

Interview Protocol

Thank you for participating in this research project. We are students from Carnegie Mellon. We are very curious about your experience around video watching and streaming services. I have several questions, but please keep in mind that there is no right or wrong answer, everything will be valuable to us. Also, we will not share your personal information to anyone outside of the team. Do you mind if I keep a voice recording of the conversation for note taking purpose? Thank you.

- Before we start, do you have any questions for us?

General Video Watching Related

- Tell us about your video watching preferences
- What kind of video do you watch?
 - How do you find them?
- What service/app/platform do you use?
- What device do you use?
- Tell me about the last time you watched:
 - Short videos (youtube, IG, TikTok)
 - Long videos (movies, TV series)

Streaming Related

- Do you use streaming services?
 - If not: why not?
- What kind of streaming services do you use?
 - Why?
- Do you mind describing the last time you used the service?
 - What is the environment?
 - What device did you watch it on? Is that the device you always use?
 - How long did you watch for?
 - What content did you watch?
 - How did you find the content?
 - Anything interesting to tell us?
- What kind of content do you watch?

Prime Video / Prime Related

- Do you know Prime Video? Have you used it?
- If used:
 - Why did you choose Prime Video?
 - Walk me through the last time you used Prime Video?
 - How did you find out about it?
 - How many shows have you watched with Prime Video?

- How do you find those shows?
 - Why did you stop using it?
- If not used:
 - What is your impression of Prime Video
 - What other streaming platform do you use?
 - How did you find out about it?
 - What do you do with other streaming platforms?
 - How many shows have you watched with Prime Video?
 - How do you find those shows?
- Is there anything else you would like to tell us?
- Do you have any questions for us?

Thank you for participating. Your answers are really helpful.