Interview Protocol

This is not a script. Although it reads linearly, this should be used as a guidance tool that allows for flexibility. Questions won’t necessarily get asked in the same order or with the same wording.

**Introductions**

Thanks for meeting with me today. My name is [name], and I’m a student at the University of Washington, studying Informatics and working with a team on our capstone project for graduation.

**Purpose of interview**

Currently we’re in the exploratory stage of our project, trying to gain better insight into how people get information about the coronavirus, and how those mediums are chosen. What we learn from you will help us focus our topic and better inform our ensuing product creation.

**What to expect**

We’d like to spend some time today to learn more about your experiences and processes on obtaining information about the coronavirus. I want to assure you that there are no right or wrong answers; we’re simply trying to gain an understanding of your personal experiences.

Today’s session will last about 15 minutes – is that okay for you? [*Check for time constraints*]

**Consent and permission to record**

Your participation today is entirely voluntary, so please don’t feel pressured to discuss or disclose anything you don’t feel comfortable sharing. If at any point you would like to take a break, move on, or withdraw, let me know.

If possible, I would like to audio record today’s conversation to help with note taking. Your personal information may be kept confidential if you please. Would this be okay? [*Note responses and turn on audio recorder if approved*]

**Theme 1: General Awareness Level**

*Understand what level of awareness the respondent has in regards to the coronavirus. Are they updating their information bank every day? Week? Month?*

1. How often are you getting new information about the coronavirus?
   1. What is this information? (Ex. Statistics on infection numbers, best practices?)
   2. Are you seeking this information out?
2. How closely are you following the guidelines from the information that you get about the coronavirus?

**Theme 2: Information Sources**

*Understand where the respondent gets most of their information. Do they get it from the news on the TV, or do they get it from social media? If they get it from TV, or online articles, what specific channels do they visit to get this information? Why do they choose these ways to get this info?*

1. For most of the information that you know about the coronavirus, where do you get that information?
   1. If online articles or TV, ask about the specific sources
      1. What news stations?
      2. What websites?
      3. Do you trust these sources?
      4. What makes you feel that they’re trustworthy?
   2. If social media, ask about which forms of social media
      1. Depending on which form of social media, ask about how they decide what to listen to vs drown out
      2. Information only from doctors?
      3. Trust the people you follow to give good information?
      4. What makes you deem a piece of information you find on social media trustworthy?
2. Do you have any other places where you get information?
   1. See above
3. Of the places that you get information, which do you trust the most?
   1. What makes you trust that place the most?
   2. How does this source do a good job at spreading information?
4. Do you use any sources of information that were specifically made for the coronavirus? (ncov.live would be an example of this. Things like Twitter, or local news would NOT be an example of this, as they existed before the coronavirus)
   1. If yes, how did you learn about this?
   2. If not, have you heard about any services like these?

**Theme 2: Types of Information**

*Understand what kinds of information that the respondent is getting, and what kinds of information they feel underserved on. Maybe they get a ton of information on best practices for people that are healthy, but don’t feel that they get information on what to do if they get sick?*

1. What types of information about the coronavirus is most important to you?
   1. Ex. Vaccine Updates? Best Practices? Symptom List? Testing Information?
2. Of the information source you previously mentioned [state their source for reference], what kind of information does that source focus on?
3. What kind of information do you want to know about the coronavirus that the sources do NOT do a good job at providing for you?
   1. Have you done any additional research to find this information?
      1. If yes, can you tell me about what that process looked like?
      2. If not, is there a particular reason that you haven’t dug any deeper for this information?

**Wrapping up**

*Allow the respondent to make final comments or ask questions.*

1. Is there anything else you would like to share with me today?
2. How are you doing during this time? I know it’s been a trying period for our community, so I hope you are doing well and staying safe.
3. Do you have any final questions?

**Conclusion and debrief**

That’s all the questions I had for today, thank you so much for taking the time to talk with me. You have been a great help for my team by doing this. I can’t wait to share where our project takes us with you. If you remember something later you want to communicate with me, or want to reach out for any reason, please reach out to me through my email or phone number.