

Interview Question for Parents

Screeners: First time mom or dad's with kids in between 2-8 years old, mom with at least one kid in between the age of 2-8 years old, US and Global (France, Mexico etc..), Diverse racially

Hi (First Name) Thank you for participating in our study. We are working with Play-doh on a project that involves millennial parents. Our goal is to understand your thoughts about parenting, your child's education and back-to-school rituals.

This survey(or interview) should take approximately 30 minutes to complete. We thank you very much for your time.

(Your name)

Introduction

1. Give us a little background about yourself: How old are you? Where do you live? Where did you grow up? Where did you go to college? What do you do for a living?
2. Give us a little background about your kid: What grade are they in?What school or nursery do they go to?

Parenting

1. What makes you parenting style different than your mom's? Describe your style?(hyper protective, hands off etc...)
2. Do you feel the pressure of being a good parent? If so, why and how do you define "good parenting"?
3. Where do you look for parenting advice(online, offline, both). Give us examples/references ?
4. What motivates you to post about your kid to social media? What kind of content do you like to post regarding your kid?

Learning

1. What are some type of structured activities your children do after school? On the weekend?
2. What are some type of unstructured activities your children do after school? On the weekend?
3. Would you say that your kids prefer structured or unstructured activities? Please explain why.
4. What is their favorite course at school?

5. Are there any activities or tools that you use to expose your kids to creative problem solving? What has worked best for you?
6. When your kids complain of being “bored,” what do you suggest they do, & what do they end up doing?

Back to school

1. How do you keep your kids busy during the summer, or how do they keep themselves busy?
2. How concerned are you about making summer activities educational?
3. When do you start planning for back to school?
4. How do you prepare for back to school? Walk us through your rituals from preparation to the first day of school
5. What are your kids struggles coming back to school? What are your kids excited about?
6. What is the most frustrating part for you? What is the most exciting part?

Play-doh

1. Do you own any play-doh products? If so, which ones?
2. Where did you buy it?
3. What do you like, dislike about the product?
4. In what context do they use it? At school, at home?
5. Do you play with it too?
6. What does your kid make with it?