

### 1. Basic demographic data

### 2. Experiences with mobile phone

|    | age | gender | profession                  | date       | location            | nationality     | since | to call | be called | send SMS |
|----|-----|--------|-----------------------------|------------|---------------------|-----------------|-------|---------|-----------|----------|
| 1  | 28  | female | land surveyor               | 20.02.2006 | at home, Germany    | <b>German</b>   | 40    | 4       | 4         | 3        |
| 2  | 26  | male   | student (media informatics) | 20.02.2006 | university, Germany | <b>German</b>   | 40    | 2       | 2         | 3        |
| 3  | 26  | male   | student (media informatics) | 20.02.2006 | university, Germany | <b>German</b>   | 40    | 4       | 4         | 4        |
| 4  | 25  | female | student                     | 20.02.2006 | university, Germany | <b>German</b>   | 40    | 3       | 3         | 4        |
| 5  | 26  | female | Software Engineer           | 19.02.2006 | at home, Germany    | <b>German</b>   | 40    | 2       | 2         | 2        |
| 6  | 64  | male   | Judge (retired)             | 18.02.2006 | phone, Germany      | <b>German</b>   | 40    | 2       | 2         | 4        |
| 7  | 25  | male   | student (media informatics) | 17.02.2006 | university, Germany | <b>German</b>   | 40    | 4       | 4         | 3        |
| 8  | 27  | male   | student (social sciences)   | 22.02.2006 | at home, Germany    | <b>German</b>   | 40    | 4       | 4         | 4        |
| 9  | 26  | male   | student (social sciences)   | 22.02.2006 | at home, Germany    | <b>German</b>   | 40    | 4       | 4         | 2        |
| 20 | 23  | female | student (media informatics) | 22.02.2006 | university, Germany | <b>German</b>   | 40    | 4       | 4         | 4        |
| 10 | 26  | male   | student                     | 21.02.2006 | at home, Germany    | <b>Austrian</b> | 40    | 4       | 4         | 4        |
| 11 | 21  | female | student                     | 20.02.2006 | at home, Germany    | <b>Austrian</b> | 40    | 4       | 4         | 2        |
| 12 | 31  | male   | IT                          | 20.02.2006 | company, Finland    | <b>Finnish</b>  | 40    | 4       | 4         | 4        |
| 13 | 37  | female | project manager (IT)        | 21.02.2006 | company, Finland    | <b>Finnish</b>  | 40    | 4       | 4         | 4        |
| 14 | 33  | male   | UI designer                 | 21.02.2006 | company, Finland    | <b>Finnish</b>  | 40    | 4       | 4         | 4        |
| 15 | 34  | female | graphics designer           | 21.02.2006 | company, Finland    | <b>Finnish</b>  | 40    | 4       | 4         | 4        |
| 16 | 25  | male   | IT                          | 21.02.2006 | company, Finland    | <b>Finnish</b>  | 40    | 4       | 4         | 4        |
| 17 | 30  | male   | electronics                 | 21.02.2006 | company, Finland    | <b>Finnish</b>  | 40    | 4       | 4         | 4        |
| 18 | 26  | female | UI designer                 | 22.02.2006 | company, Finland    | <b>Finnish</b>  | 40    | 4       | 4         | 4        |
| 19 | 32  | male   | research engineer           | 22.02.2006 | company, Finland    | <b>Finnish</b>  | 40    | 4       | 4         | 4        |

(number 20 is after number 9)

| number: | 20        | German:   | 10 | 40,0    | 3,7 | 3,7 | 3,6 |
|---------|-----------|-----------|----|---------|-----|-----|-----|
| age     | male: 12  | Austrian: | 2  | 4 / 2:  | 16  | 16  | 14  |
|         | female: 8 | Finnish:  | 8  | 3 / 1:  | 1   | 1   | 3   |
| <=20:   | 0         |           |    | 2 / 0:  | 3   | 3   | 3   |
| 20-30:  | 14        |           |    | 1 / -1: | 0   | 0   | 0   |
| 30-40:  | 5         |           |    | 0 / -2: | 0   | 0   | 0   |
| >40:    | 1         |           |    |         |     |     |     |

  

|              |                          |
|--------------|--------------------------|
| 1: <=1 month | 0: never                 |
| 3: 3 months  | 1: once                  |
| 6: 6 months  | 2: once or less per week |
| 12: 1 year   | 3: from time to time     |
| 24: 2 years  | 4: several times a week  |
| 40: >2 years |                          |

### 3. Personalization of your mobile phone

| receive SMS | send MMS | receive MMS | data services | buy ring-tones etc. | store phone numbers | store pictures | ring tone  | ring tone setting | color scheme | background |
|-------------|----------|-------------|---------------|---------------------|---------------------|----------------|------------|-------------------|--------------|------------|
| 2           | 0        | 0           | 0             | 0                   | 4                   | 0              | standard   | 4                 | 4            | 4          |
| 3           | 0        | 0           | 3             | 0                   | 3                   | 3              | standard   | 3                 | 4            | 1          |
| 4           | 0        | 0           | 4             | 0                   | 4                   | 4              | standard   | 3                 | 3            | 3          |
| 4           | 0        | 1           | 0             | 1                   | 4                   | 2              | standard   | 3                 | 3            | 4          |
| 2           | 0        | 0           | 0             | 0                   | 3                   | 0              | standard   | 3                 |              |            |
| 4           | 0        | 1           | 0             | 0                   | 3                   | 0              | standard   | 4                 |              |            |
| 3           | 0        | 0           | 4             | 1                   | 4                   | 0              | orms therr | 2                 |              |            |
| 4           | 1        | 1           | 4             | 0                   | 4                   | 4              | standard   | 2                 | 3            | 1          |
| 4           | 0        | 0           | 1             | 0                   | 4                   | 4              | standard   | 4                 | 4            | 4          |
| 4           | 0        | 0           | 0             | 0                   | 4                   | 2              | standard   | 3                 | 4            | 4          |
| 4           | 1        | 1           | 0             | 0                   | 4                   | 2              | standard   | 3                 | 3            | 3          |
| 3           | 0        | 0           | 0             | 0                   | 3                   | 0              | standard   | 3                 |              | 4          |
| 4           | 4        | 4           | 4             | 2                   | 4                   | 2              | Bach       | 3                 | 3            | 1          |
| 4           | 4        | 4           | 3             | 0                   | 4                   | 3              | sktop pho  | 3                 | 3            | 1          |
| 4           | 3        | 3           | 2             | 2                   | 4                   | 3              | ame them   | 1                 | 4            | 1          |
| 4           | 4        | 4           | 3             | 1                   | 3                   | 3              | (private)  | 3                 | 3            | 3          |
| 4           | 4        | 4           | 4             | 2                   | 4                   | 3              | mp3        | 3                 | 3            | 1          |
| 4           | 4        | 4           | 3             | 2                   | 4                   | 2              | Nokia      | 4                 | 4            | 1          |
| 4           | 3        | 3           | 2             | 1                   | 4                   | 4              | standard   | 3                 | 3            | 1          |
| 4           | 2        | 2           | 3             | 0                   | 4                   | 1              | mp3        | 1                 | 3            | 3          |

|     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 3,7 | 1,5 | 1,6 | 2,0 | 0,6 | 3,8 | 2,0 | 2,9 | 3,4 | 2,4 |
| 15  | 5   | 5   | 5   | 0   | 15  | 3   | 4   | 6   | 5   |
| 3   | 2   | 2   | 5   | 0   | 5   | 5   | 12  | 10  | 4   |
| 2   | 1   | 1   | 2   | 4   | 0   | 5   | 2   | 0   | 0   |
| 0   | 2   | 4   | 1   | 4   | 0   | 1   | 2   | 0   | 8   |
| 0   | 10  | 8   | 7   | 12  | 0   | 5   | 0   | 0   | 0   |

0: none  
 1: very few  
 2: some  
 3: most  
 4: all

4: factory setting  
 3: one from menu  
 2: bought or downloaded  
 1: own creation  
 0: not applicable

4: factory set  
 3: one from n  
 2: bought or  
 1: own photo  
 0: not applica

#### 4. Communication behavior

| screen saver     | screen saver setting | further options for personalization wanted | being aware of communication behavior might influence me | aware with whom I communicate |
|------------------|----------------------|--|--|-------------------------------|
| none             | 3                    | 3  | 0  | 2                             |
| time/date        | 4                    | 3  | 1  | 2                             |
| none             | 3                    | 2  | -1   | -1                            |
| time/date        | 3                    | 2  | 2  | -2                            |
| animated clipart | 4                    | 0  | 1  | 1                             |
| time             | 3                    | 0  | -2   | 1                             |
| text logo        | 0                    | 2  | 1  | 1                             |
| time/date        | 2                    | 2  | -1   | 1                             |
| picture          | 0                    | 2  | -2   | 2                             |
| time             | 4                    | 0  | 1  | 2                             |
| time/date        | 3                    | 2  | -1   | 2                             |
| time/date        | 4                    | 0  | -1   | 0                             |
| time/date        | 4                    | 3  | 0  | 2                             |
| time/date        | 4                    | 2  | 1  | 2                             |
| time/date        | 4                    | 2  | -1   | 0                             |
| time/date        | 4                    | 3  | 1  | 2                             |
| time/date        | 4                    | 3  | 0  | 1                             |
| time/date        | 4                    | 2  | -1   | 1                             |
| other            | 4                    | 2  | 1  | -1                            |
| none             | 4                    | 2  | 1  | 1                             |

|           |     |     |     |     |
|-----------|-----|-----|-----|-----|
| time/date | 3,3 | 1,9 | 0,0 | 1,0 |
|           | 12  | 5   | 2   | 1   |
|           | 5   | 11  | 6   | 2   |
|           | 1   | 0   | 3   | 2   |
|           | 0   |     | 8   | 7   |
|           | 2   | 4   | 1   | 8   |

.ting 3: factory setting 3: Would love to try them -2: strongly disagree  
 nenu 2: one from menu 2: interested if fits my needs -1: somewhat disagree  
 downloaded 1: bought or download 1: interested but seems to expensive 0: undecided  
 , 0: own photo 0: do not care for personalization at all 1: somewhat agree  
 able 2: strongly agree

5. Location behavior

| how many regularly | interesting to see with whom I communicate | communication information is private | read itimized bill | being aware of location behavior influences me |
|--------------------|--|--------------------------------------|--------------------|--|
| 6                  | 1  | 2                                    | 3                  | 0  |
| 4                  | 1  | 2                                    | 1                  | 1  |
| 10                 | -1   | 2                                    | 1                  | 0  |
| 5                  | 2  | 2                                    | 1                  | -2   |
| 5                  | 0  | 0                                    | 0                  | 1  |
| 2                  | -1   | 1                                    | 2                  | -2   |
| 3                  | -1   | 2                                    | 1                  | 0  |
| 3                  | 0  | 0                                    | 3                  | -1   |
| 3                  | 2  | 2                                    | 3                  | -1   |
| 3                  | 1  | 2                                    | 3                  | -2   |
| 10                 | -2   | 1                                    | 3                  | -1   |
| 4                  | 2  | 2                                    | 3                  | -1   |
| (private)          | 0  | 2                                    | 0                  | 0  |
| 3                  | -1   | 2                                    | 0                  | -1   |
| 5                  | 1  | 2                                    | 0                  | -1   |
| 4                  | 1  | 2                                    | 0                  | 0  |
| (no answer)        | 1  | 1                                    | 0                  | 1  |
| 5                  | 1  | 1                                    | 0                  | -1   |
| 3                  | 0  | 2                                    | 0                  | 1  |
| 4                  | 1  | 1                                    | 0                  | 0  |

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|             |     |     |     |      |
|-------------|-----|-----|-----|------|
| 4,6         | 0,4 | 1,6 | 1,2 | -0,5 |
| 2,228748586 | 1   | 0   | 6   | 3    |
| 2,165954299 | 4   | 0   | 1   | 7    |
|             | 4   | 2   | 4   | 6    |
|             | 8   | 5   | 9   | 4    |
|             | 3   | 13  |     | 0    |

3: yes in detail  
 2: yes to see how I communicated  
 1: only to check if correct  
 0: no

mainly to see where the momney was spent  
 only if the whole amount differs from 'normal'

| aware how much time I spend where | how many locations regularly | which locations                               | interesting to see where I am how long | location information is private |
|-----------------------------------|------------------------------|---|--|---------------------------------|
| 2                                 | 6                            | home, work, travel, parents, friends, partner | 0                                      | 2                               |
| -1                                | 5                            | home, work, travel, parents, friends, partner | 0                                      | 1                               |
| -2                                | 6                            | home, work, travel, parents, friends, partner | 1                                      | 2                               |
| -2                                | 4                            | home, work, parents, partner                  | 1                                      | 1                               |
| 1                                 | 4                            | home, work, travel, local transport           | 1                                      | 2                               |
| -2                                | 4                            | home, work, sport, shopping, take a walk      | -2                                     | 2                               |
| 1                                 | 5                            | home, work, travel, parents, partner, home 2  | -1                                     | 2                               |
| -2                                | 1                            | home  | 0                                      | 0                               |
| 2                                 | 3                            | home, work, partner                           | 1                                      | 1                               |
| 2                                 | 5                            | home, work, travel, partner, uni              | -2                                     | 2                               |
| 2                                 | 2                            |   | 0                                      | 0                               |
| 1                                 | 4                            |   | 1                                      | 1                               |
| 1                                 | 2                            | home, work                                    | 2                                      | 2                               |
| 0                                 | 4                            |   | -1                                     | 2                               |
| 1                                 | 2                            | home, work                                    | 1                                      | 1                               |
| 1                                 | 5                            |   | 1                                      | 1                               |
| 1                                 | 3                            | home, work, friends                           | 1                                      | 1                               |
| 2                                 | 4                            | home, work, friends, partner                  | -2                                     | 1                               |
| 1                                 | 4                            | home, work, travel, parents                   | 1                                      | 2                               |
| 1                                 | 5                            | home, work, travel, partner, friends          | 1                                      | 1                               |

0,5

4

1

1

9

5

3,9

0,2

3

2

4

10

1

1,4

"I already know that" ...

need to have the control of who  
at specific times / locations it is

## 6. Increasing communication awareness

| understand ambient display | what persons   | how many mappings | visualization increases awareness |
|----------------------------|--|-------------------|-----------------------------------|
| 2                          | partner, best friends, friends, colleagues                 | 6                 | 1                                 |
| 2                          | partner, parents, best friends, friends, colleagues        | 6                 | 1                                 |
| 2                          | partner, parents, best friends, friends, colleagues        | 10                | 1                                 |
| 2                          | more distant friends to see unknown communication patterns | 7                 | 2                                 |
| 2                          | partner, parents, sister/brother, best friends             | 5                 | 1                                 |
| 2                          | son/daughter, car repair                                   | 5                 | 2                                 |
| 2                          | partner, parents, sister/brother, best friends             | 6                 | 1                                 |
| 1                          | partner, best friends                                      | 5                 | -1                                |
| 2                          | partner, sisters/brothers                                  | 4                 | -1                                |
| 2                          | partner, brother, best friend                              | 7                 | 1                                 |
| 2                          | parents, best friends                                      | 10                | 2                                 |
| 2                          | parents, sisters/brothers, best friends                    | 5                 | 1                                 |
| 1                          | best friends   | 5                 | 1                                 |
| 1                          | best friends   | 3                 | 0                                 |
| 2                          | partner, parents, sister/brother, best friends, colleagues | 50                | 1                                 |
| 1                          | partner, parents, best friends                             | 4                 | 1                                 |
| 1                          | partner, best friends                                      |                   | 1                                 |
| 1                          | best friends   | 5                 | 1                                 |
| 1                          | partner, parents, sisters/brothers, best friends           | 9                 | 1                                 |
| 2                          | partner, parents, best friends                             | 5                 | 1                                 |
| <hr/>                      |  |                   |                                   |
| 1,7                        |  | 8,3               | 0,9                               |
| 0                          |  |                   | 0                                 |
| 0                          |  |                   | 2                                 |
| 0                          |  |                   | 1                                 |
| 7                          |  |                   | 14                                |
| 13                         |  |                   | 3                                 |

can see this information  
ok that others can see

maybe dynamically changing; those with whom I spent much time in the last month ...  
people from my speed dialing menu  
option for automatic mapping: unmapped => "map to fish?"

| like to have such a screen saver | abstract visualization preserves privacy | to how many would you tell mapping | to whom would you tell mapping |
|----------------------------------|--|------------------------------------|--------------------------------|
| 2                                | -2                                       | 2                                  | partner, best friends          |
| 1                                | -2                                       | 0                                  |                                |
| 0                                | 1  | 0                                  |                                |
| -2                               | 2  | 0                                  |                                |
| 0                                | 2  | 1                                  | partner                        |
| 0                                | 2  | 0                                  |                                |
| 1                                | 2  | 10                                 | to all that I do not mistrust  |
| 1                                | 2  | 10                                 | everyone who wants to know it  |
| 0                                | 0  | 10                                 | everyone who wants to know it  |
| 2                                | 2  | 10                                 | everyone who wants to know it  |
| 1                                | 2  | 10                                 | to all I know better           |
| 2                                | 2  | 2                                  | best friends                   |
| 1                                | 0  | 0                                  |                                |
| 1                                | 1  | 0                                  |                                |
| 1                                | 1  | 10                                 | everyone who wants to know it  |
| 1                                | 2  | 1                                  | partner                        |
| 1                                | 0  | 0                                  |                                |
| 1                                | 2  | 1                                  | partner                        |
| 1                                | 1  | 1                                  | partner                        |
| 1                                | 1  | 0                                  |                                |

0,8

1

0

4

12

3

1,1

2

0

3

5

10

3,4

should not replace the time/date

need to keep private because of possibly malicious people  
only private it not mass market application with standard mapping

## 7. Increasing awareness on where you spend time

| understand location visualization | what locations                               | how many mappings | visualization increases awareness | like to have such a screen saver |
|-----------------------------------|--|-------------------|-----------------------------------|----------------------------------|
| 2                                 | home, work, parents                          | 4                 | 0                                 | 1                                |
| 2                                 | home, work, pub, parents                     | 6                 | 1                                 | 1                                |
| 2                                 | home, work, pub, parents                     | 5                 | 2                                 | 2                                |
| 2                                 | home, work, parents, sport, public transport | 5                 | 2                                 | -1                               |
| 2                                 | home, work, sport, transport                 | 6                 | 1                                 | -1                               |
| 2                                 | home, work                                   | 4                 | -1                                | -1                               |
| 2                                 | home, work, partner, transport               | 6                 | 1                                 | 2                                |
| 2                                 | home, work, parents                          | 4                 | 0                                 | 1                                |
| 2                                 | home, work, partner                          | 6                 | 1                                 | 0                                |
| 2                                 | pubs, disco, etc.                            | 20                | 0                                 | -1                               |
| 2                                 | home, work, pub, parents                     | 3                 | 2                                 | 0                                |
| 1                                 | home, work, pub, parents                     | 5                 | 1                                 | 2                                |
| 0                                 | home, work, pub                              | 7                 | 0                                 | 2                                |
| 2                                 | home, work, shop                             | 3                 | 1                                 | 1                                |
| 1                                 | home, work, pub, parents, different shops    | 10                | 1                                 | -1                               |
| 1                                 | work, partner, travel                        | 3                 | 1                                 | 1                                |
| 1                                 | home, work                                   |                   | 1                                 | 1                                |
| 1                                 | pubs   | 4                 | 1                                 | 1                                |
| 2                                 | home, work                                   | 4                 | 2                                 | 1                                |
| 2                                 | home, work, pub                              | 4                 | 1                                 | 1                                |

1,7

0

0

1

5

14

5,7

0,9

0

1

4

11

4

0,6

0

5

2

9

4

maybe more fine-grained: TV, computer, ...

prefer the comm. Behavior screen  
makes me feel observed / under cc

| which visualization do you prefer | why  | which concept do you prefer | abstract visualization preserves privacy |
|-----------------------------------|--|-----------------------------|--|
| A                                 | clear visualization  | A                           | -2                                       |
| B                                 | can directly see where how much time was spent                                   | BC                          | 2  |
| B                                 | direct mapping to location on map; however, potential privacy problem            | BC                          | 2  |
| A                                 | more details, B too complex  | A                           | 2  |
| A                                 | easier (no need to remember mapping), more details                               | A                           | 2  |
| A                                 | very rarely interesting  | BC                          | 2  |
| C                                 | B too complex, no privacy, difficult for places far away; want to have A as well | A                           | 2  |
| A                                 | clear; no desception because of differently colored circles                      | A                           | 1  |
| B                                 | C is too colorful  | BC                          | 0  |
| C                                 | quite colorful   | BC                          | 2  |
| A                                 | clear , transparent  | A                           | 2  |
| A                                 | clear , transparent  | BC                          | 2  |
| B                                 | like detailed presentation but MUST be private                                   | A                           | 1  |
| C                                 | abstract enough  | BC                          | 1  |
| C                                 | easiest to get info with a quick glance  | BC                          | 1  |
| B                                 | informative and visual   | BC                          | 1  |
| B                                 | phone is personal enough   | A                           | 3  |
| B                                 | most informative; may have problems with resolution / places far away            | A                           | 2  |
| C                                 | preserves privacy  | C                           | 2  |
| B                                 | private; also value as visual sense  | C                           | 2  |

A: 7,0  
B: 8,0  
C: 5,0

A: 9,0  
BC: 9,0

1,5  
1  
0  
1  
5  
12

A: explicit application  
B: map - screen saver  
C: circles - screen saver

A: explicit  
BC: implicit

if your selection is really unique / selected

like to have A for location and BC for communication