

# INTERVIEWS

UNM Evaluation Lab Summer Institute

Sonia Bettez

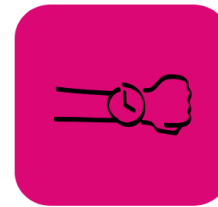
[spbettez@unm.edu](mailto:spbettez@unm.edu) / [evallab.unm.edu](http://evallab.unm.edu)

Summer 2019





Data  
Collection



Mission Time



Participatory  
Evaluation



Measuring  
What Matters



"I'm not used to communicating face-to-face. Can we conduct this interview via text?"

# Characteristics

- Individual Interviews usually last 30 minutes to an hour but they can be longer
- We select **Key Informant interviewees** because they have a specific kind of knowledge
- Face to face interviews are better but webcams allow for a good level of interaction and observation of reactions
- Focus group interviews reach a number of people at the same time (more on focus groups later)

# Advantages of one on one interviews

- Provide **lots of information**
- Provide **more in depth, interesting** and **often unexpected** information (stories, feelings, descriptions, reactions)
- Interviewer can develop a personal rapport with interviewee and record personal impressions.
- When interviewees agree to participate they usually show up and finish the interview.
- Interviewer can ensure that all the questions are answered.

# Disadvantages of interviews

- Interview data results in lots of information that **can take longer to transcribe and analyze**, adding to the cost.
- **Interviewers need skill and training** and, if more than one, require guidelines to make sure they are collecting the same information.
- **Scheduling** presents difficulties that may add time to the process.

# Before the Interview

- Decide whether the interview would be **structured** (uniform for all), **semi-structured** (allows or probes, rephrasing, non-sequential) or **unstructured** (allows for following up on answers and asking more questions).
- Always develop an **interview protocol** based on the **goals of the evaluation**, what you want to know.
- Word questions so they are **not leading**, are **open-ended** and **clear**, and avoid interpreting answers.
- **Pilot the interview** a few times to make sure questions are clear and modify accordingly.

# During the Interview

- Describe purpose of interview
- Address confidentiality, ask permission to record and take notes
- Maintain neutrality: do not share information that may bias the interviewee's responses, do not give positive or negative feedback, verbal or non-verbal (if face to face), do not share personal information.
- Use a friendly demeanor and voice
- Understand interviewee's communication style and consider cultural context and language.



# Before the end of the interview

- Ask if the interviewee wants to add other information, or if anything lacked clarity
- Thank the interviewee for his/her time
- Explain that the interview will be transcribed without personal information, but the person may be quoted in the evaluation report

# After the interview

- Review your notes, add remarks that may be important
- Record your observations and salient reflections on the interview
- Transcribe all the interviews
- Code and find themes (analysis)
- Write results
- Present results and recommendations when pertinent

# Let's practice interviewing!

- Choose a partner (Maybe someone you have not met before)
- Find a place to sit together.
- Interview context: You work for the city of (choose one) and are interviewing a resident. The city wants to know personal experiences with and opinions about public transportation.
- Take 5 minutes to, together, develop your questions (no more than 3). You could have a structured or unstructured format.
- Take turns as interviewer and interviewee (15 minutes) or speaker and recorder.
- You may choose to record by hand or on your phone with or without video.

# Reports of experience interviewing

## As an interviewer:

- Were you able to maintain neutrality?
- Would you do anything differently on your next interview?
- Would you change your question(s) after this interview?

# Thank You!

Questions?

Comments?