

# Conceptual Use Study

## Measures:

### Survey Questions:

- For comparison of starting controversial conversations, what prototype would you feel more comfortable discussing controversial topics with other people with?
- For likelihood of changing your opinion on a topic/theory, what prototype do you think would be more likely to change your opinion?
- What prototype do you think you'd put more effort into crafting and responding to people to?
- What prototype would you be more likely or interested in using: discussing with strangers or with your friends?

### Items Measured:

- People's comfort level in discussing controversial topics.
- How likely is one going to change one's opinion based on the given audience
- How accessible is it to start a conversation with certain audiences.
- How likely would we get people who argue for the sake of argument.
- How likely would it be for someone to respond/How much effort would someone be willing put in to respond.
- How much time would people be willing to commit to respond.

### Study Procedure:

We introduce and allow both study groups to interact with and understand the two different prototypes. We'd explain different functionalities and the purpose for each prototype, answering any questions that they might have along the way. Once they were finished understanding the prototypes and interacting with them, we asked them questions comparing both prototypes. We chose to ask two different types of questions between the two groups we interviewed: general, probing questions about the users personal preferences when it comes to discussions and arguments with people, and direct comparison questions between the two prototypes for what someone would prefer to use to argue and discuss with both prototypes.

## **Data Collected:**

- Chatroom would probably never occur to people, but it's more convenient. Moderator is novel and cool and would be easier to convince people with the moderator.
- More comfortable putting effort into putting/crafting your response with dark horse.
- Chatroom would be better for changing your opinion as you would only be there if you were looking for more input on the issues.
- People generally thought that they'd be more comfortable and more likely to use the Dark Horse prototype, which included a moderator that would be interesting to use.

I've also included Audio recordings of the questions and their answers.

## **Reflections:**

We asked two different versions of questions, which were both good and bad in their respective forms. For the first series of questions, we asked very general questions about people's habits when it comes to discussions and arguments in general. We have a lot of discussion when these open-ended and general questions were asked, which I believe was because people could connect with the questions more easily. Directly asking for a comparison between two different prototypes that were explained very quickly would make it difficult for people to really isolate the differences between the two prototypes. By asking general and open-ended questions, such as "How do you prefer arguing with people? Would you be more likely to change your mind based on arguing with friends?" we were able to derive data about people's preferences in arguments and how our specific prototypes, which focus respectively on helping people argue with their friends or strangers, could help foster a positive discussion.

One thing that we could've definitely improved on was our comparison questions. Asking them directly led to less discussion with the survey subjects. While the information we gathered was more pertinent and maybe useful as it directly highlighted differences in preferences between our two different prototypes and what some people might like more when arguing and discussing controversial topics with people, we received less data overall. Our participants had very little to say when it came to direct questions like "What prototype would you think you'd put more effort into crafting your responses with?" Perhaps the phrasing of the questions could've been better. Something we'll try next time is crafting questions that are easier to answer, as our questions were directly probing some serious considerations about our prototypes (How much effort would someone put into responding to question in one of our prototypes?).

Overall we felt that we got good data from the survey. Things we can definitely work on are crafting better questions that will foster deeper and more interesting discussion when comparing prototypes, as well as potentially taking more time to make sure that our participants fully understand the prototypes. But we were generally satisfied with the data we collected and confident that we'll be able to use it to create a useful and impressive application.