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**Interviewing**

Interviewing involves asking questions and getting answers from those who agree

participate. The technique can be undertaken in a variety of ways involving either a single

individual or a group; or face-to-face, through the telephone, or using other electronic

devices. The primary categories of interviews are Structured: Where each interviewee is

asked an identical set of, predominantly closed, questions in the same order; Semi-

structured: Where there is a formal guide to the order of questions and topics but the

interviewer can follow different trajectories dependent on responses received; and

Unstructured: Where there is a clear plan with regard to the focus and objectives of the

interview, but no guide for the order of questions or topics.

Using ‘Interviewing’

Step 1: Determine the goals and objectives of the interview. What type of information or

understanding is desired?

Step 2: Decide who is to be interviewed. This requires an evaluation of who can provide

desired insights. Permission is then asked to conduct an interview.

Step 3: The mechanism for the interview is decided. This can be face-to-face, over the

telephone, or through email. This depends on the preference of the interviewee and the

resources available to the interviewer.

Step 4: The format of interview most appropriate to obtaining desired knowledge is

decided. This may be structured, semi-structured, or unstructured. The interview questions

and, if required, interview guide are developed.

Step 5: The interview is conducted and an evaluation is made regarding whether the desired

information was collected.