Getting Ready to Conduct Your Interviews - Portigal

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Srishty Agrawal

Learning Goals :

- Establish objectives
- Recruit participants for your study
- Prepare field guide
- Scheduling interviews
- Participant Releases and Non-disclosures

Establish Objectives

- Answers what you hope to get out of research
- Immediate output - Research goals
- Realign, re-prioritize

Objectives continued ..

- Interview stakeholders
- Different stakeholders may have different perceptions
- Group Therapy - achieving consensus before interviews

Recruiting

- Look at various parts of transaction
- Screener
  - Make sure you do not end up eliminating right candidates
- Challenging to find right people? That's data!

Commentaries :

“The tone of this article is not like an academic article. It is more like a tutorial on how to conduct an interview.” - Kaiyi Zhang

“The content in the article is quite practical. And it is quite different from the papers that we read before in this quarter. It is from the perspective of business and industry, rather than research.” - Sandy Wang

Activity

This paper is clearly written with industry in mind, how can the lessons contained be applied to academic research? How will you apply the message of this paper into your project?

Discuss, groups of 2-3, 2 mins.

Field Guide

- Helps standardize interview procedure
- Because interviews never happen as you imagine
- Transforms **“questions we want answers to”** to **“questions we will ask”**

Field Guide consists of :

- Introduction
- Main body
- Dream questions
- Wrap up
- Shot list

Remember, this is not a script. It reads very linearly, but it's really just a tool to prepare to be flexible. Questions don't get asked in the order they're written here, or using this exact language (so it doesn't need to be proofread). If you could look at it with an eye toward calling out anything that we haven't covered—e.g., "We need to ask about how they deal with time zones"—or any larger topic areas that are missing, or anything that seems wildly off base, that would be the most helpful.

Would you like supermarket aisles to be less cluttered?

Walmart's 1.85 billion dollar mistake!!

Why?

- They paid attention to what people **said** rather than what they **did**
- They asked a **leading** question. (a question that prompts or encourages the desired answer)

Interview questions to avoid

- Leading questions
- Binary questions - not interesting enough
- How often do you do something?
- Hypothetical scenario questions

What kind of questions in an interview ?

- People are expert in their lives - ask them broad questions as ice-breaker
- Open-ended

Activity :

Suppose you have an idea for a product (August Smart Lock), write 3 questions you should be and should not be asking a potential customer during the interview.

Discuss, groups of 2-3, 2 mins.

Other Thoughts :

- Scheduling interviews
  - Adapt to Participant's schedule
  - Quality work does not come from being rushed
- Participant Releases & Non-Disclosures
- Incentives (be creative)

Commentaries :

“However, as I mentioned earlier, I found that a lot of the techniques offered in the paper made too many assumptions. In particular, the field guide/protocol doesn’t seem to be very applicable to a researcher who would be concerned about getting realistic/natural results.” - **Jesse Qin**

“Creating the field guide addresses the development of a hypothesis, or what you want to answer from the interview, the methods of obtaining the data through the proper interview questions, and a prediction as to what potential results may be.” - **Tricia Ngoon**

Activity :

For the following phases of interview process , write down names of one or products for which you feel this is the most important phase while planning research study?

- **Establishing objectives**
- **Recruiting**
- **Creating field guide - Da Vinci Surgical System**
- **Scheduling and conducting interviews**

Discuss, groups of 2-3, 2 mins.

How to do Experiments

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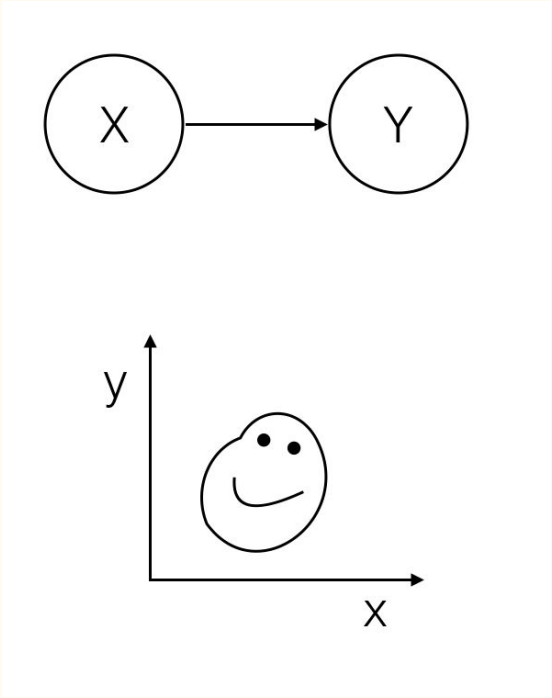
Sayen

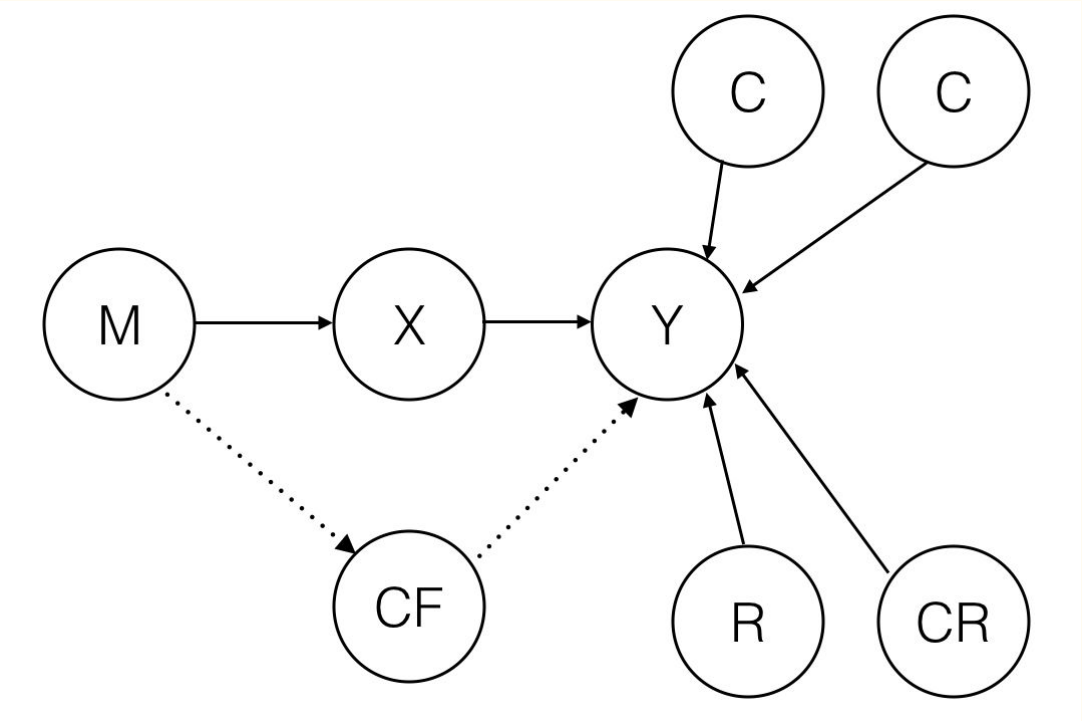
Experiment is Easy?



Too Young too Simple, sometimes naive!

--- Anonymous

Variables in A Net



X - Independent
Y - Dependent
M - Manipulation
CF - Confound
C - Control
R - Random
CR - Constrained Random

The Myth of Randomness

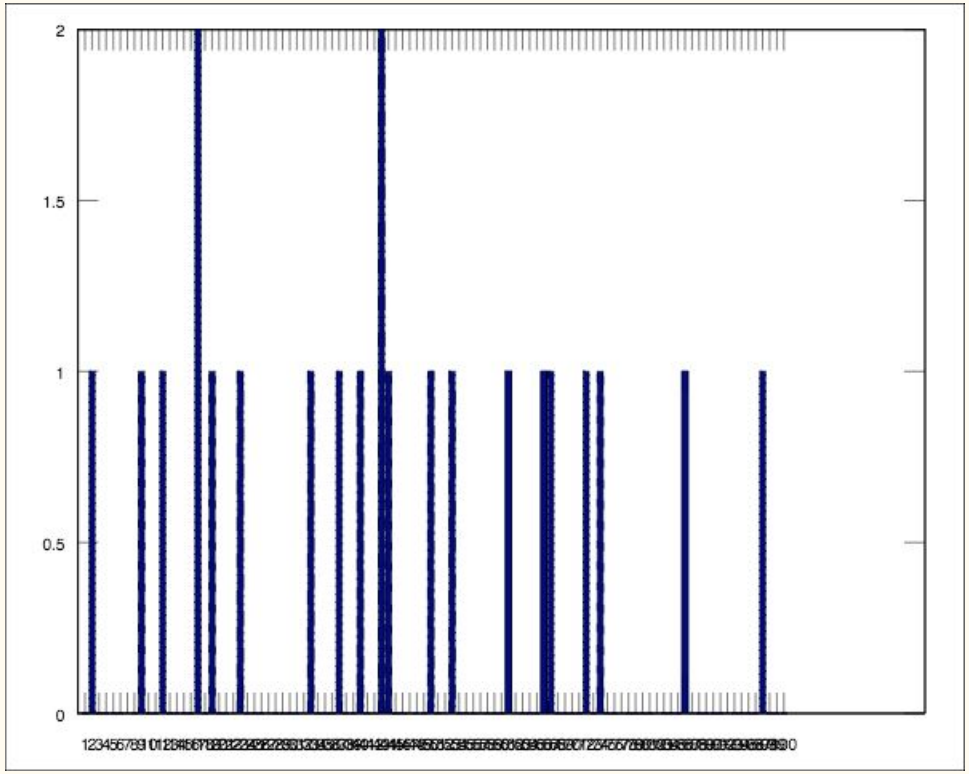
- When too few samples, odd could happen

- Human are bad at judging and producing randomness.

Activity: Crowd Dice

Everyone produces some random numbers in 1-100.

Well Done, Dices!



Mean: 43.864

20 Samples

Discussion: When Designing an Experiment

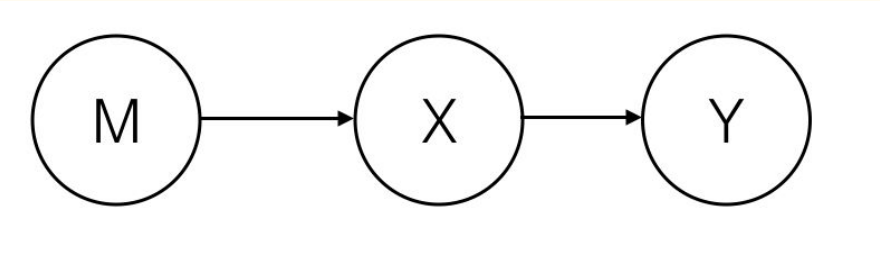
How to decide an variable to be control, random or independent one?

Discuss, 2min

Commentary

“ It seems there is a sweet spot for controlling enough variables to have an idea of what's going on, but not too many to maintain dynamicity. ” --- Yasmine Kotturi

Internal Validity



If we could be confident about this relationship, then we have **Internal Validity**

Threats to Internal Validity

History	Maturation	Selection
	Statistical Regression	
Testing	Mortality	Interaction with Select

Discussion: How to avoid “Statistical Regression”

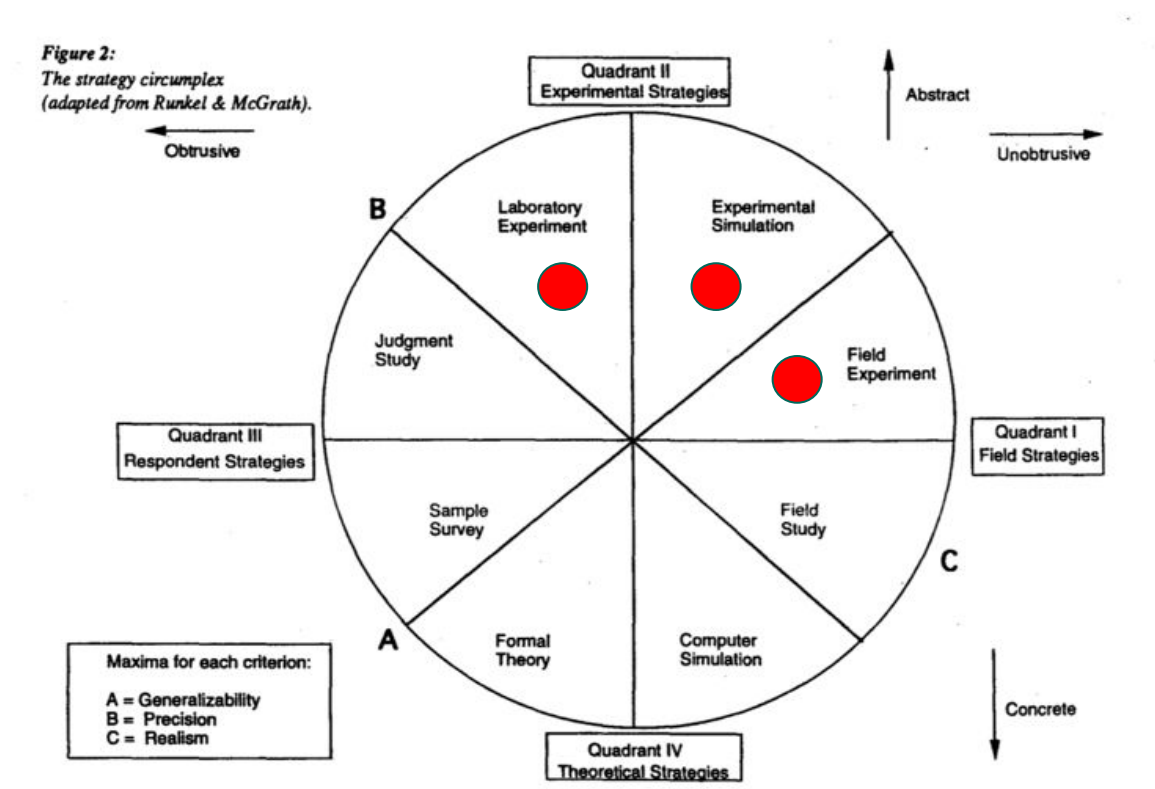
What methods could we use to avoid the ***statistical regression bias*** and give a fair judgement on the IQ Boosting Program in the paper ?

Discuss 2 min.

Commentary

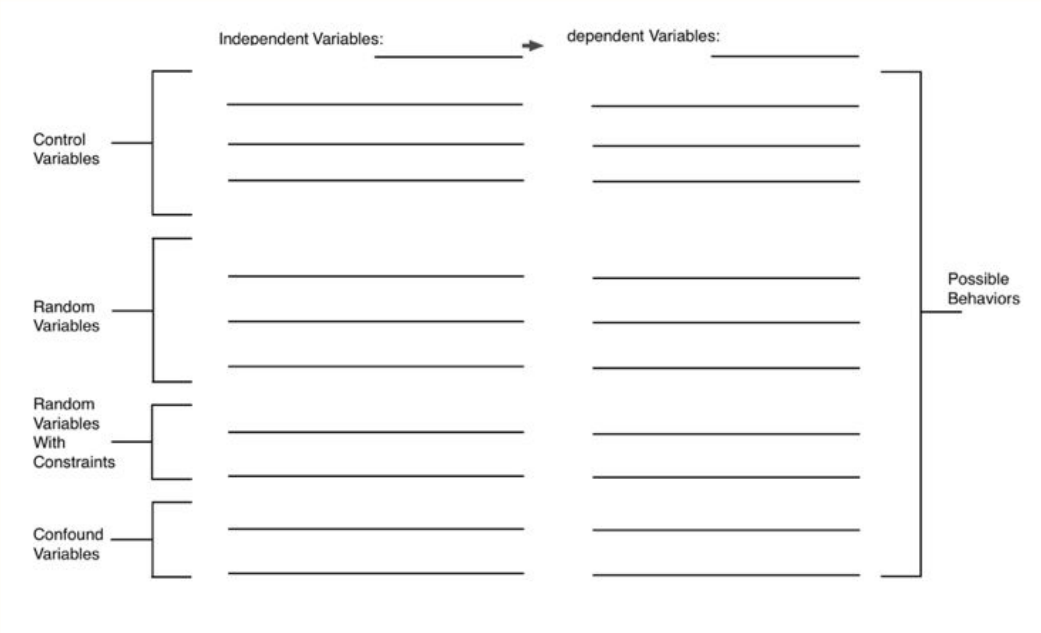
“An example could be a university that only accepts top students based on their SAT/ACT scores. If the university then later ask the same students to do an SAT/ACT again, the scores will be drawn towards the mean.” --- Benjamin Weggersen

Recap: Experiment in Research Circle



Final Activity: Your Project Variable

Write down the variables for your project, and discuss with the one next you, **who is not your partner.**



Thank you