

Reflexive Thematic Analysis: Thematic Structure

(SUB)THEME	REPRESENTATIVE CODES
T1. Donation	
T1.1 Initial Awareness	<p>“And even after through and ticking, ticking through [in the visualization] like OK, what am I sharing? I was still convinced that, oh poor Alejandra, like, she won't be able to do anything with this data and now I'm surprised.” (D2)</p> <p>“I did not know that they stored all this data.” (D21)</p> <p>“I was not aware of all the things that I can control, usually it's like, I don't know if they do it on purpose like you need to read pages and pages of agreements or fees or instructions.” (D16)</p>
T1.2 I control what I give away	<p>“But I didn't find anything that was recorded that I thought well, no, no, I don't want to share it.” (D10)</p> <p>“So, I did not see anything that would have been needed to remove, but because, also because the data set was not so big it was actually really easy to look through.” (D2)</p> <p>“I think this feeling of control, uh, makes a difference.” (D9)</p>
T1.3 To delete or not to	<p>“I didn't find anything that was recorded that I thought well, no, no, I don't want to share it.” (D10)</p> <p>“Really what I mentioned, that OK, my Google home data, I don't think there is anything to find in it, so why wouldn't I share?” (D2)</p> <p>“Maybe, because some of the recordings where my brother. But yeah, I know that this is not, the recordings will not be published or shared beyond the research team, so I trust you there.” (D21)</p>
T1.4 Social norms of relational data	<p>“And again for me, that's... I would kind of be fine sharing it, but if you said this exact clip is being shared, I would want my partners OK that this clip is being shared.” (D11)</p> <p>“Oh, this is... I think we were in the pandemic still then, and this is, I was working from home. Doing some Zoom mentoring, and coaching. And here this is someone else. I'm talking about [name of another person]. Now that's not really identifiable information. Well, it is well if you know me. You know, there's two [names] that I could be referring to. So, this one I would not mind getting this out, but because I'm playing with someone else's reputation that makes me feel less confident.” (D21)</p> <p>“Maybe because of all the other voices on that day, in the period</p>

	I recorded. I thought, well, it is my uncle's privacy, I don't want to compromise, someone else's privacy." (D10)
T1.5 Tips and Tricks	<p>"What can I do to avoid this kind of exposure in the future? For me that would be very helpful." (D14)</p> <p>"So, it's something that I believe we need to improve because as I tell you, there are things in the analytics that you did that I don't want to be sharing with anyone, even with Google. I believe I need to change some of my current ways to manage this information, it is the main message for me." (D14)</p> <p>"I'm going to look up if I can delete the data from the Google servers. That would be more interesting." (D18)</p>
T2. Value Gain	
T2.1 Getting my data	<p>"And I did really like, what I found the most interesting was, while I was downloading the data to see how organized it was. We were only following instructions, so we deselected everything and then we uploaded just the voice commands. But I was genuinely excited to see that I could look up my YouTube history, Google searches, and Google Maps. Everything is in a specific folder, so I think this research is good in that it empowers you to look stuff up that you otherwise wouldn't look for. I'm guessing there's a very tiny percentage of people who actually go to takeout.google.com, and so I do think it's valuable to try it out. Just check it out, just see, what your YouTube history is. Not as the way you like go down your history in YouTube, as a user. But if you look at it when you download the folder, you can look at it in terms of data like this is what you're producing. And I just found it amazing to see all of the different Google services that we're using at the same time and how everything has a specific folder. So, I like that experience about the project." (D9)</p>
T2.2 Exploring leads to knowing	<p>"To see my data and stuff was nice." (D14)</p> <p>"But this time I knew what it was recording because we were able to listen to the recordings and it's very intimate, but it kind of gave me peace of mind because at the end of the day, what is there is not what I value the most when I think about my privacy." (D9)</p> <p>"When I [was] going through the process I found a lot of surprises because is really crazy, how much information is stored." (D17)</p>
T2.3 Contributing to research	<p>"But I also so when I donate, also money I wanted to go for a good cause. And I'm convinced, it makes me convinced, that my data went for a good cause" (D2)</p> <p>"If it's a research like this one, for me it's interesting to see, that it could happen, not only with me, but with other people." (D1)</p>

	<p>“So, my decision was to help as much as I can. So, that is why I decided to go ahead with all the data.” (D14)</p>
<p>T2.4 Reflecting on my data, my relationship with Google and myself</p>	<p>“It's also weird to hear how Google hears my voice because of course, when I speak, my voice sounds deeper than when other people hear it, which is always a bit weird. But there's also, like I don't know, you know like it sounds, sometimes a bit pitiful, maybe a bit. So that's also something I don't think about, right? Like how do I sound at 11:33 PM when I'm asking Google to do something for me? I just do it and it does it. Because I don't really think of it as a conversation, so sometimes when I'm joking with my girlfriend, I do like put on a voice, but most of the time it's just whatever comes out of my mouth at that moment, so that was also a bit of an interesting reflection.” (D11)</p> <p>“I could realize how much information is on my phone, about me.” (D16)</p> <p>“No, it was interesting to experience what [data] they really hold on [store]. Because privacy is a huge thing in the modern times.” (D10)</p>