

# Interview Script - High Ranked

## 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 StackOverflow?~~
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?

### Review of Email Responses[R#]

You brought a couple interesting thing in your email responses that we wanted to follow up on.

1. You mentioned that you're not very motivated to ask questions. Why is that? Do you feel like that would promote teaching?
2. To help promote a teaching atmosphere, would be interested in modifying the badges to be geared towards learning?
  - a. How about if you received a bag for mentoring(teaching) someone to use SO?
3. You mention that some of your female colleagues have received interesting comments. What types of comments are these?
  - a. Mostly rude? Have they decided to continue using the site?
4. When you mentioned *content* versus *social* moderation. How do you feel more of a focus on social moderation would change the community?

5. You mention how you developed thick skin over the years and how your friend circle has helped. Do you think having this friend circle as an actual subset on SO would aid as a way to keep using the site?
  - a. As a female in computing, do you feel like there is a different face you have to put on for online interaction on SO?
6. Gender Neutral
  - a. I didn't ask this in the email but do you feel like you would gain a different experience if you had a gender neutral name on the site?
  - b. Is there a reason why you don't have your real picture as your account picture
    - i. How about if you had a gender neutral picture?
7. You mention how the site has transformed since you first started using the site.
  - a. Can you talk about some of those key things you noticed?
  - b. You mentioned the industrial, impersonal way of dealing with content moderation. Can you talk more about that?
  - c. You mentioned that it lacks a sense of friendliness. Can you talk more about that?

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

You mentioned you couldn't think of an incentive to encourage your friends to use the site. I have a couple I wanted to run you through. (More interest on the highlighted ones.)

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.
  - a. As a way of community service for the developer community?**
- 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.

### **Themes[T#]**

We have a list of themes we recognized and wanted to see if they resonate well with you.

8. Hierarchy of Pain
  - a. Do you consider asking a friend a last resort?
  - b. Do you see posting to SO as a last resort after asking a friend?

9. Boys Locker Room
  - a. Do you feel like the community language discourages your usage? This is in reference to the 'rude' responses.
10. Overwhelming Community Size
  - a. Does the large size of the community encourage you to post questions or answers?
  - b. Would you feel more apt to ask questions in smaller subset of the community of users that you are familiar with?
11. Bystander Effect
  - a. While using the site have you ever intentionally not answer a question that you know the answer to because you figure someone else would get do it?
12. Work-Life Divide
  - a. Has your usage of SO been affected by balancing life, family, or hobbies outside of programming?
  - b. Are you a strict believer of work must not be be taken home.
13. Accessible, One stop shop
  - a. StackOverflow is often favored because it is an 'in-and-out' type of site. Users have the ability to come in get what they need and leave. How do you feel about this aspect of SO?
  - b. Do you favor it over other sites?

#### **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?