CCDB 4.1 User Interviews

Moderator's Guide for Researchers and Reporters

Introduction

Thank you for talking to us today. My name is _____, and I work for the Consumer Financial Protection Bureau, or CFPB. We're conducting research about how researchers and journalists are using the CFPB's Consumer Complaint Database and other datasets related to consumers' experiences with financial products and services. We're looking to make our complaint data more useful for people like you, so we're interested in both your positive and negative feelings about your experiences.

Our entire conversation will last about 45 minutes. Do you have any questions so far?

Some things to note:
We are making an audio recording of your voice during this conversation, but your name and personal information will not be associated with the recordings. There are no right or wrong answers, as we're most interested in your thoughts and emotions about your experience. Your comments and opinions will only be used in combination with the feedback that we get from other people.
Any questions so far?

Before we begin, we'd like to provide you with a copy of our privacy act statement. Feel free to read it now, if you'd like. Do you have any questions about it?

Questions

About the interviewee:

What kind of work do you do that involves customer's experiences with financial products, services or companies?

Walk me through your (research or writing) process. At what points during your process do you find or use information relating to a customer's financial experiences?

What do you currently find most frustrating during your (research or writing) process?

General data sources:

What data sources do you use when you research [for reporters, write about] consumers' experiences with financial products and services?

What attributes make those sources useful?

Are there any kinds of data about consumer finance that you would like to see that aren't available?

Data usage with the CCDB:

Have you used data from the CFPB's Consumer Complaint Database?

If yes:

What types of research did you use the Consumer Complaint Database for?

Were you able to find the data that you were looking for?

Did you run into any problems with the data?

How did you access the data? Did you run into any problems with the website?

Are there any reasons why you wouldn't use the CFPB's complaint database for your research? [for reporters, a story]

Can you tell us about the types of research you may use the CCDB for in the future? [for reporters, types of stories]

Processing data:

What software or tools have you used to analyze this data?

How often do you collaborate with others in your research?

How do you share your data with others?

What are the challenges in sharing data?

Data Visualization:

(show 3-5 data visualization examples, ask the following questions for each example)

Would a data visualization like this be helpful for you?

How might you use it?

What would be more helpful?

Is there anything you would recommend to improve it?

Regional searches:

Are you interested in conducting regional searches of the data (eg. Cities, states, etc)?

Have you previously used CCDB data concentrating on a particular region?

If yes, what were the challenges in doing this research?

Summary

What kinds of complaint data do you wish you had easy access to?

What would make the CFPB's complaint data more useful?

Do you have any other recommendations for ways to improve the CFPB's complaint database?

Would you recommend the CFPB's complaint database to a colleague? Why or why not?

How would you describe the complaint data to a colleague?

Is there anything else you'd like to add?