

Interviewer Guidelines: Everyday Science & Technology Learning

Who Should Collect Data?

All individuals interested in learning more about how the public informs themselves with science and technology are encouraged to help with this project. The only requirement is an interest in the public's learning, a little time, patience and the willingness to LISTEN rather than talk.

Who Should Data Be Collected From?

This investigation is designed to survey a broad cross-section of citizens including individuals who have a strong interest in science and technology (including professionals) as well as those who have only a modest interest. We also want to sample individuals from all sectors of society – rich and poor, urban and rural, males and females, young (18 years and up) and old, individuals of every race, religion and ethnicity.

We encourage you to interview several people (shoot for a minimum of 3 to 5), trying as best you can to cover the kind of diversity we have indicated above (if for example, you live in a city, by all means focus on city people, but try to include individuals from all walks of life). Talk to both science geeks and non-geeks. It's okay to talk to friends or family, in fact we encourage you to do this, just try to talk a range of people. Be sure to assure people that they are not required to do this and can in fact stop at any time during the conversation; that their identity will never be revealed; and that they will not receive any direct benefit from participating.

How Should Data Be Collected and Recorded?

These interviews will take 15-20 minutes to complete so find a time and quiet place where you and the person you're interviewing can be relaxed and have thorough, uninterrupted conversation. Encourage people to give long and detailed answers rather than yes or no answers. Don't be afraid to say, "this is great, can you tell me more about ... " Use our questions as a way to begin a conversation about the person's interests in science and technology and how they pursue those interests. Think deep, long and rich!

We've found that biggest stumbling block will be the first question. Truly, everyone has some area of science or technology they know something about. We're taking a broad perspective on what constitutes science and technology. Examples of science and technology knowledge can be in areas like gardening, automobile engine repair, knowing about an illness or environmental issue or being very familiar with a particular natural area. Help your interviewee find that area of understanding and interest.

We've found that the best way to record the data is to talk, take notes and immediately after the interview type everything up. Enter directly or by cutting and pasting into our online data base at: https://www.surveymonkey.com/s.aspx?sm=1CdiilJHRRt1XGyOR7_2bHA_3d_3d You'll see the site allows you to record answers of any length. We really look forward to hearing all of the answers people give, so write down everything folks said – exact quotes are desired but not essential. Ultimately, most important are the stories of science and technology that people have to tell, no matter how they are recorded.

You'll also see there's an area for you to record some information about yourself and any other information about the person you interviewed you can share with us. Please be sure to provide us with this data too.

When Should I Have My Data Collected By?

We will be accepting data continuously throughout the Fall 2009 and into the Winter of 2010. However we would encourage you to get your data submitted by no later than **7 January 2010**.

When Will I See The Results?

We will try and keep an on-going record of results on the CAISE website www.insci.org so that at least some basic information about the project will always be available. Our goal is to have a preliminary summary of data completed by end of February 2010 and a more formalized report by end of 2010.