

NAME

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GENDER

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AGE

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OCCUPATION

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WHICH NEWSPAPER DO THEY READ?

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DRAWING

WHAT MOTIVATES THEM / WHAT ARE THEIR INTERESTS?

WHAT ARE THEIR VALUES / WHAT IS THEIR MORAL COMPASS / VIEW OF THE WORLD?

HOW ARE THEY USING TECHNOLOGY IN THEIR DAILY LIFE / WHICH DEVICE ARE THEY USING MOST OFTEN?