Interviews for Research...

What is the value of an interview?
- answers KEY questions you have
- reveals WHY your topic matters to other people
- provides details on HOW people are AFFECTED by something
- brings ideas/opinions/situations to LIFE
- expands your PERSPECTIVE on your topic
- offers the support you need from EXPERTS
- it’s a gratifying experience: most people are happy to TALK to you

Ways & means to interview:
- be prepared in advance: REVIEW your purpose and WRITE down your questions
- anticipate the ANSWERS to formulate the right questions
- interview in person OR online (give a deadline for the responses) OR via phone OR Skype
- take NOTES by hand and, if possible, tape the conversation
- aim for a RELAXED atmosphere/don’t rush it
- review your questions, but be ready to have a CONVERSATION with your subject
- be a good LISTENER
- listen for nice quotes/anecdotes/descriptions (and flag them)
- get proper spelling of names/titles/towns/ages (whatever you think you’ll need about the person)
- say THANK YOU and leave the door open for further conversation (if you find you have more questions)
- remember: you don’t have to use everything from your interview/be selective with the info

Crafting good interview questions:
- What general ideas/concepts/theories do you want to discuss?
- What unique facts could your subject offer (because of their qualifications, expertise, age, interests)?
- Test your own ideas or impressions on your interviewee.
- Ask about trends, influences, experiences relating to the subject you’re researching.
- Ask about a challenge and/or a success.
- Listen for a ‘story’ that you can use (not just phrases).