

# **MODULE 2: BASELINE ASSESSMENT**

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## **Session 13: Interviewing Dos and Don'ts**

# Semi-structured Interviews: Dos and Don'ts

## DO...

- Be relaxed and open
- Explain clearly who you are and what your objectives are
- Pay attention to the selection of informants

# Semi-structured Interviews: Dos and Don'ts

## DO...

- Probe a topic by using:
  - what
  - when
  - where
  - who
  - why
  - how

# Semi-structured Interviews: Dos and Don'ts

## DO...

- Keep track of the story you are being told
- Clarify inconsistencies
- Finish enquiries into one topic before moving on to the next

# Semi-structured Interviews: Dos and Don'ts

## DO...

- Judge and challenge responses: are they fact, opinion or rumour?
- Take a neutral attitude, listen carefully and pay attention to non-verbal signs

# Semi-structured Interviews: Dos and Don'ts

## DO...

- Be prepared for good and bad interviews. If it is going badly, conclude politely and leave

# Semi-structured Interviews: Dos and Don'ts

## DON'T

...

- Don't interrupt informants or each other
- Don't always accept the first answer: probe

# Semi-structured Interviews: Dos and Don'ts

## DON'T

- Don't ask leading questions. (Any question that can be answered with a 'yes' or 'no' is a leading question.)
- Don't supply answers for an informant who is hesitating



# Semi-structured Interviews: Dos and Don'ts

## DON'T

- ... ➤ Don't take up too much time of an informant who is busy
- Don't dominate proceedings by using inappropriate non-verbal behaviour

# Semi-structured Interviews: Dos and Don'ts

## DON'T

- ... ➤ Don't show disapproval or distaste about local conditions or drinks or food offered
- Don't indicate disbelief by criticising or even just smiling

# Semi-structured Interviews: Dos and Don'ts

## DON'T

- ... ➤ Don't ask questions that combine two queries: e.g. "Do the poor keep any livestock and what do they use them for?"
- Don't ever make the informant feel cross-examined

# Semi-structured Interviews: Dos and Don'ts

## DON'T

- ... ➤ Don't ask about sensitive information in front of a group of onlookers
- Don't miss out on the broader picture because you spend too much time on detail