

RECRUITING

[1/2 backbones of every project 🦴]

1 pick your target audience (well)

for the type of research you are conducting

or beware of



WRONG DIRECTION

START WITH

demographic profile

background



web experience and usage



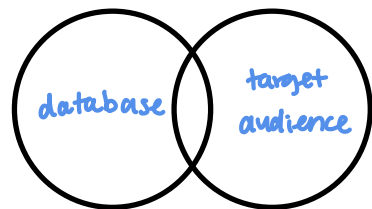
Safari

technological profile



2 find (the right) people

FILTERING

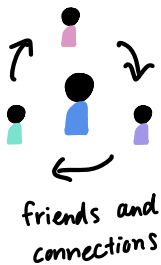


FINDING PEOPLE

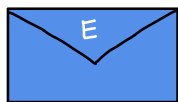
USE A SCREENER



we want good responses



friends and connections



email lists and bulletin boards

REMINDERS



INTERVIEWING

[2/2 backbones of every project 🦴]

3 we want undirected interviewing!

what's that?

A: Interviewing that does not lead or bias answers.

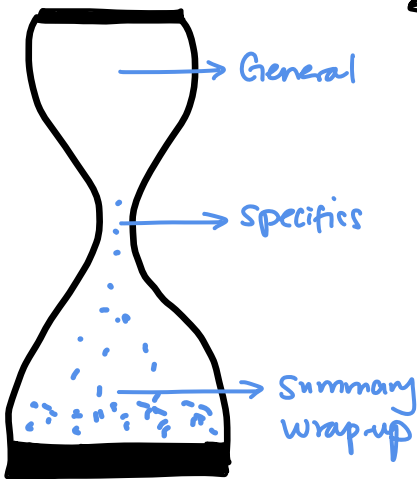


~~ask leading questions~~ (bad!)
~~ask to predict the future~~
~~don't define vague terms~~

what should questions look like?

4 how to ask good questions

Question Types



AS A GOOD INTERVIEWER...

★ make your interviewees feel comfortable



do you like snails?
yes ok next q

ask open-ended questions

forget everything you know!

