

You will work in pairs to practice think-aloud testing, which is a type of interview used to pre-test and improve a survey.

To begin this activity, you are the researcher. Your partner (Participant 2) is the interview participant. You will read the script below and take notes on what your partner says. Your partner will participate as if completing a real think-aloud testing interview. If time allows, you will then switch roles.

Read the following instructions to your partner:

Thank you for participating in this interview today. The purpose of this interview is to test a survey that we are developing to gather input to help plan an online library conference. I am going to ask you to answer some survey questions and, at the same, time to “think” out loud as you answer each question. To do that, you will simply tell me what you are thinking about. This will help us make the questions clearer and improve the answer choices that are listed.

Before we begin, let’s try a practice question. The practice question is on the top of page 2 of your handout. As you answer this question, tell me what you are seeing and thinking about. The goal is for you to speak continually as you think about and answer the question.

Question: “Think about the place where you live. How many windows are there?”

Remain quiet as your partner describes what they are seeing and thinking about. Each time they pause, say, “Tell me what you are thinking.” Your goal is to remind them to speak continually as they answer the practice question. When they finish, begin testing the survey questions by saying:

Thank you very much. That was exactly what you will be doing for the next part of the interview. Please look at the survey questions we are testing, which are on page 3. Please read each survey question and select your answer for each question. As you do that, tell me what you are thinking. Just like with the practice questions, the goal is for you to speak continually as you take the survey.

The survey questions are on the next page. Remain quiet as your partner describes what they are thinking about and answers the survey questions. Each time the testing participant pauses, say, “Tell me what you are thinking.”

1. How many online conferences have you attended in 2020?

_____ conferences

2. How important is it for you to be able to ask questions of the presenters during a conference?

- Extremely important
- Very important
- Somewhat important
- Not very important
- Not important at all

3. How important is it for you to have networking time or the opportunity to chat with other attendees during a conference?

- Extremely important
- Very important
- Somewhat important
- Not very important
- Not important at all

4. Do you prefer asynchronous or synchronous online conferences?

- Asynchronous
- Synchronous

When your partner finishes the survey questions, say:

Thank you very much. That was very helpful. Now I'd like to you look back over the survey questions. Which questions, if any, were difficult to answer?

When your partner identifies a question that were difficult to answer, ask:

What made it difficult to answer?

When your partner is finished identifying questions that was difficult to answer, say:

Thank you. Is there anything else you'd like to say about these survey questions before we finish?

When your partner has offered any final input, thank them and conclude the interview. If time allows, you will now switch roles. Proceed to the next page.

You are now the interview participant. Your partner (Participant 2) is the researcher. Your partner will read instructions and ask you to think aloud while reading and answering survey questions. You should answer the questions as if participating in a real think-aloud testing interview.

Wait for instructions from your partner.

How much time did you spend on your cell phone yesterday?

1. Which types of devices have you used to access an online conference in 2020? Check all that apply.

- Desktop computer
- Laptop
- Tablet
- Phone

2. How likely are you to visit vendors during a conference?

- Extremely likely
- Very likely
- Somewhat likely
- Not very likely
- Not likely at all

3. How important is it for you to have access to recordings of conference sessions following an online conference?

- Extremely important
- Very important
- Somewhat important
- Not very important
- Not important at all

4. How much are you willing to pay to attend an online conference?

_____ Dollars