

Sunday (9/3)- Piedmont Park (Hope and Ru)

- **Target # People: 6 people**
- **Time: 11am-1pm**

Tuesday (9/5)- Trace (Darren, Lindsay, Rich)

- **Target # People: 6 people**
- **Time: 5pm-7pm**

Interview Length: I think we could aim for a 15-20 minute interview but perhaps prioritize some questions that are most crucial, in case the dog owners have to leave early. And as Rich mentioned, I think we should definitely be open to staying longer if the dog owners talk a lot (versus cutting them off). We may learn something we didn't expect to learn if they talk a lot.

Interview Method: 2 interviewers per interview. We can ask the interviewee if they're comfortable with us recording on our cell phones. If not, we can take notes while they're interviewing (likely 1 of the 2 interviewers would take notes, so the other could focus more on the interview questions).

of Participants: "For qualitative studies, some researchers recommend that **12 participants are sufficient for discovering new themes**. On the other hand, other researchers suggest that thirty or more participants are needed for interviews seeking quantitative data." (Source: UYU, page 234)

Interview Location: Some interviews at Piedmont park, others closer to apartments (could interview some at Trace, where I (Lindsay) live and where there are a TON of dog owners). Conducting some interviews in/near apartments could capture some of the dog owners who may not have time to take their dogs to the park. Capturing those at the park may have more leisure time to devote to their dogs, so it would be good to conduct some interviews in both settings.

Note: Do a test recording before beginning!!

Hi / intro to human and dog(s)

Qualifiers/Intro

We're masters students at Georgia Tech doing some research about dog owners in Atlanta.

Screening

- 1) Do you have 15 minutes to answer a few questions? **[if not, end interview]**
- 2) For our research we're looking to study a particular group of dog owners, so we just have a few questions to confirm whether you fit this into group.
- 3) Is this your dog? **[If not, politely end the interview]**
- 4) Do you (and the dog) live in Atlanta (in the city)? **[If not, politely end interview]**
- 5) Are you currently working and/or studying full time? **[If not, politely end the interview]**

Recording

Do you mind if we record this conversation so that we can be sure to capture your thoughts accurately?

Great, thanks for confirming these questions. Now we'll move into the main part of the interview to learn more from you.

Key Messages

- 1) Are you the sole care-taker for the dog, or are there others caring for the dog too?
 - If there are others, who else?
- 2) How long have you had this dog?
 - See if new or experienced dog owner
 - Might the age of dog affect their experience
- 3) What are your main responsibilities/activities caring for your dog?
 - What are your daily routines?
 - How often do you have to do that?
 - [Any clarifying questions necessary] ...Can you tell me more about that activity?
- 4) Can you describe your experience owning a dog in Atlanta while working/studying full time?
 - What do you enjoy most?
 - What are your greatest struggles?
 - Have you ever met any new friends or significant others when you were with the dog?
 - If so, how did that happen?

- <<TBD additional follow-ups to clarify what they say, without trying to lead them to an answer>>
- 5) How much time do you spend with your dog per day?
 - Things you spend time with?
 - Is it manageable?
 - 6) Are there any services you use to help you take care of your dog?
 - If not, why? Did you consider any services and then decide against them?
 - If so, can you please describe the services?
 - 7) Are there any products you use to help you take care of your dog?
 - If not, why? Did you consider any products and then decide against them?
 - If so, can you please describe the products?
 - 8) Was there a time that your dog was in danger (lost, stolen, beaten, etc.)?
 - How was that situation handled?
 - Who helped you during this situation?
 - 9) Can you recall any time when your dog behaved badly that it caused trouble for you or others?

Summary

- 10) Considering everything we've talked about today, what is most important to you?

Wrap-Up

- 11) Is there anything we didn't talk about today that you'd like us to know?
- 12) Great, and if you don't mind sharing, what is your name?

Closing: Thank you so much for your valuable feedback! As mentioned, we're working on this as part of a class at Georgia Tech. This is completely up to you and optional, but would you mind if we take a photo of you and your dog so that we could potentially use it to tell the story of our research? [If so, have them sign the media release and take a photo]

Consent Form

We enjoyed getting to know you and your dog(s)! Please take a moment to answer a few final questions:

1. Do we have your permission to use the information you provided in our study?

Please circle Yes or No

Yes

No

2. Do we have your permission to take and use a photo of you and your dog(s) in our study?

Please circle Yes or No

Yes

No

3. Can we contact you in case of any follow-up questions?

Please circle Yes or No and provide details if "Yes"

Yes

Name: _____

Preferred Contact Info: _____

No

4. Finally, would you like to recommend any other city-dwelling dog owners for us to contact?

Please circle Yes or No and provide details if "Yes"

Yes

Contact Info (email, if possible) 1: _____

Contact Info (email, if possible) 2: _____

Contact Info (email, if possible) 3: _____

No

Your Signature: _____



Interview Notes

Interviewers: _____

Interview Location: _____

Participant Description (demographics, other info):

Highlights (Pay attention to all answers to questions):