

Responsible Innovation

Skillab 4

Interviewing skills

By

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Approaching people

- Create a simple one-liner about the research you do
- Create a few lines extra to explain the research in lay people's terms
- Be polite and clear about intentions
- If people do not want to engage with you, that is also fine. If they do, you thank them.
- Explain what you will do with the results
- Invite people for the presentation of preliminary results

Survey

Open questions

Creative methodologies



Structured
interview

Semi-
structured
interview

Open interview

Structured Interview

- Interview questions are formulated precisely
- Interviewer follows strict list of questions
- Interviewers attitude affects willingness of subjects to collaborate
- Looks for answers that are factual, opiniated and/or emotional
- Response can be multiple choice
- Response can include different scales
- Response can be formulated as yes/no
- Interviewer may take notes on the side

Survey

- Interview questions are formulated precisely
- Looking for answers that are factual, offer opinions, reflect attitudes, and/or address emotions
- Response can be multiple choice
- Response can include different scales
- Response can be formulated as yes/no
- Analyses is easily automated, even in real time

Semi structured interview

- Interviewer communicates with respondent in more free way
- Interviewer can also stream of consciousness of interviewee
- Issues that have to be addressed are defined before, and checked upon during interview
- These issues need to be explored in a more open way, yet need to address the specific set of issues
- Summaries and Transcriptions need to be made
- Often 'coding' is needed

Written open questions

- Questions that invite respondents to share thoughts and feelings
- To explore possible answers
- Need for transcription and coding

Open Interview

- Interviewer is listener in the first place
- Interviewer is witness to the interviewee (Oral history – Shoah)
- Not too many questions
- Mostly encouraging the person to continue to tell stories
- If at all, ask as sensory questions as possible
- Transcription is mandatory
- Analyses is content- and discourse analyses

Creative methodologies

- Drawing
- Diary
- Photo's
- Movement
- Film
- ...

Focus group

- Prepare before with good invitation
- Tape audio and/or video
- Make drawing of seating and names
- Mention date and time and place
- Structure conversation
- Be transparent about procedure
- Summarize and conclude in between

Phrasing Questions:

- When ...
- Who ...
- Why ...
- Is it true that ...

- How ...
- What if ...
- Can you elaborate ...
- Repeat the last sentence

Interview exercise

- Structured questions for your own research
- Semi Structured questions for your own research
- Open questions for your own research
- Creative methodologies for your own research
- 15 minutes x 4 + 5 minutes feedback

Some references

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