like this also just makes it visible that these people can pay it and these people can't pay it, for example, if it becomes popular at school or that you will need it for your work? For example, you often have laptops now, so children who may not be able to pay. And of course, it also has an effect if you go to a higher education; for example, that you may need an expensive laptop if you have to do a technical study.

398 Participant: Yes, I think so, because it will be expensive , so I think it will become more visible.

Researcher: Yes, great. And do you think that, for example, because it is also very visible on your head when you have such a device on it,that it is then a little more visible that you may see that difference between rich and poor more clear, or what do you think?

Participant: Yes, that could be, but still. Yes, you may not be able to see a single object completely, because, by the same chance, you are just borrowing from someone, or did you get it, can you still be very poor? Or do you use it for work? Then, is it not yours either? And do you actually have a low salary, I'd say something like that. Yes, I think you can't see a single object completely, but if you would have such a thing on it and other very expensive gadgets, then yes, but maybe not a single object completely.

Researcher: Yes, but do you think that, for example, suppose you have such a device on it that you sometimes might have the feeling that you suddenly belong to a slightly more exclusive group?

399 Participant: Yes, that could be, yes, that you may look a bit more confident about it and yes, maybe.

Researcher: Okay, great. Well, those were the questions I had for you. Do you have any more questions for me, or was that completely clear?

Participant: No.

Researcher: Clear, good. Well, then I want to thank you, and then I will stop the recording.

Participant: Great.

Participant 14

A 57-year-old woman. Bachelor education. She lives in Gelderland, The Netherlands. From Dutch to English.

Researcher: Okay, you just put on your glasses. Did it all work a bit after the beginning, got the hang of it? But how did you like it?

401 Participant: I think it's amazing that I suddenly see a white spot on my arm or on my wrist. Which it is not, of course. That's very strange. And that I see a picture in the distance that you think is there, but it's not.

Researcher: Yes, I understand.

402 Participant: But I couldn't read the picture. I have glasses from afar, and this is a meter, so it should be easy to read.

Researcher: Okay.

403 Participant: It's not sharp. You said an Edge by Microsoft, but I couldn't discover an Edge by Microsoft.

Researcher: Okay. I have someone else who also had glasses, but he had his glasses on until he was here and he could see them. Maybe I should do that again. No idea how that works. But okay, great. So that's clear. So it went well. Well, let's talk a little bit about who you are. So I ask, how old are you?

Participant: 24. [jokingly] 57. Researcher: And your highest educational level is?

Participant: MBO

Researcher: And in which province do you live?

Participant: Do I live?

Researcher: Yes.

Participant: Gelderland. Unfortunately.

Researcher: So. Well, great. To give a little context. This glasses is of course the technology of today, but we are also going to think about it in a few years, so that it really works a lot better and that it really looks more like a normal glasses than on such a whole headset. So you have to take that into account a bit. And also that it all works a little better and that you don't have to do it with your hands, but that you can just look somewhere and that it works that way. So you have to keep that in mind. And also that it is just a little more widely accepted in society that you have such ar glasses. So for the social context as it were. And based on how you just used it, do you think that is something that, if it were to be further developed, that it could be convenient? If, for example, instead of using your phone or instead of your laptop. For other people or for you specifically?

404 405 406 Participant: I would perhaps use it worked related, but I would not be interested in it for personal use, quickly. I also have trouble with that now, for example people who see you with earphones in and who walk around while talking on the phone. That I initially thought, what are you doing? Are you going to talk to yourself? And I think, oh no, of course I see your earphones. And I just don't think that's a very nice development. And I also classify this a little bit under that, so that it really becomes me, myself, and I. You are with several people, but actually you are alone.

Researcher: Because with those earphones, you also have that kind of information imbalance. Because that other person hears things, but you don't hear them. So you don't know what they are doing. Do you think you have that here too? Because I can't see what you see on those glasses. So you can see all the things.

407 Participant: Yes, exactly. I mean more that you are in your own little world. You have a very own little world. So you are alone, but you have a whole world in front of you. And I think that's a very strange realization. Just like you are just tapping on something. That I think, what are you doing with your fingers in the air? Very strange. And I don't know if I think that's a very nice development.

Researcher: No, great. And can you imagine that this is something that, if it becomes cheaper and more accessible, will be widely accepted in society? Or do you think that's not the case?

408 410 411 Participant: Maybe for a younger person, it is. But I think that the older people will still think a bit like... "What is this now?". I also think that in an office environment, it is perhaps accepted a bit earlier. If you have a call with someone who is in America and you see each other like this is a real face-to-face. Rather than seeing each other on a screen.

Researcher: Yes, and just like in Star Wars, you see a hologram in front of you.

Participant: yes

Researcher: That's a bit... And do you think that that is also... For example, in the conversation we just had, do you also feel that you have less connection with me? Or that you are more distant from us? Or do you notice that not so much?

Participant: In which conversation?

Researcher: How we were just talking to each other.

Participant: But then I didn't have those glasses, right?

Researcher: Yes. You just had those glasses on, right?

Participant: But you told me, oh, you have to do this and that.

Researcher: Before that.

Participant: But you had those glasses on, right?

Researcher: No, you had it on. During the conversation.

412 Participant: Oh yes, I had it on. Yes, no, well, a little bit. Because you are a little grayer, and you are a little more in the background.

Researcher: And did you find that the image next to you was more distracting, or did you notice that it was not so much?

Participant: I didn't notice that much.

Researcher: Because if you have a phone in your hand during a conversation, and you're on your phone, that's very strange.

Participant: yes

Researcher: And do you think that with glasses, it would be very different? Because you can, for example, pretend that it's floating next to you. So it could be that it's less distracting. But at the same time, that other person doesn't know what you're seeing. So there are of course, advantages and disadvantages to such glasses. But in general, do you think that based on the experience you just had, it would be more or less distracting than a phone?

413 Participant: Then I think it's less. Because it's very strange if you're in a conversation and you think in the meantime, oh, that's very strange. But if you can do that, of course, without the other person seeing it on the other side. Then I think it's less. I would think, "hello, we're in a conversation", and you're going to do something else. I would think that's disturbing.

Researcher: But of course you don't know what that person is doing.

Participant: No, no.

Researcher: Do you think that even if that person is not doing anything, would you still be a bit skeptical about what they are doing? Or would you not be worried about it?

414 Participant: No, I don't think I would worry about that. I think I will asume the best of the people, and that they also have the full 100% attention for the conversation.

Researcher: And do you think that's something you'd understand quickly?

415 Participant: No, I don't think so. If you have that from your work. I don't think so. I think it's a lot of digibating, just like now. I think, how do i do this? I type and nothing happens, because I won't do something right. I'm just not handy enough for that.

Researcher: No. And imagine people start wearing this outside on the street, do you think people identify with wearing glasses like that? Or is that not important for their personality?

416 Participant: I think it's more about getting a differentiation of people who do have that and people who don't. And that people who do have that, might say "oh look, we" but people who don't, might say "oh look, them".

Researcher: So it's a kind of in-group and out-group that you get.

Participant: Yes, I think so. Maybe it's not like that, but I can...

Researcher: And do you think one of those groups feels better than the other, or do you think both of them feel better than the other?

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Participant: Well, it depends on your perception.

Researcher: Yes, but if you're in that group...

417   Participant: If you think that technology is all nonsense, then I would say, "don't act so strange". "What are you looking at? Do you see him walking?" Then I would, without that... Well, you can call it superior, but... So you're looking at the other person, while the one with the glasses is looking at you like, "you don't get it, do you?" Old digibeet [computer-illiterate person].

Researcher: Yes, clear. So, from both sides, they're probably looking at each other differently?

Participant: Yes

Researcher: And if you're in a conversation like we just had, with glasses on, do you think you'd be looked at differently by the one opposite you? Or that the person would have something like, "I see you like this." Do you think that changes when you wear glasses?

418   Participant: I think so, because I see things you don't see. Through the glasses.

Researcher: Yes.

419   Participant: And I think that's pretty crazy. Because you're looking at things, and I'm like, "what are you doing?"

Researcher: Yes. It could be that you're just watching a video in a conversation.

Participant: Yes.

Researcher: Okay, great.

420   Participant: And then, for example, when you're in the train, and there's someone with glasses on, and you're laughing your head off, and you're like, "excuse me, what are you doing?"

Researcher: You already have that a bit with the phone, but with AR you have no idea what the other person is doing.

Participant: Yes. Okay.

Researcher: Can you imagine, for example, that people have earphones in, and of course, in the beginning, it was pretty weird to have those wireless earphones? It wasn't very... But because it's a luxury product, and it's very visible, it has become a trendy thing. Do you think that could be possible with something like this, and that people would give it a bit more social class with it?

Participant: Yes, I think so.

Researcher: Yes.

Participant: I can imagine.

Researcher: And do you think that it would become a luxury product, that you see the difference between who has in money and who doesn't have the money? Or don't you think it won't be?

Participant: Yes, maybe. It probably wouldn't have been cheap, if it had been.

Researcher: No, this one costs €3,500, but it's not expected to be much cheaper than it will be in the coming years. So it's a very expensive device.

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422 Participant: And you see a lot of things now, it's not for nothing that schools have to lock their phones, because the children come in during the lesson, you're distracted. And with glasses like these, you're completely in your own little world, so you don't have the need or the necessity to make contact with someone who's sitting next to you. And I think that's a good question.

Researcher: Great. And do you think that this will become part of your social identity, if you wear glasses like these? That you have something like, look, if you didn't have a phone in the past, at some point it becomes part of your identity. Do you think that's the case with glasses like these? Or do you have it or don't you? Or do you think it doesn't matter at all?

423 Participant: Well, I can imagine that, but I don't think it's a positive thing.

Researcher: No. Great. And we're coming to the end of the interview. Do you think that because it's something that you wear on your face, that it stands out a lot? That it might also make the difference between poor and rich more visible? Because you have a phone in your pocket, you don't really see it, or because you have something expensive, like a laptop, you don't really see it either. But you wear glasses, so do you think it has an effect? Or is it just poor people who don't want it?

424 Participant: Well, yes, that could be the case. And I think that there are people who think, how can you be happy with an income like this, have such an expensive phone, and you can't afford it yourself, but that it's still a kind of prestige thing. And maybe those people have been in debt for a long time. And that could, of course, also happen with that. Or that it's just a thing of, look, he agrees, and I think that's very cool. You can want a lot of things, but you can't afford it.

Researcher: And for example, at school or at work, do you think that if you can't afford something like that, you might lag behind the rest or do you thi–

425 Participant: Yes, if it really becomes such a luxury thing, just like education at primary schools, then of course it can also be, you know, children who just don't have that; they are either excluded in serious cases.

Researcher: Yes.

Participant: And yes, I don't think it's a very positive development.

Researcher: Yes, great. Do you have any further questions or comments for me? Or is it clear to you?

Participant: No, I wish you a lot of success.

Researcher: Great, well that's it. Then I'll say stop.

Participant 15

A 26-year-old man. WO Master Education. He lives in North Brabant. Translated from Dutch to English.

Researcher: Let's talk about the experience we just had. How did you feel when you put it on? Did you see the world around you? How did you experience it?

426 Participant: Not very different, no?

Participant: I did see some weird blue things.

427 Participant: A reflection in the corners. Or on the chairs. It was all blue.

Researcher: Yes, some kind of reflection inside.

Participant: But if you wear glasses for the first time, you do see that.

Researcher: And with the things you saw around you, how did that work? With moving things or clicking on something?

428 Participant: I didn't have any instructions. So it was difficult to decide if you should point or press. You can grab things. You want to think about how you... It takes a while before you fully understand.

Researcher: I have used it for a week now. And then you start to understand how to use it. But it takes a while before you fully understand.

429 Participant: I can imagine that older people...

Researcher: Yes, my next question was... If you wanted to use something like that later, do you think you could fully understand it relatively quickly?

Participant: At an older age?

Researcher: No, now. Now, in five years?

430 Participant: Yes, definitely.

Researcher: Great. But when you're older, you can't?

431 Participant: No.

Researcher: I'm going to do the experiment with my dad. So that will be something. It will be interesting. And in a world where you could put on glasses at work, for example, which are lighter and smaller. Instead of using your computer screen, you could use a keyboard and a mouse. Or a screen that you can put around you. Would you see that as a product that adds value to your life? Or do you not think it's necessary?

432 Participant: I think that some professions can help. You see a lot of people working on three screens at once. Suppose you can look around like that. I think that can help. And at home, for example, for entertainment.

Researcher: If you have your screen on, you can see that from your phone. Would you see that as a future? Or do you think that's not something you see as useful?

433 Participant: I don't know. It depends on the price of the product. If the price goes down, it will become more interesting. Yes, I think so too.

Researcher: So if it's more accessible in price, it will be bought more. Do you think that how they look will have an effect? Whether you will use it or not?

434 Participant: Yes, certainly. Because they are still quite big. I think if they look like a pair of glasses or something.

Researcher: I have a few questions about how you feel when you wear glasses. Do you think that people around you, because there are cameras and screens... I can't see what you're doing with it. So if it's in a smaller form, you notice it less. But you still have those properties. And while it's not really acceptable to be on your phone while having a conversation... you wouldn't know what someone was doing while wearing glasses. I can't talk to you while I'm watching a movie.

Participant: Yes, indeed.

Researcher: So, do you think that will have an effect? If I don't wear glasses, but you do, and we're talking to each other... will there be a change in that dynamic? Or do you think it will be noticeable?

Participant: Yes.

Researcher: Great. Do you think that will be positive or negative?

Participant: You know more about such conversations than I do. I don't know what you're doing,

435 but you know everything. I think it will have a negative effect. That you're a bit behind the times.

Researcher: Yes.

436 Participant: It could also be that you record things or do things like that.

Researcher: Do you think people will notice you're wearing glasses? Or do you think they won't notice? Will they divide people into groups based on what they're wearing? Or do you think it will be noticeable?

437 Participant: Yes. It will be a luxury product, just like many people have put on their AirPods. At first, it looks weird. But because it's expensive, many people buy it because it's a status object.

Researcher: Do you think that will be the same here?

Participant: Yes, I think so. You never know if something will go well. You can't predict that. But yes. You've already seen that trend. Yes.

Researcher: Great. Do you think that will make it so that people will think that it belongs to them? That it belongs to their class. And people who don't have it won't think it belongs to them?

Participant: I wouldn't mind. Yes, okay. I don't have an AirPod.

Researcher: Great. Do you think that at the workplace or at school, if people can afford it, and some people can't, like a laptop, do you think it could have an effect on that?

438 Participant: Yes, I think it will be more affordable. Yes. Yes, I think that...

Researcher: But that it could have an effect on how you perform? Or how you... or on your development.

439 Participant: Yes. Or on education, that it will be available to everyone. Yes. You want everyone to get all the opportunities.

Researcher: Yes, of course. And do you think that it will become more visible which people are rich and which are poor?

440 Participant: Because it's something you wear on your face. That the gap will become bigger between people who have a lot of money and people who don't have a lot of money. Yes, it's very noticeable, of course, but you also have things like clothing, for example. If someone wears expensive clothing, it's noticeable. But if you wear it on your head, you can see it's the same. Yes,

441 you also have that other aspect, that it's just... You don't know what they're doing. And those can, of course, combine with each other.

Researcher: And do you think that if you wear glasses, people will think that it's part of who you are? Do you wear something that's part of your identity? Or do you think people will think that it's just something you use for your work, for example?

Participant: No, I think it can become a kind of fashion item.

Researcher: Yes, okay.

442 Participant: But we have that too. Yes, especially if it's more expensive, people will quickly think that you belong to it.

Researcher: But do you think it's possible that people will say, "I belong to it"? If you buy something like that?

Participant: Yes, you always have people who feel that way. Yes.

Researcher: And for you personally, in the experience you just had... When you put this on, do you think you have a different view of people sitting opposite you?

443 Participant: Yes, when I wanted to talk to you, but that's because I wasn't doing anything at the same time. I didn't have anything that I saw. So I was busy talking to you, so I didn't really have much...

Researcher: That you had trouble with... that you were distracted?

444 Participant: Yes, sometimes I heard a noise or something, or I saw a strange light or something.

Researcher: Yes, but not that you had something like, "This is very distracting, and there's something in front of it."?

Participant: No.

Researcher: Great.

Participant: No, I didn't really have that.

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Researcher: The question you just had is that you had that screen there... Do you think it's more or less distracting than when you're on the phone with someone during a conversation? Or do you think it doesn't matter that much?

Participant: I think it's less distracting.

Researcher: Yes, but do you think it would be more acceptable if you had something like that? That people just didn't notice? Or do you think people should turn it off?

Participant: As a social norm, or whatever?

Researcher: Yes.

445 | Participant: No, I don't think it would be that well accepted in the beginning. Yes, especially in a conversation; that's very personal.

Researcher: And did you feel more isolated from me during the conversation before you turned it on and after? Or didn't you notice a big difference? Or more distance, as it were?

Participant: Yes, a little, but not a big difference. I also wear glasses sometimes. It's a bit dark. I'm used to looking through glasses.

Researcher: Yes, and I also remember that yesterday I did the test with another participant, and because it's a bit dark, you can't see anyone's eyes anymore. So that's very strange sometimes. And then I have a few more questions. Do you think that you wear AR glasses and that if you see someone else walking around with AR glasses, you will feel closer to that person and that they have something in common with you? Or do you think that would have no influence?

Participant: Yes, I think it would have an influence.

Researcher: Because?

446 | Participant: Yes, you have something in common, I think.

Researcher: Because do you think that it's a kind of property of those people—the kind of people who would buy such a product quickly?

447 | Participant: Yes, you always have people who, when you come into the market for a new technique, who immediately want to buy it. Those early adopters, I think.

Researcher: And would you buy it quickly?

448 | Participant: No. No, okay.

Researcher: And if you would give it to your work, would you be happy to get it from your work? Or would you have something like, I would rather...

449 | Participant: I think that it can be functional for work. If you can also close your outside world and just focus for a while, things like that? Yes, but it is also something that you can work with more efficiently. Yes.

Researcher: Yes, great. Well, those were actually the most important questions I had for you. Then I have one more general question. And do you think it would be a good development if more people if this were implemented more broadly? Or do you think that people are more

distracted from the world around them and are more focused on technology instead of being able to talk to people?

450 Participant: Yes, I really think that if it is for daily use and they are constantly on it, then I don't really see it as a good development. Yes. Just having contact with people and having their thing on it—I don't really see that now. No.

Researcher: Okay, great. Well, those were all the questions I had.

Participant: It's good that it's there; it's really cool.

Researcher: Yes. Do you have any questions for me?

Participant: No.