

INFORMATION-SEEKING AMONG STAY-AT-HOME MOTHERS STUDY

Interview Guide II

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

Interviewee Code:

Date:

Length of Interview:

Place of Interview:

Interviewer:

Purpose of the Study

I appreciate your continuing to take the time to help me with my research study of how mothers seek everyday information. I want to hear more 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

Remember, 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?

Last week you indicated that as a stay-at-home mother you play many roles, including [X]. Are there any other that you'd like to add? [If yes, then ask to describe each role, what each involves, how often it occurs.]

Today I'd like to talk about role X [Researcher will ask the following questions; the remaining roles will be questioned in interview #3]

1. For the X role, 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 another role if time permits; otherwise will continue with Question #2]

My next few questions focus again on places that you go. Last time you said that in addition to X, you also go to Y

2. Why is this a good place for encounter important information?
3. What is your role at this place (e.g., customer, staff, member, etc)?
4. How often do you frequent this place? Never – Yearly – Monthly – Weekly – Daily
5. What times of day do you go there? Morning – Afternoon – Evening – Late night
6. How long do you usually spend at this place?
7. How did you learn about this place?
8. How long have you been going? < Month 1 Month+ 3 Months+ 6 Months+ 1 Year+
9. Does your family go with you? If yes, what do they do there?
10. 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?
11. How many people are usually there? 2-5 6-10 11-15 16-20 21-25 26-50 51-100
12. How well do you know the people there?
Don’t recognize — Recognize but don’t know names – Know first names – Know well
13. What do you have in common with the people there?
14. Do you see or interact with any of these same people in other settings? Yes No
If yes, where?
15. 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:

16. How much of what you learn at this place occurs by accident or chance? 20%, 50%, 90%

17. 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

18. 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]

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

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

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

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

Trivial Big Decision Both Other:

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

23. How did you learn about this place?

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

For the remainder of our time I'd like to go over the diary that you've been keeping the past couple of week in which you needed to know something or shared information with someone. What did you write in your chart?

[Researcher will ask participant to walk him/her through diary and ask questions of clarification. Additionally, researcher will probe about:

- What was needed
- What happened or prompted the need? (was it ongoing, new, etc)
- What was done about it (where person went for information and why)
- How info did or did not help you and why
- What person did next
- What person did with the information
- What would have made it easier to meet this need
- How person will keep a record of the information
- Whether person used the [source(s)] before
- Whether person will use the [source] again
- Did person tell anyone about what was learned -- why or why not and how

We're just about finished. Between now and our final interview, I'd like you to continue keeping a record of any times in which you need to know something or when you tell someone else about something.

Conclusion

Do you have any questions for me? Thank you for participating in our second 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!