

# INTERVIEWING BASICS

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# Overview

1. Creating interview questions
2. Interviewing skills
3. Qualitative data analysis

# Creating Interview Questions

- 1. Consider the number of questions to ask (length, time)
- 2. Open-ended questions
- 3. Closed-ended questions & follow-up
- 4. No double-barreled questions
- 5. No jargon!
- 6. Include instructions within the protocol (e.g. skipped questions)
- 7. Group the questions by topic and section
- 8. Add demographic questions (beginning vs. end)
- 9. Always think about your research question!

# Interviewing Skills

- 1. Break the Ice
- 2. Set the Stage
- 3. Ask your Questions
- 4. Use clear, basic language
- 5. Address all questions and topics
- 6. Be a good listener
- 7. Probe!
- 8. Act like Homer Simpson
- 9. Answer questions & say thanks

# Qualitative Data Analysis

- Review notes from the interviews (or, in real life, transcribing the audio recordings)
- Group members should each read through the findings on their own to identify themes or patterns that emerge across the data.
  - For example, look for common topics that interviewees discuss, such as importance of water or how a community manages their parks.

# Qualitative Data Analysis

- Group members should compare their list of themes to verify that the themes relate to the data and come to agreement over which themes to use.
- Continue reading and re-reading the interview data to allow more themes or sub-themes to emerge; this is called *coding* the data.
- Look for exemplary quotations to use to illustrate the themes.

Questions?