

Visitor Studies 201
Interviewing Visitors

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Getting Started

Ask yourself/ Ask the team

- What are your goals?
- What do you believe?
- Who is going to use the results?

Writing Questions

- Put yourself in the respondents' shoes.
- Different audiences may need different instruments.
- It is better to do several small studies than one large one.
- Give yourself time to pilot the instrument.

Writing Questions

- Short, unambiguous, and easy to understand.
- Watch for “and/or” and “if/then.”
- Write a mix of closed- and open-ended.
- Order makes a difference.

Sampling

- Probability sampling: there is a possibility for each person in a target audience to be selected. (more expensive, more reliable)
- Nonprobability sampling: methods target specific individuals. (less expensive, less reliable)

You cannot use nonprobability sampling to infer from the sample to the general population.

Probability Sampling

- Simple random
- Systematic selection procedure
- Stratified
- Cluster
- Multistage

Non Probability Sampling

- Purposive
- Volunteer
- Haphazard
- Quota

Most prefer probability sampling methods.

Interviewing

- Be a listener (or record the interview).
- The power of the pause.
- Must follow the order.
- You are not imposing.
- You are not the expert.

Interviewing

Group versus Individual

- Selecting respondent.
- Provide distractions.
- Location, location, location.

Opportunities

- Very direct way to reach your audience.
- Ideal method for large sample size.
- Good technique for reliable sample.
- With the right sample size, results can be generalized.
- Can combine quantitative and qualitative.
- Adapts to most contexts and stages of evaluation and research.

Challenges

- Good questions are difficult to write.
- Questions are not always understood as intended.
- Test in advance.
- May not work well in all situations.
- If target audience is diverse you may need multiple versions.
- Interviewing requires training.