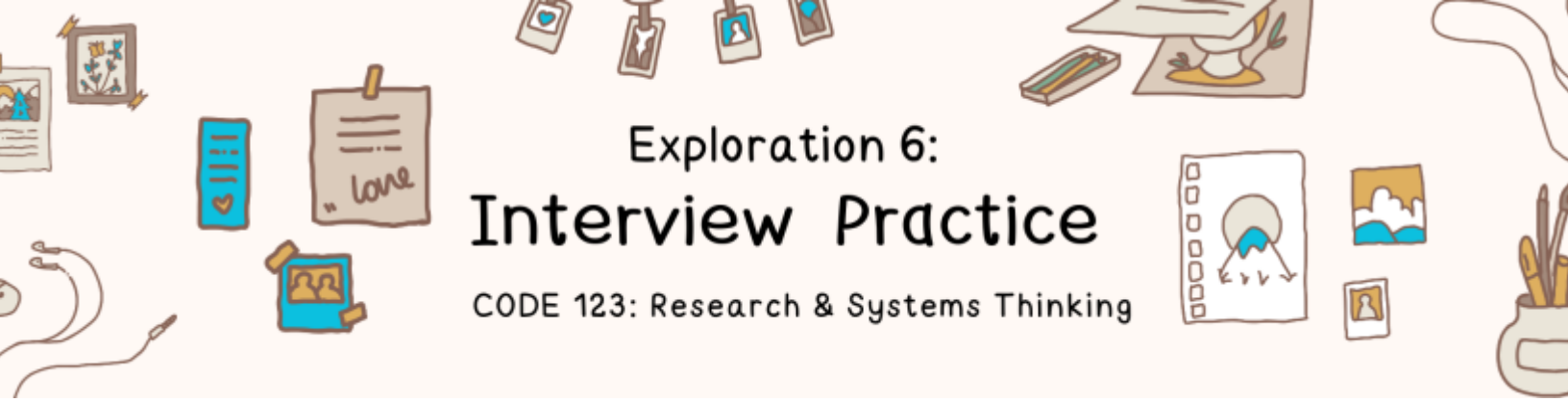


Overview

Interviews are a qualitative research method that allows us to ask "why," whereas surveys ask "what" by using open-ended questions about people's behaviors, opinions, beliefs, feelings, or other perspectives. They can be used as a standalone method or in combination with quantitative methods for a "mixed methods" approach. Today, you'll use interviews to extend your research question from Exploration #2 or #4 and dig deeper into the patterns you discovered, or hope to discover.

Part 1: Revisiting your survey and refining the research question

Do not try to find a NEW interest. You can use the same idea as Exploration #2 or Exploration #4.

- **Option A:** Revise your research question from your Exploration #4 survey so it can be answered in an interview.
- **Option B**: Revise your research question from Exploration #2 so it is qualitative.
- **Option C:** Take one finding you identified from your in-class survey and turn it into a 'why' question. You have 5 minutes.

Example

- **Original question:** How satisfied are students with the dining hall hours of operation?

- **New question:** Does the lack of late-night dining options impact students' study habits or socializing on campus?

Part 2: Interview Protocol Design

Interviews aren't quite as controlled as surveys. As you begin, it's important to know what key topics you want to cover.

Step 1

1. **Identify your topics** (approximately 1 main topic you want to cover): Before you write your questions, make sure you have an idea of you hope to get information about that will help you answer your research question.
2. **Draft 3 open-ended questions**
    a. Think carefully about the wording of your questions to prompt the right kind of answers.
    b. Your questions should be clear, open-ended, and free of bias or leading statements.

        i. **Tip:** Avoid yes/no questions like '**do you wish…**' And instead ask something like '**can you walk me through…**'
3. **Write a 2-sentence introduction:** Explain the purpose of the interview and let them know they can choose not to participate at any point if they feel uncomfortable.

Class Period 2:

Part 1: Find a partner in the class

1. **Pilot your interview(5 to 7 minutes in length):** Pair up with another person and ask them your questions.
2. **Record the interview** after receiving permission from your peer, record the interview.
3. **Take Interview field notes:** While listening, record key insights and any interesting quotes you hear from them. You can ask them to talk more slowly.
4. **Get their feedback** on your questions, your delivery style, and the structure of the interview.
    a. *Example feedback:* Was I speaking clearly? Which questions were confusing? Did I interrupt you?

Part 2: Write a reflection (Due Feb 24 at 1159 PM)

Write a short 150-350 -word reflection. Be honest about your struggles–if you have any. This is about your analysis of the experience, not about having a "perfect" interview.

1. How did the interview flow? Did you stick to the script pretty strictly, or did you improvise follow-up questions?
2. What was the hardest part of the interview for you?
3. Did the conversation feel natural or awkward? Were there moments you felt like you were "losing" the interviewee, or moments where they really opened up?
4. Who held the power in your conversation? Did you feel authoritative as the "researcher," or did you feel like a peer asking for a favor?

Grading Rubric

Criteria	A Proficient Exploration Will…	A Developing Exploration Will…	An Exploration Still in Need of Work…
Script & Introduction	Include a clear protocol, introduction, and consent script; craft 3 open-ended, unbiased questions; clearly explain research goals	Include vague or unclear protocol, introduction,n and consent script; crafts mostly yes/no or leading questions; provide unclear research goals	Does not include protocol, script, and/or introduction; asks only biased or yes/no questions
Interview Notes	Provide your interview notes showing that you captured meaningful insights from the interview	Provide one or two written statements from the interview, but notes are very short and might not fully capture insights	Interview notes were not included, or are very short, and do not provide any insight about the interview
Connection	Clearly articulate how the interview questions build upon previous survey results or upon exploration #2 question	Treat the interview as a separate document; vaguely articulate the connection between the interview and the previous survey work or exploration #2's question	Does not make any connection between interview questions and/or previous survey results or exploration #2
Reflection	Clearly identify successes and challenges; thoughtfully discuss power/social and interpersonal dynamics; showcase clear and organized ideas; answer all prompts; meet 100 to 150-word minimum	Broadly summarize interview without meaningful analysis; provide little power/social and interpersonal dynamics; fall below the required word count; present disorganized and unclear ideas; fall below 100-150-word minimum	Does not discuss interview process or mention power/social and interpersonal dynamics; falls severely below 100-150 words.