



Research Interviews

Finding about things that interest you from other people

Why interview?

- ◆ Any one!
- ◆ Any where!
- ◆ Any time!
- ◆ Lots of different ways – groups, one-to-one, telephone etc....
- ◆ You get lots of information



Starting your planning

- ◆ Choose the people
- ◆ Make a list of questions ... let people see them beforehand so they have time to think about the questions.
- ◆ Tell people what you are trying to find out, why you are doing it and how long it will take.
- ◆ Tell people what you will do with your information

On the day of the interviews..

- ◆ Check your audio recorder is working (start the recording with your name and the date)
- ◆ Get people's permission ... check if they want to talk in private.
- ◆ Have a talk about other things with the people to make them feel comfortable – build rapport.

During the interview ...

- ◆ Relax – don't rush the person talking.
- ◆ Ask OPEN QUESTIONS.
- ◆ Don't ask LEADING QUESTIONS.
- ◆ PROBE to find out more.
- ◆ Use your respectful listening skills.
- ◆ Record the conversation.
- ◆ Say THANKS!

After the interview ...

- ◆ List all the answers to the questions.
- ◆ Look for main themes in people's answers.
- ◆ Count the number of people who say the same thing.
- ◆ Write a report.
- ◆ Share your report with the people you interviewed.