



Creating Questions - Interviews/Focus Groups

Step 1: Brainstorm - What is the goal for the Interview/Focus Group?

Think about your goals for this specific data collection activity, either the interview or focus group. **What do you really want to know from this interview/focus group?** What will participants be able to tell you? Write those things here.

Step 2: Create 5 Questions to Ask in the Interview/Focus Group

What can you ask to help you get at **what you really want to know from this interview/focus group?** Max of 5 questions.



Step 3: Activities and Timeframes

Create a timeframe and list possible activities (if applicable) for each of the 5 questions above.

| Interview/Focus Group Question | Timeframe (how much time do you want to spend on this question) | Possible Activity (skip this column for interviews) |
|--|---|---|
| Ex. How did you feel about evaluation before participating in the summer institute vs. how do you feel about it now? | 10 minutes | Gingerbread person, individual |
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