

# Sterio

## The future of radio: combining streaming services with the traditional radio

Diary studies' follow up interviews — Guide

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### I. Preparation

- Bring near the laptop and a high-quality microphone for the audio recording of the interview
  - Use an iPad with this document opened to conduct the interview
  - Buy and bring the reward the interviewee has chosen
  - Informed consent and pens
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### 1. Introduction

- Hello! My name is Miguel Regouga and I am in the process of writing the thesis to obtain the master's degree course in Computer Science and Engineering at Instituto Superior Técnico.
- Thank you for coming in today. We will spend the next few minutes talking about your experience during the week of the diary study.
- We would like to know your activities, habits, thoughts, and opinions regarding your listening habits. This information will be useful so that we can develop an integrated and personalized experience that may be shared within small networks of friends and family that best represents these opinions and habits.
- If you don't mind, I would like to make a recording.
- This will allow me to go back at a later time and review your comments so that I am not distracted from our conversation by taking notes.
- I am a neutral evaluator, so nothing you say today will not hurt my feelings. Your honest opinions can only help us improve our design and lead us to a better finished

product. If you do not have an opinion or cannot answer any of the questions I ask, please feel free to say so.

- You are free to leave at any time. Please stop me at any point if you have questions.
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## 2. Warm-up

- How often do you listen to music? And to other audio content (podcasts, news, audiobooks...)?
  - Which was the last time you listened to radio stations?
  - Do you use streaming services? How often? Do you pay for them?
  - Which devices do you use to listen to audio content?
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## 3. Body of the session

### Music streaming services

- What stops you from using music streaming services more often?
- What do you enjoy about music streaming services?
- Do you think music streaming services are convenient? Why?
- What's your opinion on streaming services' social capabilities?
- When it comes to your music habits, what would you like to share with your friends?
- What does music mean to you?
- What's the role of music in in your social life?

### Traditional radio stations

- What's your general opinion on traditional radio stations?
- Why don't you listen more often to traditional radio stations?
- What do you like about traditional radio stations?
- Which radio stations do you like the most? Why?
- What's your opinion on the role of the radio host?

- What do you think about traditional radio stations' role in news, traffic, or weather disclosure?
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## 4. Cooling-off

- What did you think about the diary study? What about the survey?
  - Did you find out more about your listening habits while doing the diary study?
  - What's your general opinion on the concept / idea?
  - Is there anything else I should have asked you about?
  - Do you have any further questions?
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## 5. Wrap-up

- Thank you very much for your collaboration! As a reward for your patience and help on the survey, diary study, and this interview, please accept this chocolate bar / beer.