Interview Codebook

A. Knowledge & Habits

Code under **Knowledge&Habits_**

Code when participant mentions their knowledge on any skin-related topic, their skincare routine, or habits related to skin/being outside.

A.1 Skincare Routine
Code when participants mention skin products or their skin routine

Keywords: Face wash; moisturizer; retinol; cream; sunscreen; any brand name (E.g. Cerave)

A.2 Sunscreen Application/Reapplication
Code when participants mention their habits of applying or reapplying sunscreen

Keywords: sunscreen; apply; reapply; application; reapplication; sunscreen

A.3 Time Spent Outdoors
Code when participants mention the amount of time they spend outdoors during the day daily, weekly, or monthly

Keywords: daily; monthly; weekly; per month; hours; outside; time; spent

A.4 Activities Done Outside
Code when participant discusses the activities they do when they are outside

Keywords: Yard Work; labor; hiking; tanning; walking; running; working out; reading; beach; swimming; physical activity; hanging out

A.5 Skin History
Code when participant mentions skin-related family or personal history

Keywords: family; skin cancer; sunburn; oily; normal; dry; sensitive; problem; acne; dermatitis; skin spots

A.6 Mineral vs. Chemical
Code when participant discusses knowledge of mineral and chemical sunscreen

Keywords: Mineral; chemical

Note: Do NOT code if discussing preference, C.6, only code if discussing differences/knowledge

B. Sun-Protection Products

Code under **SunProtectionProducts_**

Code when participant mentions any sun-protection product (e.g. sunscreen, clothing, hat, sunglasses), and any product purchase details

B.1 Sunscreen Brands
Code when participant mentions the brands of sunscreen they use, even if they do not have a preference

Keywords: sunscreen; brand(s); Hawaiian Tropic; Cerave; Banana Boat; Neutrogena; Super Goop; Sun Bum; Coppertone; anything; store brand

B.2 Non-sunscreen Products
Code when participant mentions a sun-protection item that is not sunscreen

Keywords: UPF; hat; sunglasses; clothing; shirt; pants; shorts

B.3 Most Recent Sun Protection Purchase
Code when participant mentions their most recent purchase of a sun-protection item

Keywords: most recent; purchase; sunglasses; hat; sunscreen

Note: Do NOT confuse with past purchases, only code if talking about most recent purchase

B.4 Resource Used for Purchase
Code when participant mentions what resource they used to buy the product

Keywords: Online; website; keyword(s); store

B.5 Challenges with Purchase
Code when participant discusses any challenges experienced while purchasing product, even if they did not experience any

Keywords: challenges; no challenges; purchase; problem; issue; no problem

C. Sunscreen Criteria & Research

Code under **SunscreenCriteria/Research_**

Code when participant discusses product criteria, product research, or any product concerns

C.1 Criteria

Code when participant discusses general criteria for purchasing sunscreen, even if they do not have any

Keywords: Reputable Brand; not oily; not harmful to ocean; affordable; broad spectrum; SPF; clean ingredients

C.2 Skin Type Criteria

Code when participant mentions if they buy sunscreen based on their skin type or if they do not

Keywords: Skin Type; skin tone; acne

C.3 SPF Criteria

Code when participant discusses if they buy sunscreen specifically based on SPF

Keywords: SPF; 30; 20; 15; 50

C.4 Ingredient Criteria

Code when participant mentions if they buy sunscreen based on specific ingredients or how sunscreen is produced

Keywords: Animal cruelty; benzene; oxybenzone; scent; harmful to marine life; clean; mineral ingredients

C.5 Dermatologist Recommended Importance

Code when participant mentions whether dermatologist recommended sunscreen is important to them or not important

Keywords: Important; not important; dermatologist recommended

C.6 Mineral vs. Chemical Sunscreen

Code when participant discusses their preference (if any) of chemical or mineral sunscreen

Keywords: chemical; mineral; preference

Note: Do NOT confuse with A.6, knowledge about mineral and chemical sunscreen

C.7 Sunscreen Varies Based on Activity
Code when participant mentions if sunscreen use varies or does not vary based on the activity they are doing

Keywords: Varies; does not vary; activity

C.8 Animal Testing Research
Code when participant mentions if they research whether a product is tested on animals, or if they do not research

Keywords: animal; testing; cruelty; cruelty-free; research

C.9 Purchase Non-Animal-Cruelty Products
Code when participant discusses whether they consciously purchase animal-cruelty free products or if they do not

Keywords: Purchase; animal-cruelty; cruelty-free; sunscreen

C.10 Sun Protection Main Concerns
Code when participant mentions their main concerns about their skin and protecting it from the sun, even if they did not have any

Keywords: main concern; skin cancer; affordable; sunscreen

D. Technology Usage and Needs

Code under **TechnologyUsage/Needs_**

Code when participant mentions past usage of sun-protection technology or features they would want included in a sun-protection technology

D.1 Usage
Code when participants discuss their usage of technology (if any) related to the sun protection and/or skincare

Keywords: Technology usage; never; app; weather

D.2 User Needs
Code when participant mentions features they want in a sun-protection technology

Keywords: features; recommendation; warning; information