

# Interview Script

## **Briefing**

Thank you for joining us today \_\_\_\_\_. We appreciate your voluntary help with this research study. We are interested in hearing about your use of the popular Q&A Site StackOverflow. As a reminder, for the sole purpose of accuracy this interview will be recorded. In addition, throughout the interview I will be taking notes. Your identity will remain anonymous as mentioned in the consent form. You may sign the consent form and return to me if you wish, but I only need your oral consent to participate.

With that being said, do you consent to participate?

Great. I'll begin the interview.

## **Interview Questions**

### **Getting to know you[K#]**

1. Tell me a little about yourself: What's your area of interest? What type of programming projects do you work on?
2. When working on programming tasks, where do you seek answers?
3. How do you use StackOverflow?
4. Do you have an account on Stack Overflow?
5. When you used it do you post questions? Answer questions?
6. When is the last time you used StackOverflow?
7. Can you tell me more about that experience?
8. As a female, do you feel like there are aspects of SO that are not geared for you?
9. Do you have a friend who has an account or actively used the site?
10. Do you have a female friend who has had a negative interaction on the site?
11. If you saw a wrong answer on StackOverflow, would you want to correct it?

### **Communication[C#]**

1. How do you feel about the communication on StackOverflow? How people speak to each other?
2. Do you enjoy the concept of helping people online?
3. How about helping people that you know?
4. How about helping strangers?

### **Gamification[G#]**

1. Are you familiar with the Badges on the site?
2. Are you familiar with the process of posting bounties? It's the process where a user can spend reputation points to get a question answered and then award those points to a person.
3. How have they encourage you to use the site?
4. Did you know can elect moderators on the site?
5. Is there another game that you think should be played on SO? One that you would play.

### **Incentives[I#]**

Are any of the following incentives to use the site for you:

1. To climb up the user pages and be higher than the highest rank user (John Skeet, Jeff, Joel, etc).
2. To gain reputation to be able to have more ability in the system
3. To gain badges, just for the fun of having them
4. To help others because you like helping others
5. To help yourself; because, you often learn things by having people criticize your answers
6. To make you feel good about yourself by helping others
7. Because you want to promote your own products or services in your 'about' description block.
8. Because you want to be known in the programming world
9. Because you want to expand your world of known topics
10. Because you want to get more in depth knowledge of topics you already know
11. Because you like to be heard, it's a good alternative to having a blog
12. ~~Because it's fun to be higher in user rank than Jeff, Joel, and John Skeet (the highest rank users).~~
13. Because it improves your communication skills.
14. Because you like to be reassured that you are right.
15. Because you like to know when you are wrong.

### **Scenarios[S#]**

1. Imagine you're on the site and you see a question you know the answer to. Would you answer it?
2. Imagine you're on the site and you see an answer that's wrong. Would you edit it?
3. Imagine you are on the site, you see a question and you have 60 seconds to answer it and get a reward. Would you answer it?

### **Follow up[F#]**

1. Now that you know about all these features would you be more inclined to use the full features of StackOverflow? How about to create an account?
2. What that one thing that would make the site better for you?

### **Debriefing**

Thank you again for participating in today's study. If you have any questions please don't hesitate to email me. If you think of any other comments that you forgot to mention during today let me know.