

Guidelines on how to make interviews

Preparation for the interview

- define the focus of the research and interviewees;

You can also make an interview with a group of people. The main principle to choose interviewees is to gather different points of view.

- based on the research prepare themes or questions for interviews;

The set of questions is not a strict list in which all the questions should be asked and in the indicated order. On the contrary, it is a framework to support the interview process.

- If you can - conduct the interview in the natural context of the topic you are studying;

During the interview

Warming up

- The introduction – give information about content, confidentiality and method of recording;

But don't provide a too-narrow focus as that might limit the responses you will get. In addition, you should ask the permission of recording the interview;

- Some warmup questions to allow the user to relax, try to create a fun and welcoming atmosphere;

General guidelines

- don't be afraid to stray from an outline of the interview questions;
- encourage people to tell stories;
- listen more than talk;
- don't lead the interviewee;
- don't judge and don't evaluate answers;
- avoid closed questions for which one can answer yes or no, ask follow up questions;
- focus on the interviewee, don't start telling about your own experiences;
- record and take photos (after permission);
- Don't be too fast, leave time for thinking;

After the interview

- fix insights right after the interview;
- Keep your ears and eyes open also after the recorder stops, this is often the moment when you get valuable revelation;
- Analyze immediately.