

Conducting a Qualitative Interview – Tips

Qualitative Interviewing

- Different than quantitative interviews
 - Quantitative is about reading questions
 - Quantitative is making sure all interviews follow the same protocol
- Qualitative interviews are about *listening*
- Qualitative interviews can build on one another because they are meant to be *exploratory*

Interviewer Skills

- Attentive
- Guide (Polite but firm)
- Good communication skills
- Comfortable with emotion

Interviewer Skills cont.

- Able to build rapport quickly
- Neutral
- Aware of body language
- Respectful

Preparation

- Put other thoughts aside
- Be familiar with consent form and interview guide
- Have two copies of the consent form
- Check equipment

Conducting the Interview

- Arrive on time and dress appropriately
- Explain the purpose of the interview
- Obtain written consent and permission to tape

Conducting the Interview cont.

- Build rapport
- Be thoughtful about self-disclosure
- Ask questions if you do not understand

Conducting the Interview cont.

- Stay on track
- Use interviewee's language
- Ask follow-up questions

Conducting the Interview cont.

- Don't lead with words or body language
- Close the Interview
- Remind interviewee about confidentiality and contact information

What to do if...

- Non-responsive
- Crying
- Tangenting

What to do if...

- Doesn't understand the question
- Contradicting answers
- They ask what you think

Confidentiality

- Keeping information from interviews confidential
- Limits of confidentiality
- Debriefing interviews