

Tips for Conducting Interviews

The Interview

1. Have a copy of the introductory letter which you can give to the participant. Have a second copy that you will read.
2. Dress neatly, preferably in clothing that is similar to the type of clothing your participant wears. Do not chew gum and avoid wearing a cap.
3. Greet strangers formally and introduce yourself. Acquaintances and even family members should be addressed politely as well. Remember that during the interview your role is that of a researcher, not a friend, sibling, etc.
4. Ask the questions exactly as they appear on the interview guide. After the participant has answered, you may want to follow-up on particular comments using probes such as: “Can you tell me more about...?” or “What did you mean when you said...?”
5. Ensure that the interview is completed in 10-15 minutes as promised. If the participant seems keen to go on talking, assure them that you are interested in their ideas and thank them for giving you the extra time.
6. If participants express interest in the results, tell them that they may be given a copy of your team’s project report.

Data Handling

1. During the interview you will take notes of the participants’ comments.
2. Make sure to type up your notes and add details as soon as possible after the interview while the participants’ complete answers are fresh in your mind.
3. Remember to keep these notes confidential by using pseudonyms where necessary.
4. Be aware that your instructor may ask you to bring these notes to class later in the term.