

UNIVERSAL TOOLS: RECRUITING AND INTERVIEWING

RECRUITING

① *Q&A*

PICK YOUR AUDIENCE!

demographic
Web?
technological

② DATABASE + SCREENER

Please fill out our screener!
— ~~your~~ family + friends
— Facebook communities

③ FILTER + SCHEDULE

— Use templates
— reminders
— \$4

NON-DIRECTED INTERVIEWING

PITFALLS

⑧ ?? WEAK QPL

Ask why the recruiting failed?

NO-STATS

Elaborate / ask more?

Appropriately required?
Am I asking bias?

WORKING WITH RECRUITERS

I can handle all the survey stuff and find people, but you need to be specific and tell me when to talk

INTRODUCTION

WRAP-UP

DON'T ASK LEARNER QUESTIONS!

PROBES

RETROSPECTIVE

WRAP-UP

INTERVIEWING GUIDELINES

Open-ended, focused, non-judgmental questions about an immediate experience

What do you mean by "that thing"? (could you show me an artifact?)

↳ be aware of your own expectations!

Record your interview!