

Interview Guide [DRAFT]

Data Inspection Method

Created by the AIUX Team @ CA Technologies, a Broadcom Company

Introductory Questions

To begin this interview, I would like to ask you several questions about your background and role on the team and in the company.

1. Please tell me about your professional background.
2. What is your current role?
3. Please describe for me the key responsibilities in your current role.
4. Tell me about your team overall. In particular, I am interested in understanding two things:
 - a. What is your team's role in the company?
 - b. How do you accomplish that role together?

Data Questions

For the next phase of this interview, I would like to understand the information you need to successfully fulfill your key responsibilities.

1. Think about the responsibilities you described for me earlier in this interview. For each responsibility, I would like to understand:
 - What information do you need?
 - How do you get that information?
 - [If not mentioned] Do you have to perform any analysis of this information?
 - How does that information help you perform that responsibility?
 - What are the more difficult aspects of the information to understand?
 - What are the easiest aspects of the information to understand?
2. Thinking about the information you used, I would like to discuss the following things:
 - Who do you communicate with about the information you use?
 - What are the most important aspects of that information to communicate to others?
 - What is the value of the interactions around this information for you?
3. Think about the amount of information you receive in a day. How would you rate that amount of information?

Too much		Just the right amount		Not enough
1	2	3	4	5

Wrap up Questions

Finally, I would like for you to reflect on the quality of certain aspects of your work environment related to your interactions with information.

1. What works well for accessing the information you need to do your job?
2. What could be improved about how you access the information you need to do your job?
 - a. Are there any points where you consistently encounter trouble when accessing information?
 - b. [For each incident mentioned] How would you rate the issue's severity?

Very mild				Very severe
1	2	3	4	5

3. What works well about how you and your teammates communicate about critical information?
4. What improvements could be made around how you and your teammates communicate about critical information?
 - a. Are there any consistent miscommunications, or failures to communicate, about that information?
 - b. [For each incident mentioned] How would you rate the issue's severity?

Very mild				Very severe
1	2	3	4	5

c. Overall, how would you rate the quality of communication about critical information on your team?

Very poor				Very good
1	2	3	4	5

About This Guide

The Data Inspection Method is a custom ethno-method developed to understand how teams organize around information, interact with it, and communicate it. The interview questions laid out in the first several pages focus on understanding the context of information acquisition, use, and communication. All of the information gathered via this methodology is unique to the customer's organization, meaning that it should not be mixed across companies. Furthermore, even among various sites in the same organization, it might be necessary to differentiate among sites in order to allow for an accurate analysis.

Recommended Interview Setup

- 1:1 sessions conducted either remotely or in-person.
 - In-person can make artifact collection easier, but is dependent upon the customer.
- Expected length of 60 minutes.
- Performed before completing the data evaluation guide (negotiable).
- At least one notetaker and/or ability to record the interview audio.
- Interviewers should feel free to add probes where necessary, but must document them.

Analysis

The Data Inspection Method should be analyzed via a deductive content analysis. The themes (high-level categories) for the deductive content analysis are:

- **Data acquisition**- how the interviewee accesses and gains control of the information they need.
- **Data consumption**- what the interviewee does with information in order to use it in their tasks.
- **Data application**- how information is applied per task.
- **Data sharing**- how the interviewee shares information with others.

Within each of these categories, researchers are free to create any subcategories relevant to their project. Counts per category and any subcategories should be tallied, and percentage of subcategories per category should be calculated. All rating scale data should be summarized

using the appropriate descriptive statistics for the number of study participants and if possible, examined for how it relates to some of the categories and/or subcategories identified in the study.