**interviewing**
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## types of interviews

**unstructured / open**
like a conversation, no questions planned

*pros:* rich detail that interviewer may not have thought of
*cons*: hard to replicate, hard to analyze

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## types of interviews

**semi-structured**
pre-select topic areas and potential questions

*pros:* can guide interview but not enforce what is discussed
*cons:* can go off topic

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## types of interviews

**structured**
predetermined questions, short and clearly worded
confirmatory rather than exploratory

*pros:* easy to replicate, get specific answers, easy to analyze
*cons:* restrictive answers, details can be lost

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## contextual interviews

interviews done in the '**context**' or '**situation**' of design
ground the interview in **actual practice**
avoid self-report biases

**contextual inquiry** (Holtzblatt et al)
performed during normal activities

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## interview goals for domestic computing

**exploratory:** explore everyday practice
develop **hypotheses**
derive important **factors** and **variables**
inform design and cultural understanding

**when to use interviews?**

**requirements analysis:**
understand existing routines and practices
learn about real **needs** and **wants**
avoid **speculation**

**when to use interviews?**

**during field deployments:**
get a 'baseline' before you introduce a technology
get understanding as the technology is being used
get understanding after the technology is removed

**types of interview distortion**

**internal distortion**
problems internal to the interviewer
e.g., personal traits, lack of experience, listening skills

reduce by restating what people say, take notes, corroborate
with other sources

**types of interview distortion**

**external distortion**
problems with interaction between interviewer and –viewee
e.g., distractions (finger tapping), violation of social norms,
conflicting messages (body language), emotional discomfort

reduce by analyzing own behavior, be aware of social norms,
arrange appropriate environment

**how write and choose questions**

use understandable language
e.g., don't say: "In what way do you understand your cultural context?"

use short questions
e.g., don't say: "Where do you commonly place your cell phone and then how
do other people in the family notify you when it rings?"

avoid questions that can lead to biased answers
e.g., don't say: "You must like using your cell phone at home, right?"

**how write and choose questions**

avoid 'yes' and 'no' questions
e.g., don't say: "Do you communicate using your cell phone often?"

try to get the respondent to tell a story or talk about a
specific incident
e.g., say: "Tell me about the last time you used your cell phone at home."
e.g., say: "Tell me about the most memorable occasion where you used your
cell phone at home."

**ordering questions**

**temporally:** past to recent events
**complexity**: simple to complex
group **by topic**
**by level of abstraction:** concrete to abstract
**by threat level:** least sensitive to most sensitive

**home tours & technology tours**

show and discuss locations in the home
show and discuss technology in the home

have participants show you the entire home
(e.g., they may forget to show you something)

ensure participants are comfortable

**example: contextual locations**



**diary studies**

can use as a basis for interviews
participants **record thoughts** and **activities** periodically
paper-based or digital

pros: sometimes you forget what you do
cons: hard to remember to record, time-consuming

see 'experience sampling'