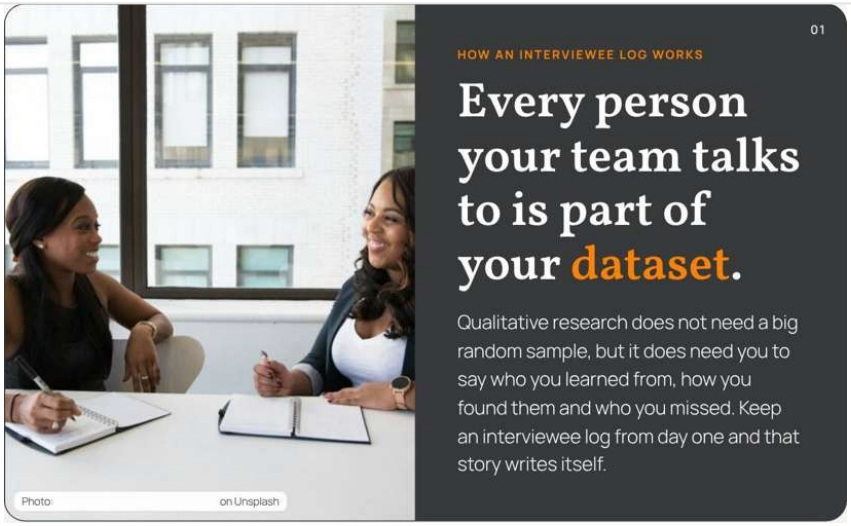
BUAD 497 · SLIDE NOTES

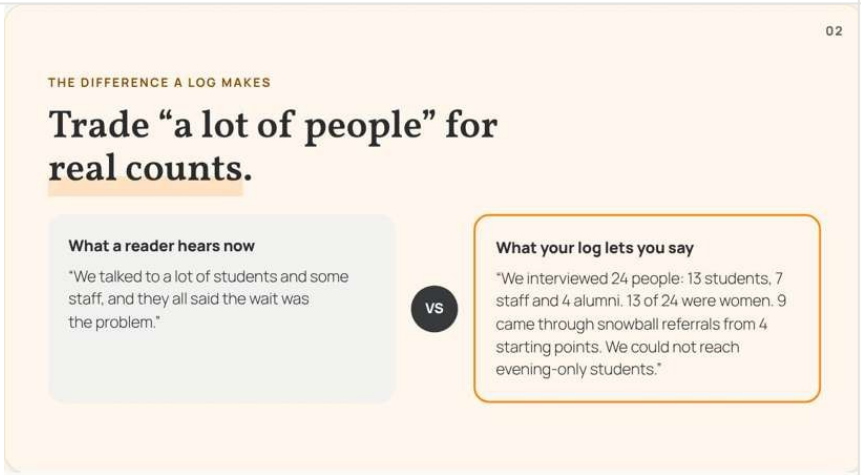
Who You Learned From: Your Interviewee Log and Sample

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-497/interviewee-log/



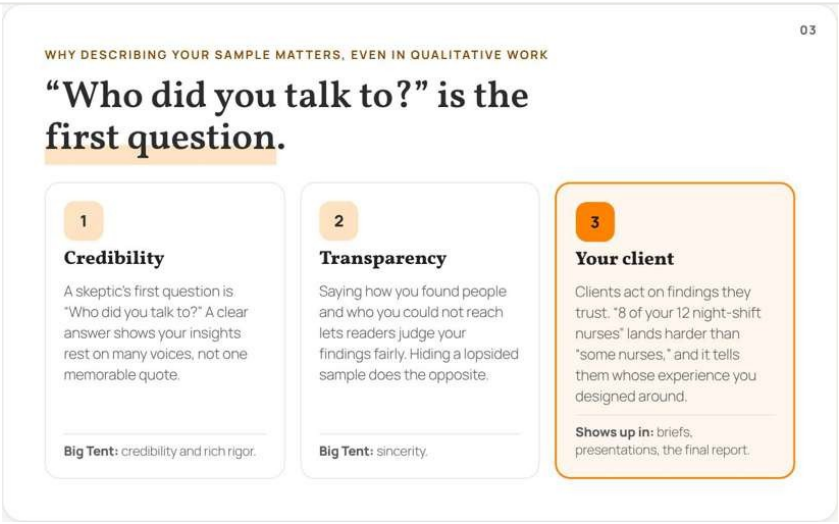
Slide 1

My notes



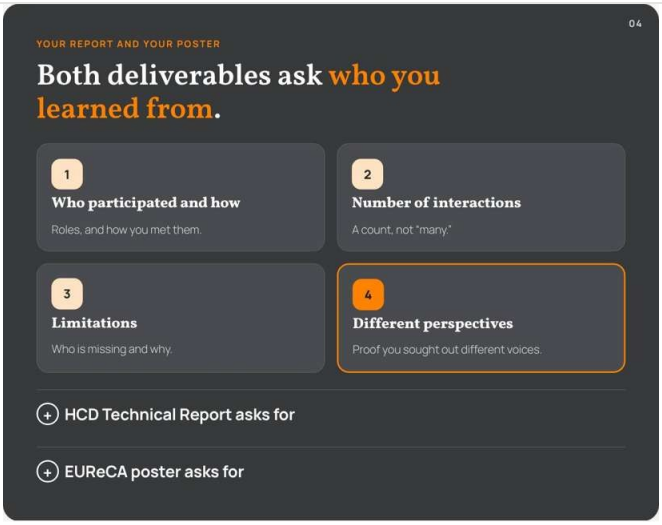
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My notes



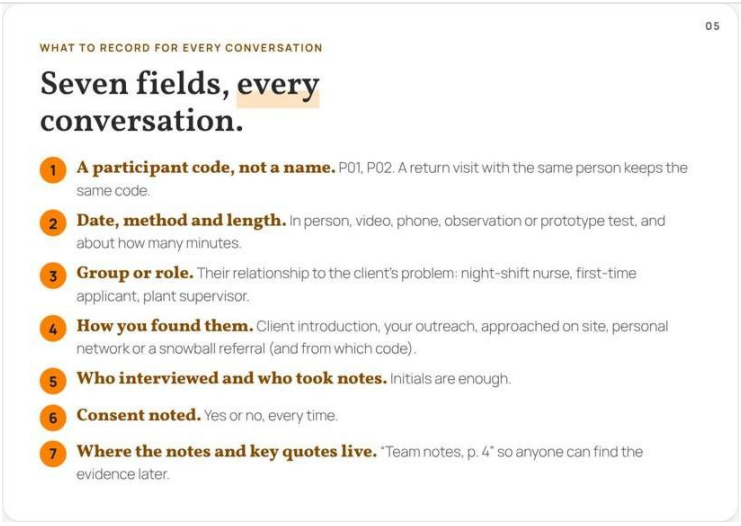
Slide 3

My notes



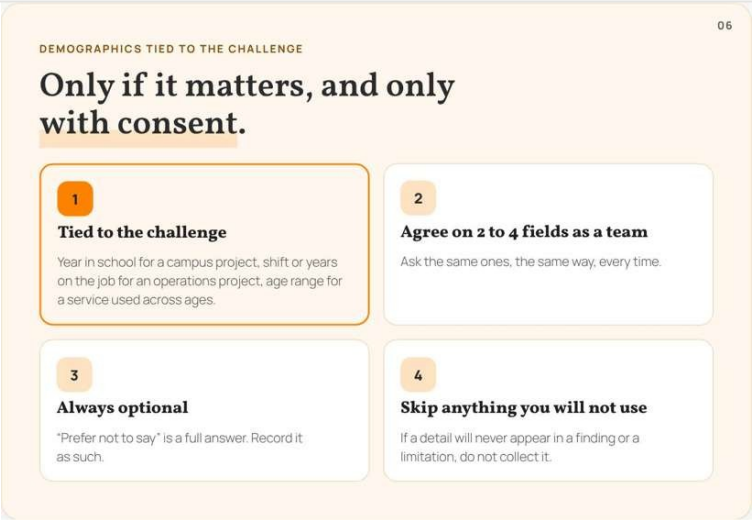
Slide 4

My notes



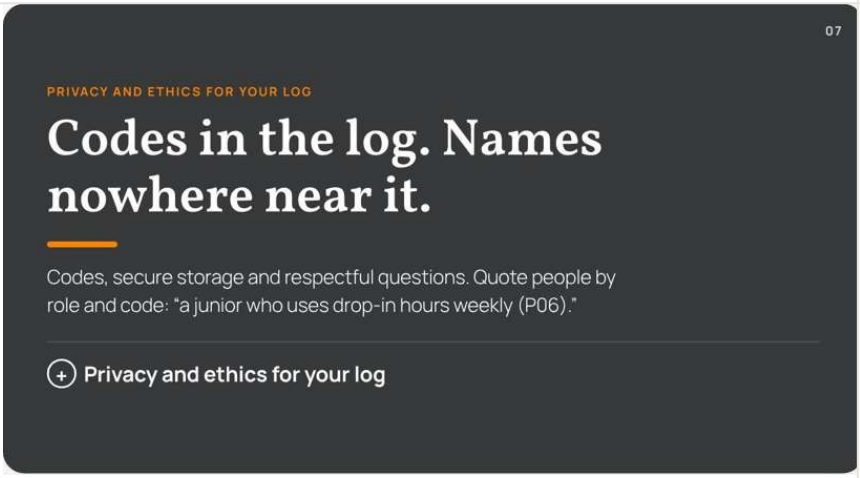
Slide 5

My notes



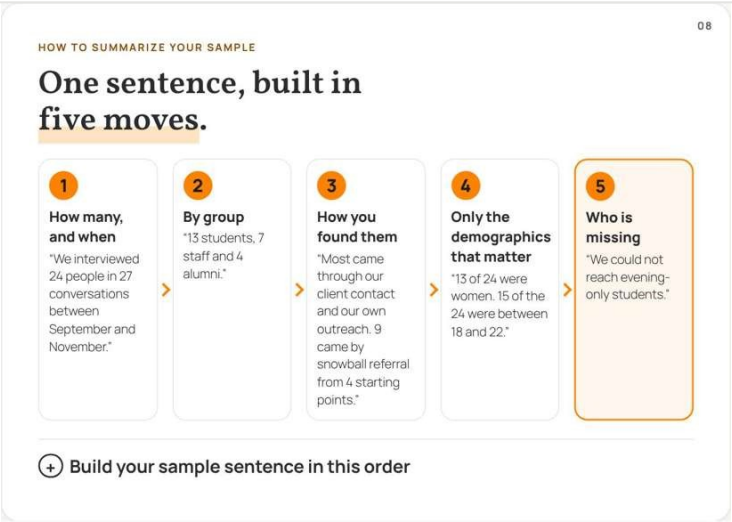
Slide 6

My notes



Slide 7

My notes



Slide 8

My notes

09

THE SMALL-NUMBERS TRAP

"63% of recruiters" can mean 5 people.

5 of 8

With 8 people, one person is 12.5 percentage points. "63% of recruiters" sounds like a survey, but it means 5 of 8, and one more conversation could swing it to 56% or 67%. Lead with the count.

⊕ Counts before percentages

⊕ Two more habits

Slide 9

My notes

10

PURPOSEFUL VS. CONVENIENCE SAMPLING

Choose people on purpose.

Convenience sampling

You talk to whoever is easy to reach: roommates, classmates, the first people in the hallway. Fine for practicing your guide. Risky as your main evidence.

Watch out: friends tend to share your background and your views, so your findings can echo your own assumptions.

VS

Purposeful sampling

You pick people on purpose because they can teach you something about the challenge: the groups who live with the problem, decide about it or work around it.

Looks like: "We need nurses from both shifts, a pharmacist and two family members."

Most real projects mix both. That is fine, as long as your log shows it and your report says so.

⊕ Where the term comes from

Slide 10

My notes

11

SNOWBALL SAMPLING: THE BIAS RISK AND HOW TO COUNTER IT

Referrals grow your sample. Seed several chains.

The bias risk

People refer people like themselves: same team, same friend group, same opinions. A long chain from one starting person can sound like a pattern when it is really one network talking.

VS

How to counter it

Seed several chains from different groups and places. Ask for someone who disagrees. Limit how many referrals you take from one person. Log who referred whom so you can see your chains.

⊕ What it is

⊕ How to ask for a referral

Slide 11

My notes

SATURATION, IN PLAIN TERMS

Stop when new talks stop adding new themes.

You are near saturation for a group when new conversations stop adding new themes: you can predict what the next person will say. Check it group by group, not for the whole sample.

⊕ A simple saturation test



My notes

Slide 12

EXTREMES AND MAINSTREAMS

13

Talk to the middle and the edges.

Mainstreams

Mainstream users keep you grounded.

Extremes

Heavy users, people who avoid the service, experts and first-timers. Extremes make needs easier to see.

Record in your log which is which, so your report can show the effort you made to include both.

⊕ Where this method comes from

My notes

Slide 13

DO THIS, NOT THAT

14

Habits that keep the log useful all year.

Not that

- Rebuilding the list from memory in April.
- Names, emails or phone numbers in the log.
- Four teammates, four private spreadsheets.
- "About 30 people" when you cannot list them.
- Asking demographic questions nobody will use.
- Percentages for groups of five.

VS

Do this

- Start the log on day one, before the first interview.
- Log each conversation the same day.
- One row per conversation. In a group conversation, give each person a code and note "group of 3."
- Note who you tried and could not reach, and why.
- Keep one shared sheet the whole team uses.
- Log prototype tests too. They count as interactions.

My notes

Slide 14