

TABLE NO.

FACILITATOR



GROUP SEMI-STRUCTURED INTERVIEW TIPS

Avoid giving your own opinions, focus on encouraging the group to express and discuss their own.

When recording responses and quotes, try to write them in the order they are brought up; consider showing conversation flow between items with arrows.

Make sure verbatim quotes are surrounded by quotation marks.

Each topic has an exemplar prompt to show how it might be inquired about, but in general you should follow up topics that participants introduce. Make sure all topics are addressed by the end.

Where topics are referenced, you can use their number, enclosed in a square.

After delivering or paraphrasing one of the prompts, mark the corresponding darker square with a line through. If the group discussion reaches that topic on its own, mark the darker square with a circle. Only use the marking for whichever happens first.

When transcribing quotes and statements, repeat them to the group for confirmation - this should also lead to expressions of opinion about that item, which you can transcribe a compressed form of using the opinion shorthand guide below.

OPINION SHORTHAND GUIDE

OPINIONS	+	AGREEMENT	Pair with statements and quotes, can show emotive or logical responses
	∅	DISAGREEMENT	
FOCUS	!	INTENSITY	Modifies opinions, can apply both of them to strong, confused responses
	?	UNCERTAINTY	
CONSENSUS	ANY OTHER SYMBOLS, ENCLOSED IN A CIRCLE		Only used if the whole group shares a given opinion
DIVERSITY	/	HYBRID	Mixed feelings within individuals
		DISTINCT	Separating groups of symbols
			Differing opinions across the group
CHANGE	ANY OTHER SYMBOLS, CONNECTED BY →		Persuasion, introspection etc. could cause this

OPINION SHORTHAND EXAMPLES

"£200 for that?" +!, +/∅?	2 members of the group are outraged at the price of a particular device, while the rest of the group has more mixed opinions. This might be because the other members prefer to delegate cost-benefit decisions with technology to younger family members for example.
"These devices are always listening, it's creepy" +!	In this case, the whole group strongly agrees; someone might enthusiastically recite an anecdote of something they talked about later being advertised to them.
"I can already do things just fine, I don't need a robot to help me" +!, +?/∅?, ∅ → ∅	One member of the group leads with a strong opinion, to a more diverse group. The people that disagree eventually convince the whole group that even if they don't need robots now they might find them useful in the future. This also leads to the original speaker changing their mind.

OPENER QUESTION

"HOW DO YOU FEEL ABOUT USING SMART HOME, ASSISTIVE TECHNOLOGY AND ROBOTICS?"

TOPIC AND PROMPT LIST

1 USABILITY

"To what extent do you feel that smart home assistive technology and robotics is supposed to be easy to use and understand?"

2 SELF-CONFIDENCE

"How confident do you feel with understanding and becoming skilled with technology in general?"

3 LEARNING CURVES

"To what extent do you feel that you could learn how to use smart home assistive technology and robotics by yourself?"

4 TRUST

"How trustworthy and reliable do you feel the information given by smart home assistive technology is?"

5 INTRUSIVENESS

"To what extent do you feel that smart home assistive technology and robotics is intrusive, or would make you feel observed?"

6 PEER INFLUENCE

"How much more likely would you be to use smart home assistive technology and robotics if other people whose opinions you value recommended it?"

7 AFFORDABILITY

"How affordable do you feel smart home assistive technology and robotics is to buy and maintain?"

8 USE INTENTION

"Do you plan to use smart home assistive technology and robotics to assist you in the future?"

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RESPONSES

OPINIONS

+

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AGREEMENT

DISAGREEMENT

FOCUS

!

?

INTENSITY

UNCERTAINTY

CONSENSUS

ANY OTHER SYMBOLS,
ENCLOSED IN A CIRCLE

DIVERSITY

/

,

HYBRID

DISTINCT

CHANGE

ANY OTHER SYMBOLS,
CONNECTED BY →

○ if the group brought it up
/ if you prompted it

- 1

USABILITY
- 2

SELF-CONFIDENCE
- 3

LEARNING CURVES
- 4

TRUST
- 5

INTRUSIVENESS
- 6

PEER INFLUENCE
- 7

AFFORDABILITY
- 8

USE INTENTION