

Today: Interviews (and Focus Groups)

Following "Research Methods in HCI" ch. 8

Why Interviews?

- For exploratory research
- What problem should I solve?
- How might I generate a good hypothesis?
- Depth

Considerations

- Time required
- Recall
- Interviewer-driven bias
- High analysis cost

Situations in Which To Interview

- Initial exploration of a new area
- Requirements elicitation
- Prototypes: evaluation and subjective reactions

Whom To Interview

- Consider all stakeholders
- Who are the stakeholders of a PL?
 - Programmers/software engineers
 - Architects
 - Technical writers
 - Managers
 - End users
 - QA

Interview Structure

- *Fully structured* interview: rigid script. Like a survey.
 - Can skip questions, but not really a conversation
 - Easier to analyze (answers are always in order)
- *Semistructured*: free to ask questions in a more conversational way (out of order)
- *Unstructured* interview: base on list of topics from interview guide

Structure and Skill

- Fully-structured: anyone can be the interviewer
- Unstructured: depends strongly on interviewer skill
- Semi-structured: depends somewhat on interviewer skill
- People almost always choose **semi-structured.**

Focus Groups

- Focus group: gather 5-7 or 8-12 participants for a group interview
- Pro: more participants, less experimenter time
- Discussions reveal similarities and differences
- Con: quiet people might not get heard
- Skill is needed to manage conversation
- Analysis can be tricky (interruptions, changes of speaker)

Demonstration: Writing Questions

- "A taco is a kind of sandwich, right?"
- "A taco isn't a kind of sandwich, is it?"
- Is a taco a sandwich?
- What food categories are the items in the picture in?
- What do you expect to see on the menu at a sandwich restaurant?
- What makes something a sandwich?



Demonstration (2)

- How do you feel about covariant return types?
 - Use terms your participant knows.
- When do you usually decide to start using the debugger?
- Think of the last bug you fixed. What debugging strategies did you use?

Designing Questions

- Neutral: unbiased, nonjudgmental
- Simple
- Open-ended
- Speak their language
- Ask for demonstrations or recall of concrete events

Simple Questions

- "What were the strengths and weaknesses of the compiler and IDE?"
- -> "What did you think of the compiler" & "What did you think of the IDE?"

Netural Questions

- "Did you like the language you used?"
 - -> "What did you think of the language?"
- "Why do you like this design?"
 - What if they didn't like the design?

Recording Data

- Write notes
 - Rewrite and summarize after the interview
- Record audio & transcribe
- Screen capture

Rapport

- Be nonjudgmental — develop a poker face!
- Keep people comfortable. Water? Snacks?

Conducting the Interview

- Start with easy questions
- Listen!
- Provide opportunities to continue: "Is there anything else you wanted to tell me?"
- Ask for clarification when needed: "What exactly do you mean when you say....?"

Debriefing

- Give more background on your research (which you didn't reveal earlier to avoid bias)

Practice

- Research question: What strategies do people use to debug non-terminating code?
- Goal: develop debugging tools that might make this easier.

Reminder:

- Neutral: unbiased, nonjudgmental
- Simple
- Open-ended
- Speak their language
- Ask for recall of concrete events

Interview Protocol

- A plan!
- For you AND for replication
- Mostly, just a list of questions, in order, and any other materials needed.