



Interviewing Tips

DESIGNING THE INTERVIEW

Use a variety of question formats:

- Employ both divergent (open-ended) and convergent (closed) questions
- Ask a few concise questions
- Start with open-ended questions and then move to more specific questions
- Ask only those questions for which you need specific data
- Pilot the interview and revise where necessary



CONDUCTING THE FORMAL INTERVIEW

- Carefully choose who you will interview
- Find a quiet, private place to conduct the interview
- Allow sufficient “wait time” for responses
- If possible, do it with a partner and alternate the roles of questioner and scribe
- Avoid “ad libbing” or asking for clarifications of responses during the interview
- Use probes: Can you tell me more about that? Can you give me an example? How did you feel when that happened?
- Consider e-mailing the interview questions to participants

