

Experiment Procedure

- The interview should be conducted by two interviewers involving one participant at a time.
- We will first ask the participant to sign a consent form, and brief the participant on the experiment that will follow.
- A camera will be set-up on a tripod, without a person behind the lens. This is a deliberate decision to minimize the awkwardness of introducing a camera to an experiment.
- The interviewer will follow the Introduction Script as closely as possible, in order to provide all the participants with a similar experience.
- The participants will be asked to complete a pre-questionnaire that will gauge demographic information, and more importantly previous knowledge about similar systems.
- A printed out sheet of tasks will be read aloud to the participants.
- Half of the subject pool will be asked to explore Reddit first, and the other half will be asked to explore our system first. This is done in order to avoid bias that may be introduced by having learned the tasks, considering identical tasks will be completed on both applications.
- Interviewer 1 will be observing and taking free-hand notes, and interviewer 2 will be filling out the coding sheet. We have decided to use 2 interviewer because we feel that a single interviewer may be unable to capture all the small details of the participants interaction with the system. We also understand that not all interviewers are alike, and some may be more capable of collecting useful data. We hope to minimize lost data by having two interviewers and recording video of the interaction.
- Next, the participant will be asked to explore the news feed in the first application for 30 seconds. The participant will then be asked to complete the first task. Which is to post a predetermine story to the system. This interaction will be timed, and an error rate will be determined.
- After a quick 1 minute break to regroup, the user will be asked to do the same task on the second system. A 30 second exploration period, followed by trying to post a predetermined article on the application.
- Finally the participant will be asked to complete a post-questionnaire. This questionnaire will determine general satisfaction levels according to the user experience honeycomb and any other feedback the participants have.
- Finally the participant will be debriefed.

Introduction Script

Today, you will be participating in an experiment that will be testing the performance of a system prototype against Reddit's mobile application. You will be asked to fill out a preliminary questionnaire for observers to obtain basic demographic information about yourself, and to determine your prior knowledge of the applications that will be used today. The questionnaire will be followed by a series of tasks that you will be asked to complete. The study will conclude with a follow-up questionnaire, which will survey your experience with the systems used today. We are going to give you a consent form to read and sign. Remember that your consent is voluntary and you may withdraw your consent at any time.

Tasks

1. Orientation task. The user will be asked to browse the news feed for 30 seconds.
2. Sharing task. The participant will be asked to share 3 news stories by posting them through the application. We will provide links to these new stories in a different app running on the same device (e.g., web browser), so the participant will have to copy those links to the app that is being tested.
3. Moderation task (only applies to our app). The user will be asked to navigate to the profile page and moderate 3 stories shared by other users.