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 interviewnee 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