**Interview Guide TEMPLATE**

1. **Background Information**
   1. **“Could you tell me a little bit about yourself?”**
      1. Basic info like age
      2. “Life story” (e.g., where did they grow up)
      3. What’s your job or occupation?
      4. What’s your family like?
      5. Parents: What do they do and what is their educational background?
2. **Overall questions about consumption lifestyle**
   * + 1. What is a typical day for you? And week?
       2. What do you like to do? / What are you into? / What kinds of things do you like?
          1. Probes: How long have you been doing X?
          2. What is X like?
          3. Can you recall a memorable incident with X?
       3. How would you describe yourself?
       4. How do you think others would describe you?
3. **HERE BEGIN THE QUESTIONS RELATING TO THE RESEARCH PROJECT ITSELF**
4. **Suggestions for interviewees**
   1. **Xxx.**
   2. **Xxx**
   3. **Xxx**