

Welcome and Introduction

5 minutes

Hello, thanks for having us in your home today. My name is Brennan Browne and it's great to meet you in person. These are my colleagues _____. We're working together on this project and talking to people all over the country. Thank you for having us here today and taking the time to meet with us.

Now that we've had the opportunity to speak with you over the phone and hear from you via email, we're hoping that today we can recap some of the feedback you've sent in over the past few weeks and then walk through some of these things on your computer / phone / tablet so you can show us first-hand.

Before we start, I want to make sure you are comfortable with the interview process. So let me first walk through a couple of key points about today's session:

- Today's interview will take about 2 hours, although we might wrap-up sooner. Is that anything that will prevent us from working together for the next couple of hours? If there are others in your household that you would like to introduce or encourage to participate as part of our session today, please ask them to join in and we will include when we feel it's appropriate.
- As you can probably tell, we will be recording today's session so we can reference it later. The recording may also be posted under Creative Commons licensing so that others who are interested in this research can view them later. We will only include your first name with the videos and not your other personal information. If you'd like, we can use a made-up name instead.

Any questions so far?

- Let's talk about what we're going to be doing today. First I have some general questions for you, and then later we can talk specifically about Wikipedia. Along the way I might ask you to show me how you normally do the things we discuss on your computer or phone, and if _____ has any questions they may jump in as well.

Before we get started, here are a few guidelines to make our time as productive as possible:

- Say what you believe – there are no right or wrong answers, and we really want to know what you think
- Along the same lines, don't filter your comments – this is really meant to be a conversation, and a little comment that might not seem relevant could actually be the doorway to some new learning for us!
- [If you don't mind, I'm going to ask you to turn off the radio / TV / music / etc. so the tape just gets our voices.]
- As we discuss or look at anything today, let me know if you have any "ah-HA" moments – something you just thought of – that come up along the way.

Any questions before we get started?

Who are they? What makes them tick? How does tech fit in their life? 15 minutes

Objective: Discuss their background in greater detail and understand their various touchpoints with technology.

When we first spoke over the phone I asked you a little about your background...

- A1.** You mentioned that you [work / go to school] at ____ [work / school] ____; tell me more about what you [do / study]. What's your typical [work / school] schedule? What's a typical day like for you at [work / school]? What have the last few weeks been like?
- A2.** You mentioned over the phone that ____ [technology @ work] _____. How much time do you spend on the computer? Mobile phone? Tablet? Are there any other kinds of technology or electronic devices that you use regularly at work?
- A3.** You also mentioned before that ____ [hobbies] ____; tell me more about that. What else do you do for entertainment or to pass time when you're not at [work / school]? Do you have any other hobbies or personal interests? Tell me more about that... What have you done the last few weekends?
- A4.** Do you use your computer / phone / tablet for anything related to your hobbies or interests? What about reading about ____ [hobbies] ____? Do you ever read or contribute to any blogs or online forums? What about in the last few weeks?
- A5.** How often do you watch TV? Do you use your computer for watching TV or movies? Tell me more about that...
- A6.** What's a typical [weekend / day off] like for you? What about the last few [weekends / days off]?
- A7.** What about the future? Do you have any long-term plans or goals? Tell me more about that...

Desktop / Laptop Overview*20 minutes*

Objective: Get an in-person look at how, where, and why they use their computer(s).

Now let's talk a bit more about how you use your computer(s).

- B1.** In our first discussion over the phone you mentioned you have ____[computer(s)]____. Do you have that here today? Let's take a look.
- B2.** What kind of internet connection do you have?
- B3.** Where is the primary place you use your computer? Where else do you ever use it?
- B4.** Do you share this computer with anyone? [Who do you share it with? How do you manage the fact that you share the computer? Do you have different logins for the computer? What about things like email? Is this ever a problem? Tell me more about that...]
- B5.** Now I'd like you to walk me through some of the things you use your computer for most common: any programs, your web browser, homepage, any websites, etc. I'm hoping to get an overview of the different things you use your computer for and how you go about these things.
 - o *Programs, homepage, bookmarks, etc.*
- B6.** I know you mentioned ____[diary feedback]____ in one of your emails. Can you walk me through what you were doing and show me how this went?
 - o *Specific items from diary feedback.*
- B7.** Are you a multi-tasker, or do you usually do one thing at a time?
- B8.** [Now, what about you computer at work – how do you use that computer that's similar or different? Do you do any of the same things? How about bookmarks, do you have the same pages bookmarked? Do you use any of the same programs? Do you ever work from home? Do you have to transfer files back and forth? How do you do this? Do you ever use your work computer for personal reasons? Tell me more about that.]

Using Wikipedia on the Computer

10 minutes

Objective: Observe how they arrive at, navigate, and use Wikipedia on their computer. Discuss motivators and pain points.

Next I'd like to focus specifically on Wikipedia.

- C1.** When it comes to using Wikipedia, you mentioned you often use it for ____ [use cases] _____. Can you walk me through, on your computer, how you would usually look for ____ [information] ____? Talk me through the pages and parts that you usually use or reference.
- *Discuss searching via search engine vs. Wikipedia.*
 - *Discuss likes / dislikes for various pages and elements.*
 - *Discuss photos, search, links, etc.*
- C2.** Is there anything you like or dislike about using Wikipedia on the computer? Tell me more about that...
- C3.** [You also mentioned you use the ____ [other language] ____ version of Wikipedia. Walk me through how you normally do that.]

Mobile Device Overview

15 minutes

Objective: Get an in-person look at how, where, and why they use their mobile device(s).

Now let's also look at your [tablet / phone / iPod].

- D1. First, walk me through how your [phone] is set-up and how you use it. Maybe you can describe this to me as if you were teaching me to use it to do the things you normally do.
 - o *Home screen, internet, apps, etc.*

- D2. You mentioned in one of your emails that ___[diary feedback]___. Perhaps you can show me what you were doing and what you liked about that, or anything you didn't like or found difficult.
 - o *Probe on specifics from diary feedback.*

- D3. Is there anything else, other than what we just discussed, that you find difficult to do on your [phone]? Show me what you mean...

- D4. [Do you have any favorite apps that you've downloaded? Let's take a look. What do you particularly like about this app?]

- D5. [How did you find out about ___[app]___? Do you ever just go and browse for apps to download?]

- D6. I also wanted to ask you about when you first got your [phone] – what made you choose this [phone]? Were there any other factors that you considered? Were you deciding between this and something else? What were the pros and cons of each?

- D7. Have you been surprised by anything about your [phone] – good, bad, or otherwise?

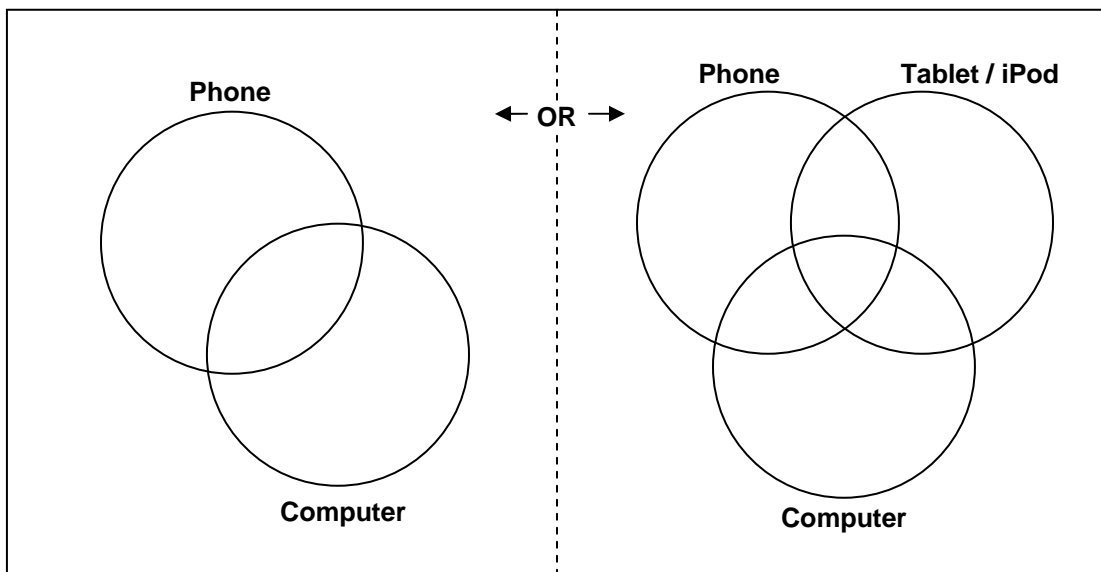
- D8. What about the carrier – how long have you been with ___[carrier]___? What made you choose ___[carrier]___? Is there anything you like or dislike about ___[carrier]___? Are you planning to stay with your current carrier, or are you considering switching in the future? Why?

Mobile Device Comparison

15 minutes

Objective: Compare and contrast mobile device usage (phone, tablet, iPod) vs. computer.

- E1. Thinking about an average day or week, how much do you use your phone [vs. your tablet / iPod] vs. your computer?
- E2. Next I'd have a short exercise for you – I'd like you to note the different types of activities or tasks that you perform on your computer [vs. your tablet / iPod] vs. your computer. Feel free to list general things as well as specific websites or apps.



Worksheet will be printed full-page.

- E3. [For computer-only activities:] What do you like about using your computer for ___[activity]___? What about ___[activity]___ makes it something you only use your computer for? Is this something that is possible on your phone? Have you ever tried to do this on your phone? What was this like?
- E4. [For phone-only activities:] What do you like about using your phone for ___[activity]___? What about ___[activity]___ makes it something you only use your phone for? Can you show me on your phone how you usually ___[activity]___?
- E5. [For tablet/iPod-only activities:] What do you like about using your [tablet / iPod] for ___[activity]___? What about ___[activity]___ makes it something you only use your [tablet / iPod] for? Can you show me on your [tablet / iPod] how you usually ___[activity]___?
- E6. [For mixed activities:] How do you ___[activity]___ on your phone? Can you show me on your phone how you usually ___[activity]___? [What about on your iPod / tablet?] Can you show me on your [tablet / iPod] how you usually ___[activity]___?

- E7.** *[For mixed activities:]* What's different about ____[activity]____ on your phone [vs. your iPod / tablet] vs. your computer? Do you prefer one over the other(s)? Why?
- E8.** *[For mixed activities:]* When do you typically use your phone [vs. your iPod / tablet] vs. your computer? Are there any times that you're at home or close to you computer but choose to use your phone instead? What kinds of things would this be for? Can you show me an example?
- E9.** [What would you say the iPod / tablet best suited for? Overall, how does the iPod / tablet fit in to your life or how you do things?]

Using Wikipedia on Mobile Devices

15 minutes

Objective: Observe how they arrive at, navigate, and use Wikipedia on their mobile device(s). Discuss motivators and pain points and how this is similar to / different from the computer.

Now let's look at how you have used Wikipedia on your phone.

- F1.** You mentioned you typically use ____[app/site/bookmark]____ on your [phone]. Can you walk me through, on your phone this time, how you would usually look for ____[information]____? Talk me through the screens and parts that you usually use or reference.
- o *Probe on search methods.*
 - o *Discuss app vs. web if relevant*
 - o *Probe on app-specific motivators and hurdles if relevant.*
- F2.** [Do you remember when you downloaded the Wikipedia app? How did you know about it?]
- F3.** How is this different from how you use Wikipedia on the computer? Is there anything you like or dislike about using Wikipedia on your [phone] vs. the computer? Tell me more about that...
- F4.** You mentioned in your email feedback that you go to Wikipedia on your [phone] for things like ____[feedback use cases]____. What prompted you to use your [phone] in these cases? Could you have also used your computer in this case? Why did you decide to use your [phone]?
- F5.** Did you encounter anything that was frustrating during the study using Wikipedia on your [phone]?
- F6.** [Do you ever use the ____[other language]____ version of Wikipedia on your [phone]? Walk me through how you normally do that. How is this similar to of different from on the computer?]

Editing Wikipedia: Computer and Mobile

30 – 45 minutes

Objective: Discuss their involvement with Wikipedia and current habits. Probe on mobile use cases and wants.

G1. *[Non-editors:] Do you have an account or do you ever sign-in to Wikipedia? [When did you sign-up for an account? When do you sign-in?]*

G2. *Have you ever thought about editing or adding something on Wikipedia? What was it? Was there anything that prevented you from doing so? Do you have any interest in doing this in the future? What might make you more likely to edit or contribute something to Wikipedia? Is there anything that would make you hesitant or less likely?*

G3. *What about other sites or online communities – do you do you ever read or participate in any online forums, message boards, blogs or other sites? Tell me more about that...*

G4. *Do you ever access any of these sites from your mobile phone? If yes, how do you access them? What do you do? What, if anything, do you like about this on your phone? What, if anything, do you not like?*

Now let's talk about how you edit or contribute to Wikipedia.

G5. You mentioned during our first call that you typically ____[editing behavior]____. How do you think about your relationship to Wikipedia as whole? What would you say is the primary reason for your involvement in Wikipedia? Is this different from other editors, authors, contributors, or admins? How so? Has this changed over time?

G6. What is your impression of how the organization works? Who is in charge? What are the different roles? Where do you fit in?

G7. What, if anything, do you find rewarding about being involved in Wikipedia? Is there anything that would make it more rewarding? Tell me more about that...

G8. In your opinion, what must an editor do well?

G9. How do you evaluate standards?

G10. How, if at all, do you see your involvement in Wikipedia changing in the future?

G11. Over the past few weeks, can you give me a summary of the different ways you've contributed to Wikipedia?

G12. Where were you when you ____[edited / contributed / reviewed]____ most of the time? Did you do this anywhere else?

- G13.** What prompted you to make these contributions – in other words, was it something specific or part of your normal routine?
- G14.** Were there any occasions that your phone [or tablet] were involved in this process? Did you contribute in any way from your mobile [or tablet]? If this was possible, do you think you would have?
- G15.** What would you want to be able to do from your phone [or tablet] in relation to editing or contributing to Wikipedia? Are there certain things you would not want to do from your phone [or tablet]? [Is there a difference between your phone and tablet?]
- G16.** Where do you typically get your information? Has this changed over time?
- G17.** Do you ever look at or edit Wikipedia in other languages?
- G18.** What can you tell me about the people that read Wikipedia? Who are they? Why do they use Wikipedia? What kinds of information are they after? Do you have these people in mind when you are editing or contributing to Wikipedia? Or do you have other goals?
- G19.** What do you think is most, and least important:
- Language
 - Readability
 - Organization
 - References
 - Breadth or depth of articles
 - Audiovisual aids

Wrap-Up*5 minutes*

Objective: Discuss any remaining feedback or questions.

- H1.** Are there any other likes or dislikes about Wikipedia that you want to share? Any questions you'd like to ask?

- H2.** What about your mobile phone [or tablet] in general – are there any other things you wanted to talk about but didn't get the chance?

- H3.** If you could tell the people working on Wikipedia for the mobile phone one thing, what would it be?

- H4.** Finally, is there anything that I should have asked you that I didn't? What would that be, and how would you answer it?