

Documenting experiences

Method	Pros	Cons
<p>Questionnaire - 10 written questions including choices and open-ended questions.</p>	<ul style="list-style-type: none"> ☺ Collected large amount of information quickly. ☺ Allowed data to be collected in consistent, rigorous way. 	<ul style="list-style-type: none"> ☹ People often give brief responses so important nuances could be lost. ☹ Risk of 'survey fatigue'. ☹ Difficult for people if English is not their first language.
<p>Video – people were given two key prompts to talk about, then talk freely for about two minutes.</p>	<ul style="list-style-type: none"> ☺ People speak more freely giving more cultural context. ☺ Avoids constraints of survey fatigue. ☺ Well suited for case studies. ☺ Brings information to life. 	<ul style="list-style-type: none"> ☹ Only more confident people want to be interviewed. ☹ Time consuming to produce so only allows a smaller sample of people to be surveyed.
<p>Semi-structured interview - 10 open-ended questions, and the interview recorded.</p>	<ul style="list-style-type: none"> ☺ Less intimidating than being recorded on video. ☺ Brings information to life and captures more nuanced information. 	<ul style="list-style-type: none"> ☺ Takes longer to process than a questionnaire so this is more suitable for a smaller number of case studies.
<p>Visual selection of plants – we presented a selection of mixed varieties growing at the Comfrey Project, and asked people to select the one that they would most want to use.</p>	<ul style="list-style-type: none"> ☺ This provided a good instant and visual comparison. ☺ It was engaging as it involved handling real plants in context. 	<ul style="list-style-type: none"> ☹ Need interview or dialogue to establish the cultural reasons behind the selection.