

Attachment E: Moderator Guide

Discussion guide

I. Introduction (5 minutes)

Hello, welcome and thank you for joining us today. [Moderator introduces herself and any other colleagues attending]. Today we'll be talking about your experience taking surveys and your thoughts on using a smartphone app to take surveys. In particular, we're interested in getting your thoughts on how best to redesign the Survey of Doctorate Recipients or SDR. We will tell you more about that survey later in the session.

This session will have three parts. The format of the first part is a focus group. If you've never done one of these before, I have a set of questions I'd like to open up to discussion, but there's no formal method for answering. I encourage everyone to share their thoughts. My role is merely to facilitate the conversation; you all will be guiding it.

The second part will involve working in small groups. I will divide you into two groups and ask you to discuss ways of redesigning the survey I mentioned earlier. My colleague and I will each join a group to help with the discussion.

Finally, we will get together and discuss the plans that you came up with. There are no right or wrong answers, and we encourage everyone to share their thoughts.

I'll be recording the session today, but I want to assure you that whatever that is being shared in this Zoom session stays with us, and anything we use from this conversation today to develop resources or publications will not be attributed to any individual.

This session is scheduled to last approximately 90 minutes and we will take a 5-minute break halfway through the session.

Do you have any questions?

[Questions and answers]

[Moderator starts recording]

Great. To begin, I would like each of you to tell us a little about yourselves. Please tell us your name and where you are working or in what field you are working in right now... I am going to call people's names and you can unmute and introduce yourself very briefly.

II. Focus group (30 minutes)

(1) Now we are going to talk about your experience taking Web surveys. I'd like to hear whether you regularly respond to Web survey requests. For those who don't regularly respond to Web surveys, are there reasons why not?

Prompts: what kinds of Web surveys are you more or less likely to complete? How has your overall experience been with taking Web surveys? Do you generally prefer

to be invited to participate with mailed letters, emails, or text messages? In general, which device do you prefer to use to complete Web surveys? For those who have used their smartphone, I'd like to hear when and why you've use it. For those who haven't used their smartphone, are there reasons why not?

[Discussion]

(2) Now let's move on to your experience using smartphone apps in general. What features or functions do you expect a smartphone app to have?

Prompts: What makes you keep an app on your phone? Do you like notifications, and if so, what kind of notifications?

[Discussion]

(3) Now let's shift our conversation to using smartphone apps to administer survey questions. What are your thoughts on using an app on your phone to complete a survey?

Prompts: What features would you want the survey app to have? What would persuade you to download a survey app? If an incentive is provided for downloading the app, how much seems acceptable to you? What would make you keep a survey app on your phone? What would make you prefer using a smartphone app rather than a smartphone browser to access a survey?

[Discussion]

(4) We're interested in how we might use a smartphone app to improve people's experience with surveys. One idea is to divide a questionnaire into smaller parts and allow respondents to complete them at their convenience. What are your thoughts on this approach?

Prompts: How long would you want each part to be? How often would you want to be willing to answer a new part of the survey – monthly, weekly, daily – or at some other frequency? Would this be more convenient than completing the full questionnaire all at once? With this approach, would you prefer to be reminded to answer questions with email, text messages, or app notifications? If we are to offer an incentive, would you want a small incentive after each small section or a large incentive after completing all the sections?

[Discussion]

(5) Now I want to shift our conversation to focus to the survey I mentioned earlier, the Survey of Doctorate Recipients or SDR. I will share my screen and show a slide that contains information on this survey. After I describe it, I'd like to get your opinions and feedback on what you think of certain aspects of the survey. *[Moderator shares screen showing a slide with descriptions of current SDR design, including the study description, question topics, and sample question screenshots.]*

Now I'd like to hear what you think of this survey. Is there anything you particularly like or dislike?

Prompts: Do you think you would respond to this survey? What do you think about their approach for contacting people and sending reminders?

[Take a 5-minute break here] Thanks for the great feedback. Let's take a 5-minute break and come back at *[Time]*.

III. Group work (30 minutes)

Welcome back. Let's start the second part of our session. I will break you into two groups with three people in each group. We will join you to help with the discussion and keep time. You will have 25 minutes for this activity. Our task today is to come up with ideas for dividing the SDR into parts and administering those parts via a smartphone app. You will record your ideas using Google Jamboard. I will share the links to your Jamboard in the chat box. As you will see, the first board has the information about SDR that we just talked about. The second board to fifth board has tasks for you to complete. The first task is to determine how to break the questionnaire into small parts. The second task is to determine how frequently you would want to complete those parts. The final tasks are to sketch out your ideas for the survey app. Before we start, does anyone have questions?

[Moderator pastes links in the Zoom chat box before creating breakout rooms]

[Moderators join small groups to take notes and keep time]

IV. Debriefing (20 minutes)

[Participants and moderators join the main Zoom session]

Thanks so much for thinking through different design options and working on an actual implementation of the survey app. We're entering the final part of today's session. Now we are going to look at the Jamboards and have a group member discuss them with the full group.

[Moderator invites participants (one from each group) to go over their boards and talk about specific design considerations]

Now suppose we have to make decisions on the specific design parameters mentioned in the boards, let's talk about our favorite design elements. Group 1, what are some features that you like about Group 2's design?

Now I'll pose the same question to Group 2. What are some features that you like about Group 1's design?

Finally, is there anything else you wanted to talk about today that we didn't ask?

Thank you again for your valuable time today. We appreciate your contributions. Please feel free to share any comments or feedback if you think of any. We will email you the electronic Amazon gift card after this meeting. If you don't have other questions or comments, you can leave the meeting now. Thank you.