

# Interviews: planning

- Semi-structured interview but there are others such as 'focus groups'
- Identify topic which is appropriate for interviewing
- Identify what you find interesting or problematic about topic – ask others
- Write research questions and sort into 'clusters'
- Devise some probe questions – can be flexible in how you use these – depends on the audience

# Interviews: planning

- Need an interview schedule – see example
- Need ethical approval both for interview and recording
- Two interviewers both ideally should make records.....plus the tape

# Data Collection

- Find somewhere relaxing
- Explain issues about clarity of questions and no 'right' or 'wrongs'
- Complete any ethical forms
- Check the tape for sound/batteries
- Place tape in suitable position
- Start.....friendly opening

# Interviews: analysis

- Taped interviews transcription analysis
  - Line by line
  - Find a puzzle or interest/problem
  - ‘Get a feel’ for what is being said
  - Look for variations or consistency
  - Discussion and re-evaluation are important
  - Look for consistency with own/others work

# Interviews: writing up

- Identify new 'cluster themes' from analysis
- When writing result section use samples of the interviews to illustrate 'cluster theme'
- May wish to indicate number of responses and/or indicate which respondent made the quote
- Link cluster themes together with descriptive writing

# Interviews: final thoughts

- Discuss the process with someone experienced
- Do a pilot run
- Read up on background (see reference list)
- Immerse yourself in the data
- Check links to any quantitative material you have collected and check what qualitative material you have. See handout