

What to say before you start the interview

Say: "I am looking to understand more about your experience when choosing what to watch for the day. From the moment you started thinking about what to watch, through to your journey on choosing a program/movie/documentary/TV show and anything following on from there."

Say: "Generally I'm looking for any motivations and frustrations you might have had when deciding what to watch."

Say: "There are no right or wrong answers, I am just looking for insights. I will use your answers for my research and it will help me with my project so I'd appreciate it if you could give me as much information as possible."

Say: "The interview is going to be recorded, I just want to make sure you are ok with that. It will only be used for research purposes."

Say: "I am looking to map out what a typical journey might look and feel like so I will be asking you at each stage about your emotional state, or how you were feeling at that specific time, so try to remember back those specific moments."

Topic 1: General Questions

I want you to focus on your thoughts and actions before choosing a program/movie to watch so think back to when you wanted to watch a program.

1. How often do you watch something on TV/laptop/tablet/other devices?
2. What do you usually watch (movies/TV series/TV shows/documentaries, etc)?
3. What are the circumstances when you watch sth? Do you watch it alone/with friends?
4. When do you usually watch something (weekends/weekdays/lunch break)?
5. What's the duration of what you usually watch? Do you take breaks when you watch something?
6. What made you choose to watch a movie/TV series/TV show/documentary vs doing something else? Why did you make this choice?

Topic 2: Planning what to watch

1. Think back to when you were trying to plan/decide what you wanted to watch. Talk me through that process.
2. What was important for you to know before making the decision? What were the factors that made you decide and why? How long did it take you to decide what to watch? How were you feeling at this point?

Topic 3: Choosing what to watch

1. Talk me through your experience (journey) of actually choosing a movie. What were you using to look for what to watch (laptop/mobile/newspaper/magazine)? Did you visit specific sites?
2. What factors (if any) influenced the decision to choose this programme/movie?
3. What was your emotional state at this point? What were your expectations?

4. How did you find the process? Did you enjoy it?

Topic 4: Putting on the movie/program

1. Tell me about the time when you put the movie on to watch it. How were you feeling?
2. How did you watch the movie? At this point how were you feeling about your journey?
3. Talk me through what you did before starting the movie (preparation).
4. How much do you want to know about the movie (plot of the movie, trivia, awards) before you watch it? Was there anything you needed to know before watching the movie that you didn't already know?
5. Talk me through what you did while you were watching the movie.

Topic 5: After watching the movie / Post journey

1. Did you watch the movie in one go?
2. Did you watch the movie by yourself? When you watched the movie by yourself did you do anything else at the same time? (e.g. look in IMDB)
2. How did you feel after watching the movie?
3. How would you improve that journey of choice? What information was important to you and why?
4. Any general thoughts?