

Reading Ahead Interview Guide

Introduction

1. We'd like to talk with you today about reading. We have lots of questions to ask you, and we're interested in hearing your stories and experiences.

Overview

2. Can you tell us a little about yourself—what you do, hobbies, etc.?
3. Can you tell me about a recent book you've read? Your favorite all-time book?
4. Why do you read?
5. What is your current reading like?
[Probe for different types of reading, locations, motivations, etc.]
6. Is your current reading typical for you? How so/how is it different?
7. Do you call yourself a "reader?" What does that mean to you?
[Look for their categories: could be frequency, importance, etc.]

If you were telling a new acquaintance about yourself, would you talk about reading? What else would you say about yourself?

Exploring Specifics (locations, subject matter, motivations, etc.)

8. You mentioned (follow up on specifics from overview). Is this always the same, or does it change? Why do you do it this way?
9. Have there been any special circumstances where you've done it differently? Why? How was that?
10. Has anything about the way you do this changed over time? How? Why?

Environment

11. What makes a good reading environment for you? What are the elements? What makes an environment not good?

Printed Book participants

12. Do you always read printed books/newspapers/magazines (as applicable)?
13. What do you like about printed books?
14. What do you dislike about printed books?
15. Have you tried any other ways of reading (for example, eBook Reader, iPhone, Audio books)? Why? Why not?

What was that like? Why?

[Probe on difference and similarities to reading printed material]

What are your thoughts about these devices?

eBook Reader participants

16. What's it like to read using your _____?
17. Are there any differences in what it's like to read using your _____ and reading printed books?
18. Is anything else different with the _____ than it was with printed books?
19. Are there things you can do with the _____ that you couldn't do when you were reading printed books?
20. Do you still read printed books? How do you decide when to read a printed book and when to use your _____?
21. What do you like about printed books?
22. What do you dislike about printed books?
23. What do you like about your _____?
24. What do you dislike about your _____?

Choosing Reading Material

25. How do you decide what to read? Has this changed? Do you anticipate it changing?
26. How, if at all, do bookstores play into your reading?
27. How, if at all, do libraries play into your reading?

The Future

28. Participatory design activity using simple artifacts:

- Book
- Device

“What could this be? What would you like it to have? To do? What would that make possible for you?”

29. If I had a company and I said I could create anything you wanted related to reading, what would you ask me to make you? What else?

[Riff on products, services, experiences, furniture, environments, etc.]

[As appropriate: Can you draw me a little picture of what that might be like?]

30. How do you see yourself in relation to reading in the next 5 years? What do you think will be different? The same? Why?

Wrapup

31. Is there anything we haven't talked about?

Thanks. PAY INCENTIVE

Other areas to explore:

- Social connectivity
- Education
- Green
- Family/kids
- Writing/publishing
- iPhone/other devices as reading devices