Interview Tips:

Interviews can be structured, unstructured, or semi-structured.

Semi-structured interviews utilize a series of open-ended questions as a guide:

- Identify purpose and suitable sampling strategy. Purposive sampling is the selection of people who have background/experience related to the purpose of the interview.
- Develop and pilot test interview question guide: questions should be neutral, sensitive, and clear, begin with open-ended questions and end with closed-ended questions, questions should flow.
- Prepare interviewee: explain purpose of interview and types of questions to be asked, obtain consent, discuss issues of confidentiality, choose appropriate time and setting (can be in-person or by telephone).
- During interview: establish comfortable rapport, repeat purpose of interview, ask probing questions, demonstrate active listening, be non-judgmental, allow for interviewee to express his/her own ideas and meanings, ensure that have understood intervieweew’s meanings, maintain focus.
- Record interviews: write notes during or after interview and/or audiotape (request permission), which can then be transcribed.
- Thank respondents and provide contact information in case they have further information.
- Analyze data: maintain open-mind (be aware of preconceived notions), read data, take notes, code data, review for emerging themes.

Examples of studies using interviews:


References:


Resources: