The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research

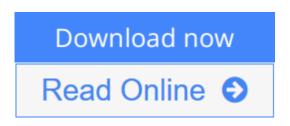*By Donna Tedesco, Fiona Tranquada*

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The Moderator's Survival Guide is your indispensable resource for navigating the rocky shoals of your one-on-one user research sessions. Inside, you'll find guidance for nearly 100 diverse situations (ranging from business-as-usual to tricky and sticky) that might occur during usability studies, contextual inquiries, or user interviews.

As a moderator, you are responsible for the well-being of the participant, your study, and your organization. You must be prepared for anything that may happen, from your technology failing to the participant quailing. Use this guide to identify your best next steps, react appropriately, and survive any challenges that comes your way.

- Practical, field-tested, and actionable tips for what to do and say?and what NOT to do or say?in each situation.
- Key patterns and extensive examples to sharpen your approach to the commonplace and prepare you for the unlikely.
- Illustrative "survival stories" contributed by numerous professionals on the front lines of user research.

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Editorial Review

Review
From back cover: "Moderating a usability session is a skill that develops and matures the longer you do it. Every experienced moderator has a collection of stories about sessions that were... let's just say "more challenging." Donna Tedesco and Fiona Tranquada delve into our collective memories and provide a toolkit of ways to keep a session on track, even when things seem to go wrong. Whether you are a brand new practitioner, or have years of experience, you'll find ways to deepen and improve your craft with this practical, useful survival guide." - Whitney Quesenbery

"...guide to the moderating role played by researchers in product user research...Eighteen "survival stories" are included throughout the book, narrated by user researchers who have handled unexpected or awkward situations with study participants. Appendices consolidate recommendations of specific phrasing..."--ProtoView.com, **April 2014** *"This is a sample chapter from Donna Tedesco and Fiona Tranquada's new book, The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research. 2014 Morgan Kaufmann."--UXmatters.com,* **April 7, 2014**

From the Back Cover

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About the Author
Donna Tedesco is a Senior User Experience Specialist with over ten years of user research experience. She has published and presented at local, national and international conferences, and is co-author with Bill Albert and Tom Tullis of the book, "Beyond the Usability Lab: Conducting Large-Scale Online User Experience Studies." Donna received a BS in Engineering Psychology/Human Factors from Tufts University School of Engineering and a MS in Human Factors in Information Design from Bentley University.

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Users Review

From reader reviews:

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The feeling that you get from The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research is a more deep you rooting the information that hide into the words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to be aware of but The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research giving you thrill feeling of reading. The author conveys their point in selected way that can be understood through anyone who read the item because the author of this book is well-known enough. This kind of book also makes your current vocabulary increase well. Therefore it is easy to understand then can go to you, both in printed or e-book style are available. We recommend you for having that The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research instantly.

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