

Qualitative Codebook

Overview

- **Total coded vignettes:** 1416
- **Unique participants:** 354
- **Codes:** 21

Each code includes total counts, proportion, per-control breakdowns, and representative quotes.

Note: Original coding used 25 codes. Four codes were consolidated or dropped during codebook refinement: HELP-FIRST merged into FRIC-COST, VENT merged into REGRET, UTIL-FIRST and CONCISE-REQ dropped due to weak exemplar fit.

SV-CURATE

Definition: Selective curation — valuing control over what persists and the ability to prune specific content

Total: n=227 (64.1%)

Breakdown by Control

Control	n
Access/Sharing Controls	72
Delete Conversation	68
Model Training Opt-out	58
Memory Toggle	56
Anonymous Chat	54
Local-only Processing	31
Delete Account	30
Non-mandatory Login	5
MFA	2

Exemplar Quotes

“Having the ability to permanently delete past conversations increases my willingness to use the chatbot because it gives me control over my privacy. It reassures me that I can remove vulnerable conversations from my history if I choose which makes the space feel safer and more respectful and so, makes me feel more confident about using the chatbot for this purpose.” — P236, *Delete Conversation*

“The fact that the chatbot remembers past conversation is very important, however, having the possibility of asking it to forget certain things is also important. I would be more willing to use it in this case, assuming that I could select what the chatbot should and what it should not remember.” — P345, *Memory Toggle*

“I like having the ability to choose whether to keep past conversations for future reference or deleting past conversations for my self-protection. Giving me a choice in this sense makes me feel safe.” — P100, *Delete Conversation*

ASSURE

Definition: Efficacy doubt — uncertainty about whether controls actually work as promised

Total: n=121 (34.2%)

Breakdown by Control

Control	n
Model Training Opt-out	25
Anonymous Chat	24
Delete Account	22
Delete Conversation	20
Access/Sharing Controls	16
Local-only Processing	12
Memory Toggle	11
MFA	10
Non-mandatory Login	10

Exemplar Quotes

“The thought of being able to ‘permanently’ delete specific conversations sounds appealing but to the skeptic, it wouldn’t change the thoughts on data privacy. One might be more willing to use the tool but not without being guarded.” — P145, *Delete Conversation*

“I think this depends on if the company responsible for this AI chatbot is ethical and transparent in also deleting customer data in relation to those conversations and not just deleting it on our end to give us the ‘belief’ it did something.” — P285, *Delete Conversation*

“It doesn’t affect my feelings because this claim seems like it’s industry standard practice to make but not to enforce. It can’t be proven that companies really won’t use the data for device training. I do not trust it and therefore it does not change my feelings in any direction.” — P280, *Model Training Opt-out*

ACC-PROT

Definition: Account as protection — viewing login/authentication as an enabling of security

Total: n=121 (34.2%)

Breakdown by Control

Control	n
MFA	109
Non-mandatory Login	22
Anonymous Chat	2

Exemplar Quotes

“Multifactor Authentication reassures me that my conversations are more secure, reducing the risk of someone accessing my account without permission. This sense of added protection makes me feel more comfortable engaging in vulnerable or personal discussions, like those involving depression or low mood.” — P336, *MFA*

“There is no protection and it would feel like any hacker would be able to get into the application and get anyone’s info that uses it. So I would not want to talk about something so private as my depression and low mood.” — P009, *Non-mandatory Login*

SV-CANDOR

Definition: Increased candor/disclosure — control enables more honest and deeper sharing

Total: n=116 (32.8%)

Breakdown by Control

Control	n
Delete Conversation	27
Delete Account	26
Access/Sharing Controls	25
Anonymous Chat	23
MFA	17
Non-mandatory Login	16
Model Training Opt-out	12
Local-only Processing	9
Memory Toggle	5

Exemplar Quotes

“Being able to delete my account and data gives me the freedom to literally say whatever I want. I would have no fear of the things I say being conveyed to the public or my loved ones. Without that control, I would have fear that my words could be used against me somehow, someday.” — P210, *Delete Account*

“This control would make the chatbot feel more useful because it gives me the freedom to speak openly without worrying about my conversations being stored. It creates a safer space for honest reflection, which can make the support more effective. Having this option adds flexibility and builds trust in using the chatbot regularly.” — P260, *Anonymous Chat*

“Having option of opting out of data training affords a sense of privacy and confidentiality, not to mention people experiencing interpersonal issues often feel like they lack control in their personal lives, so being afforded a modicum of control like choosing to opt in or out of data sharing would be something many would appreciate and would affirm their sense of self and independence.” — P058, *Model Training Opt-out*

PHYS-SAFE

Definition: Physical/real-space safety — hiding data from family, partners, shared devices, coworkers, etc.

Total: n=115 (32.5%)

Breakdown by Control

Control	n
Delete Conversation	31

Control	n
MFA	27
Local-only Processing	24
Delete Account	23
Memory Toggle	12
Anonymous Chat	11
Non-mandatory Login	9
Access/Sharing Controls	8

Exemplar Quotes

“It gives you control of getting rid of the conversation and the app completely so for example if you are in a DV situation you can find the support and then delete it all before your partner searches your device.” — P138, *Delete Account*

“The ability to delete the conversation is very appealing to me. That means that my personal info wouldn't be stored in the system and if my significant other were to go through my computer they wouldn't know.” — P164, *Delete Conversation*

“I would prefer to be able to turn memory off for privacy reasons. I never liked keeping a diary or journal because I am afraid someone else will read it, especially someone close to me who might judge me negatively. I certainly don't want strangers reading my chats in case of a data breach!” — P115, *Memory Toggle*

CONT-BASE

Definition: Continuity/foundation — memory enables contextual support; avoiding restart each session helps continuity

Total: n=114 (32.2%)

Breakdown by Control

Control	n
Memory Toggle	73
Anonymous Chat	23
Non-mandatory Login	19
Delete Conversation	5
Delete Account	4
Model Training Opt-out	3
Local-only Processing	3
Access/Sharing Controls	1

Exemplar Quotes

“Having the bot remember previous statements would help a lot when it comes to not having to go over the same thing over and over. Especially in sad times you want to relive as little as possible.” — P303, *Memory Toggle*

“It would mean I wouldn't have to start over each time. It would remember previous conversations and we could keep working if im having an ongoing issue.” — P196, *Memory Toggle*

“Having an account with a chatbot would enable the chatbot to ‘remember’ details across multiple conversations. Not having an account wouldn’t give users this feature, ultimately making the chatbot less useful.” — P123, *Non-mandatory Login*

SV-CLEAN

Definition: Clean slate — desire for complete reset / starting over

Total: n=114 (32.2%)

Breakdown by Control

Control	n
Delete Account	79
Delete Conversation	28
Anonymous Chat	9
Memory Toggle	4
Non-mandatory Login	2
Local-only Processing	1

Exemplar Quotes

“It allows me to have a complete reset if I do not feel comfortable with what I’ve shared with the chat bot. It allows account deletion and new start.” — P052, *Delete Account*

“It’s good that it doesn’t have to have a memory turned on for past conversations. Sometimes I want to start fresh and leave the past behind. I would feel more protected from it bringing up painful past conversations.” — P074, *Memory Toggle*

ANON-PROT

Definition: Anonymity as protection — viewing identity absence as enabling safety

Total: n=110 (31.1%)

Breakdown by Control

Control	n
Non-mandatory Login	76
Anonymous Chat	36
Access/Sharing Controls	6
Local-only Processing	4
Delete Account	2
MFA	1

Exemplar Quotes

“I like the fact that I have a source of advice and support that is anonymous. This would have an impact on what I am willing to say. I might divulge more to a chatbox than a live person because there is no judgment from a chatbox.” — P201, *Anonymous Chat*

“I feel more comfortable using the chatbot if I don’t need to sign in. It helps keep my identity private. This makes me more willing to use it for personal talks.” — P252, *Non-mandatory Login*

PARA

Definition: Persistence paradox — explicitly weighing utility of memory against risk of record

Total: n=67 (18.9%)

Breakdown by Control

Control	n
Memory Toggle	26
Non-mandatory Login	19
Model Training Opt-out	10
Local-only Processing	10
Anonymous Chat	7
Delete Conversation	6
Access/Sharing Controls	3
Delete Account	1

Exemplar Quotes

“I think it might be more useful depending on the situation. In some instances, it’s understanding of my problem would increase if it could access its memory of what we talked about before. And if I wanted an unbiased response, it would help to toggle it off, so it would be more useful.” — P043, *Memory Toggle*

“From a privacy concern standpoint, I would love if I could run all conversations with a chatbot from my local computer without sending data to the cloud. However, I understand this is not necessarily possible nor I would have the same computational power nor the same amount of data available for the analysis. In other words, even if it was possible, the chatbot would likely be less powerful running locally.” — P224, *Local-only Processing*

FRIC-COST

Definition: Friction/cognitive cost — extra steps reduce willingness in high-affect states; acute emotional need can actually entirely override technical considerations

Total: n=81 (22.9%)

Note: This code merges original FRIC-COST and HELP-FIRST codes, which captured overlapping themes.

Breakdown by Control

Control	n
Non-mandatory Login	41
MFA	22
Local-only Processing	7
Anonymous Chat	5
Delete Account	4

Control	n
Access/Sharing Controls	4
Model Training Opt-out	3
Memory Toggle	2
Delete Conversation	1

Exemplar Quotes

“With anxiety and stress people need help immediately to have to go through multifactor authentication, I think people including myself would find a fast chatbot to access.” — P158, *MFA*

“If I am depressed, I don’t want to jump through extra hoops to discuss it. However, I can see where this would increase privacy for those who have others who have access to their computer.” — P284, *MFA*

“This is not a factor that would ever occur to me, especially in a time of anxiety and anxiousness. I wouldn’t be concerned either way and I’d just proceed with my chat to soothe my anxiety as soon as possible. The state of anxiety makes me so anxious that I have no concerns for anything else and I just want to relax/calm down.” — P204, *Anonymous Chat*

PR-CYNIC

Definition: Deep resignation/cynicism — belief that nothing is truly private and companies track data regardless of controls

Total: n=59 (16.7%)

Breakdown by Control

Control	n
Model Training Opt-out	14
Delete Account	13
Memory Toggle	13
Anonymous Chat	12
Delete Conversation	11
Non-mandatory Login	11
MFA	7
Local-only Processing	7
Access/Sharing Controls	6

Exemplar Quotes

“Deleting past conversations doesn’t give you control. Just an illusion of control. Information is persistent and near impossible to destroy. We can see it all the way back to the big bang so what’s the point of trying to delete something that can be undone anyway?” — P003, *Delete Conversation*

“First of all, I’m not sure data deletion is a real thing. I think once you put something online, it’s likely recorded somewhere forever, whether it’s ‘deleted’ or not. So, it’s somewhat comforting that I have the illusion of control over my data, but I think it can be retrieved by the right method and/or person if they want that data anyway.” — P114, *Delete Account*

GATING

Definition: Non-negotiable gate — feature absence is deal-breaker; presence is an entry requirement

Total: n=57 (16.1%)

Breakdown by Control

Control	n
Access/Sharing Controls	18
Model Training Opt-out	13
Anonymous Chat	9
Delete Conversation	8
Delete Account	6
Memory Toggle	4
Non-mandatory Login	4
Local-only Processing	3
MFA	2

Exemplar Quotes

“Having the ability to be in charge of conversation deletions is a definite must. Some things users talk about with chatbot they would not want recorded and being able to erase it is a must.” — P354, *Delete Conversation*

“I would feel very uncomfortable if I couldn’t delete an account, especially if it’s tied to my actual email, phone number, etc. In this case, I wouldn’t use the AI bot because I feel it failing me by not letting me delete data or my account.” — P045, *Delete Account*

“This should be included in every AI model and all AI should have to ask permission to use my data for training purposes. I feel like this would help me protect my personal information that I do not want to share with the world.” — P267, *Model Training Opt-out*

ALTRU

Definition: Data altruism — willingness to share data to help others, typically for Model Training Opt-out

Total: n=51 (14.4%)

Breakdown by Control

Control	n
Model Training Opt-out	44
Local-only Processing	3
Delete Account	2
Access/Sharing Controls	2
Memory Toggle	1
Non-mandatory Login	1

Exemplar Quotes

“I would want my conversation with the chat bot to be able to help others. I would be more willing to tell the chatbot my feelings if I was helping to train the chatbot to become better at helping those with depression and low mood.” — P149, *Model Training Opt-out*

“This control might help the AI become better at supporting other people whom are facing similar problems. In addition, it might help make AI more empathetic.” — P126, *Model Training Opt-out*

REGRET

Definition: Regret/release avoidance — not wanting to revisit emotional content, whether from embarrassment or because the value was in the cathartic expression itself

Total: n=60 (16.9%)

Note: This code merges original REGRET and VENT codes, which captured overlapping themes around ephemerality of emotional expression.

Breakdown by Control

Control	n
Delete Conversation	24
Anonymous Chat	18
Memory Toggle	16
Delete Account	11
Local-only Processing	3
Access/Sharing Controls	3

Exemplar Quotes

“I don’t want it to remember and bring up my past moods all the time so it’d be nice to just get rid of it especially if using it to vent.” — P082, *Delete Conversation*

“I love this, I can just scream into the void basically and not be reminded about it or have to remember to delete it.” — P134, *Anonymous Chat*

UNCERT

Definition: Technical opacity/uncertainty — not understanding what a control means or how it works

Total: n=46 (13.0%)

Breakdown by Control

Control	n
Local-only Processing	33
Model Training Opt-out	9
Memory Toggle	2
MFA	2
Access/Sharing Controls	2
Non-mandatory Login	2
Delete Conversation	1
Anonymous Chat	1

Exemplar Quotes

“I don’t have an understanding as to how this would impact the quality of the responses so it would not make the slightest bit of difference to me.” — P144, *Local-only Processing*

“I don’t really know enough about how AI models are trained to make an informed decision on this.” — P095, *Model Training Opt-out*

SIGNAL

Definition: Trust signal — control existence signals provider competence/respect

Total: n=44 (12.4%)

Breakdown by Control

Control	n
MFA	13
Access/Sharing Controls	11
Delete Account	9
Delete Conversation	6
Model Training Opt-out	6
Anonymous Chat	5
Local-only Processing	4
Memory Toggle	1
Non-mandatory Login	1

Exemplar Quotes

“Multifactor authentication would make me feel better about using the chatbot because it seems like the company cares more about data privacy and security.” — P115, *MFA*

“I would feel they took an additional step to guarantee my information and personal conversations with the chatbot are secured.” — P089, *Access/Sharing Controls*

“It lets me know that this chatbot is serious about improving its security and preserving anonymity of its user’s personal feelings and information.” — P104, *MFA*

BETRAY

Definition: Betrayal framing — aversion to data commodification, feeling exploited

Total: n=37 (10.5%)

Breakdown by Control

Control	n
Model Training Opt-out	24
Local-only Processing	5
Access/Sharing Controls	5
MFA	3
Delete Account	2

Control	n
Anonymous Chat	1
Non-mandatory Login	1

Exemplar Quotes

“I don’t necessarily want my data to be used to train a chatbot, especially if it’s the sensitive sort of information that might be associated with conversations about anxiety and stress. I’d be far more willing to use the chatbot if I didn’t feel like I was giving out valuable data for free.” — P026, *Model Training Opt-out*

“I wouldn’t want to use it for anxiety if I felt like it was being used for training. I would feel like my emotions were being used” — P302, *Model Training Opt-out*

“I like that it’s transparent, and it appears to be optional, but it would still give the perception that my information is being used and exploited by the chatbot for its own purposes.” — P122, *Model Training Opt-out*

ERROR

Definition: Miscalibration/error risk — fear of accidentally sharing via misclick or glitch

Total: n=35 (9.9%)

Breakdown by Control

Control	n
Access/Sharing Controls	33
Anonymous Chat	1
Model Training Opt-out	1
Local-only Processing	1

Exemplar Quotes

“I feel like this control would make me less likely to use the chatbot for these types of conversations, in case of accidentally hitting the wrong setting or a glitch causes my information to be shared. I’d feel better if it didn’t have this capability at all.” — P198, *Access/Sharing Controls*

“I don’t like the thought of it at all, what if I accidentally hit share with public? That would be awful.” — P310, *Access/Sharing Controls*

NORM-SETTING

Definition: Privacy as norm — expectation that certain features are standard/mandatory

Total: n=33 (9.3%)

Breakdown by Control

Control	n
Access/Sharing Controls	12
MFA	8
Delete Account	7
Delete Conversation	4
Anonymous Chat	4
Memory Toggle	2
Model Training Opt-out	2

Exemplar Quotes

“This is something I would expect 100%, no compromise. It’s a must.” — P157, *Delete Conversation*

“This would make me feel secure enough to use this AI for personal conversations without this I would feel that all of my information was exposed. This rule should be the standard and it is what I expect when using an AI model. The addition of this toggle should be mandatory in all AI models.” — P267, *Access/Sharing Controls*

LOCAL-D

Definition: Performance trade-off — fear that local processing means reduced AI capability

Total: n=22 (6.2%)

Breakdown by Control

Control	n
Local-only Processing	21
Non-mandatory Login	1

Exemplar Quotes

“I would worry that if the llm chatbot couldn’t reach the cloud, then maybe it wouldn’t be so smart? I would wonder if it was as useful as I hoped it would be!” — P147, *Local-only Processing*

“I want more than local info. I want worldwide data at my hands. I want more info.” — P318, *Local-only Processing*

CTX-LEAK

Definition: Cross-context leakage — fear data from one domain appears in another

Total: n=7 (2.0%)

Breakdown by Control

Control	n
Model Training Opt-out	6
Non-mandatory Login	1

Exemplar Quotes

“If it is using my information as training I fear my personal words will be used with other AI sessions with other people” — P291, *Model Training Opt-out*

“I do talk to my alexa and siri, but I don’t want them to go blabbing to whoever else about my issues. I would feel a slight loss of personal privacy.” — P035, *Model Training Opt-out*
