

Generic Information Ground Interview/Survey Instrument

Interviewee Code:

Date:

Length of Interview:

Place of Interview:

Interviewer:

Hi! My name is _____. I'm from the Information School at the University of Washington. I'm asking people how they share information and socialize here at this place. I have few questions that will take about 5-10 minutes. All questions are optional. Would you like to participate?

1. How long have you been coming here?

2. How did you learn about this place?

3. How often do you come here?

(Daily) (2-3x/week) (Weekly) (2-3x/month) (Monthly) (2-6x/year) (Yearly)

4. What times of day do you come here? Morning - Afternoon - Evening - Late night

5. Do you come early?

6. Do you stay late?

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

8. Do you have food and beverages here?

9. What do you do each time you come here (role)?

10. Does your family come with you? If yes, how old are they? What is their gender?

11. Does anyone else come with you? What is your relationship? Age? Gender?
How long have you known them?

12. Can anyone come here, i.e., is it "open" to anyone? Yes No

If "no," what are the special criteria that make it closed membership?

13. How many people are usually here? 2-5 6-10 11-15 16-20 21-25 26-50 51-99 100+

14. How well do you know the people here?

% You don't recognize — % You recognize but don't know names — % You know first names —
% You know well

15. What do you have in common with the people here?

16. Do you see or interact with any of these same people, other than the ones you came with, in other settings? No Yes--where:

17. Do you talk with them by telephone?

18. Do you talk with them online - email - chat - instant messaging (IM)?

19. 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]

20. 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

21. 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) Print material
- 7) Sermon
- 8) Media
- 9) Other

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

23. What kinds of everyday information are interested in encountering here?

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

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

25. Is the information you encounter mostly trivial or good for making important or big decisions?
Trivial Big Decision Both Small Decision Other:
26. What would make it easier for you and others to share useful information at this place?
27. What are the drawbacks to getting information at this place?
28. How important is this place as a means to get help for information about everyday life?
Most important Somewhat important Not very important Not important
29. What is your next best place for information?
30. Is there anything you'd like to add about what you've just told me?
31. Gender
32. Age

THANK YOU!