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For the love of experience: changing the experience economy discourse

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Publication date
2011

Link to publication

Citation for published version (APA):
Snel, J. M. C. (2011). *For the love of experience: changing the experience economy discourse*. [Thesis, externally prepared, Universiteit van Amsterdam].

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APPENDIX B: Interview questions and themes

Theme/question	Motivation
Period of participation in experience	to make respondents think about that time and try to bring them back to that period
Participation in other free choice learning experiences (educational or other)	to make respondents be aware of other free choice learning experiences they participated in so they can speak about those too during the interview
When speaking about the experience, what do you tell other people?	to open up the interview by making the respondent think of concrete situations in which he or she spoke about the experience with other people afterwards
Reasons for choosing experience, intentions/motivations, goals	to make respondent think about the decision process that preceded the experience. What were his/her motivations and the goals he/she had for deciding to participate?
Where did experience take place, what kind of environments?	to make the respondent imagine the environment where the experience took place
Social context (working in groups, friendships, prolonged contact)	to make the respondent remember the people who were participating in the same experience

Always enthusiastic or sometimes fed up, difficult	to make the respondent think of what kind of emotions he or she experienced while participating
What made the biggest impression?	to evoke the memory of strong emotional or other events that took place
Do you ever think about the experience since you have finished? In what kinds of situations? What do you do with it?	to probe what role the experience plays in the life of the respondent
What have been the effects of the experience for you? Professionally? Personally? Other?	to explore how the respondent expresses these effects
What did you learn?	to explore at how the respondent expresses what he has learned
What has caused the biggest effect?	to find out whether there is a relation between specific events or stimuli and effects
Have you ever noticed a difference between your ideas and effects on the short versus the long term?	to make the respondent think back to the effects he/she experienced during or shortly after the experience and later effects
Are you still in touch with your fellow participants or the organizers?	to find out whether the experience is still going on and in what way. Also: why not.
Investment of values	what does the respondent perceive as his/her investment in the experience?
What could have been done to improve on the experience?	to evoke stories about the experience that have not come up yet during the interview
Are there other important aspects of the experience that we have not discussed?	to evoke stories about the experience that have not come up yet during the interview