

Res-earher Initials	Name	Alias	Age	Town	Education	Past Job	Internet @ home?	Husband's Occupation	# & ages of kids	Phone & Email	In Stage 1 group?

INFORMATION-SEEKING AMONG STAY-AT-HOME MOTHERS STUDY Interview Guide I

Note: This instrument is for conducting the initial one hour interview with stay-at-home mothers about how they seek everyday information.

Interviewee Code:

Date:

Place of Interview:

Length of Interview:

Interviewer:

Purpose of the Study

I appreciate you taking the time to help me with my research study of how mothers seek everyday information. I want to hear about the many roles you play as a stay-at-home mother, your needs for everyday information and where you turn, as well with whom you share information and places when you learn useful things. The results from this study may be used to create better information systems for parents.

Procedures

Before we start, please know that if there are any questions you don't want to answer, just say so. You can stop or leave the discussion at any time. When I write my report based on these interviews, no one who reads it will be able to tell that I'm talking about you. I may use some of your words, but I'll use aliases for you and anyone you mention.

I would like to audiotape our conversation, so I can be sure that I get your words, exactly as you said them. If you do not want me to audiotape our conversation, then I would like to write notes about what you say.

Do you have any questions before we start?

My first few questions focus on your daily routine. Please tell me:

1. How many children do you have living with you? How old are they? What do they do during the day?
2. How long have you been looking after the children full-time?
3. What did you do before staying at home to look after the children?
4. What prompted your decision to stay at home?
5. What is a typical day like for you?

6. What type of roles do you play as a stay-at-home mother? [What are the different hats that you wear?] Tell me about each role, what does each involve, how often does it occur? Which roles are the most time-consuming or most major?

[Researcher will then choose 1-2 of these roles and ask the following questions; the remaining roles will be questioned in interviews #2 and #3]

7. For the X role that you describe, please share a recent need you had for some information:

- What did you need to know?
- What happened or prompted this need? (was it ongoing, new, etc?)
- What did you do about it? (where did you go for information and why?)
- How did that help or not help you? Why?
- What did you do next?
- What did you do with the information?
- What would have made it easier for you to meet this need?
- Will you keep a record of that information in any way?
- Have you used that [source(s)] before?
- Would you use that [source] again?
- Did you tell anyone about what you learned? Why or why not? How?

[researcher will repeat with a 2nd role if time permits; otherwise will continue with Question #8]

8. My next few questions focus on places that you go. Sometimes people go to a place for a particular reason such as to eat, get a haircut, get something fixed, make crafts, or get exercise, but end up sharing information just because other people are there and you start talking. **Does such a place come to mind for you? What is it? Do you have any others?**

9. At which one of these places do you encounter the most important or the best information? Why?

10. What is your role at this place (e.g., customer, staff, member, etc)?

11. How often do you frequent this place? Never – Yearly – Monthly – Weekly – Daily

12. What times of day do you go there? Morning – Afternoon – Evening – Late night

13. How long do you usually spend at this place?

14. How did you learn about this place?

15. How long have you been going? < Month 1 Month+ 3 Months+ 6 Months+
1 Year+

16. Does your family go with you? If yes, what do they do there?

17. Can anyone go there, i.e., is it “open” to anyone? Yes No
 If “no,” what are the special criteria that make it closed membership?
18. How many people are usually there? 2-5 6-10 11-15 16-20 21-25 26-50 51-100
19. How well do you know the people there?
 Don’t recognize — Recognize but don’t know names — Know first names — Know well
20. What do you have in common with the people there?
21. Do you see or interact with any of these same people in other settings? Yes No
 If yes, where?
22. When you are at this place, how are you most likely to encounter information? *[do not read list; circle responses that fit best]*
- 1) Overhearing a conversation
 - 2) Conversing with someone who works there
 - 3) Conversing with someone who does not work there
 - 4) Reading posted material
 - 5) Observing people or reading others comments
 - 6) Other:
23. How much of what you learn at this place occurs by accident or chance? 20%, 50%, 90%
24. What kinds of things do you learn at this place? *[Do not read list; circle responses that fit best & specify]*
- 1) What’s happening in the area:
 - 2) What’s happening in the world:
 - 3) Who is doing what:
 - 4) Things about places (what restaurant or store is good or bad):
 - 5) Things that you need to learn more about:
 - 6) Things for self-improvement
 - 7) Things about other people’s thoughts and opinions
 - 8) Things to apply to daily living
 - 9) Other
25. What do you like about this place? *[Do not read list; circle responses that fit best & specify]*
- 1) Making connections with people [people]
 - 2) Diversity of people and ideas [people]
 - 3) People watching [people]
 - 4) Similar beliefs/opinions [people]
 - 5) Common interests [people]
 - 6) Getting questions answered [information]
 - 7) Learning new things [information]

- 8) Resources [information]
- 9) Other
- 10) Atmosphere/environment/ambience [place]
- 11) Amenities [place]
- 12) Convenient [place]

26. What kinds of information are you most interested in encountering there?

27. How useful is what you learn at this place?

Not Applicable Not Useful Somewhat Useful Very Useful Can't Do Without

28. Is the information you encounter mostly trivial or good for making important or big decisions?

Trivial Big Decision Both Other:

29. What would make it easier for you and others to share useful info at this place

30. How did you learn about this place?

31. Is there anything you'd like to add about what you've just told me?

We're just about finished. Between now and our next interview, I'd like you to keep a record of any times in which you need to know something or when you tell someone else about something. To make this easy for you I have a chart that you can use to jot down your thoughts. [Researcher gives several copies of chart.] As you can see on the chart, every time a need to know something occurs as part of your everyday life just jot down a description of that need and then record the date and time, how the need was prompted and what, if anything, that you did.

Conclusion

Do you have any questions for me? Thank you for participating in our first interview. I'd like to meet again in about two weeks. When would be a good time for you? Same place? I'll call you the day before to confirm. Thank you!