

INTERVIEWS

The Local Landscape | Fall 2016



Data Collection Methods

The Interview - Asking Questions

Asking questions



- Gathering data expressed by people about themselves, their views, or about phenomena

Interview

- Collecting data on in-depth and individual topics like perspectives, experiences, and beliefs through purposeful conversation conducted in a structured format
- A conversation with a purpose to gather information



Types of interviews

- Unstructured
 - ▣ Most closely resembles a normal conversation. Meant to maintain natural communication and conversation may wander even though the interviewer has a set of data goals planned.
- Free stories
 - ▣ Requesting information on a specific topic and allowing the subject to talk in lengths about various aspects of that topic
- Structured
 - ▣ Highly controlled conversation through a set of specific questions or visual aids (maps, pictures, models, etc)

APPENDIX A

FORMAL INTERVIEW QUESTIONNAIRE

ID Number: _____ Date: _____ Location: _____

Sex: M / F Age: _____ Married: Y / N

1. Que ethnicity es? Y su esposo/a?
2. Donde nacio? Y su esposo/a?
3. Tienen hijos? Cuantos y cuantos años tienen?
4. Tienen otra casa? Donde? Cuanto tiempo pasa allá cada año? Porque tienen otra casa, Que haces allá?
5. Hace cuanto tiempo que vives aqui? Donde vivio antes? Por que salio de allí? Por que vino aqui?
6. Tienen solare o lote de agricultura?
Que sembras? Que cultivos y que arboles de fruta?

Survey / Questionnaire

- A set of questions designed to gather information from subjects with a set of choices of responses, either in verbal or written form
 - ▣ Ability to reach a large sample through written questionnaires
 - ▣ Responses are limiting and developing ‘good’ questions can be difficult

APPENDIX H - MARKET BASKET SURVEY INSTRUMENT

FOOD ITEM	Item Weight/ Unit (DESIRED)	Item Weight/ Unit (ACTUAL)	Price (Lowest Cost)
Fruit—fresh			
Apples, any variety (bagged or loose)	Per lb		
Bananas	Per lb		
Grapes (green or red)	Per lb		
Melon (cantaloupe, honeydew, or watermelon)	Per lb		
Oranges, any variety (bagged or loose)	Per lb		
Plantains	Per lb		
Papaya	Per lb		
Guava	Per lb		
Pineapple	each		
Avocados	each		
Cactus Leaves	Per lb		
Cherimoya	Per lb		
Coconut	each		
mangos	each		
<i>Is there a wide variety of other selections in this category?</i>	yes	somewhat	no
<i>Does this store appear to be making an effort to stock and promote locally-produced goods in this category?</i>	yes	somewhat	no
Vegetables—fresh			
Carrots, unpeeled (bagged or loose)	Per lb		
Celery, bunch	Per lb		
Green pepper	Per lb		

Lettuce, leaf (green or red)	Per lb		
Onions, yellow (bagged or loose)	Per lb		
Tomatoes (any variety)	Per lb		
Potatoes, any variety	5-lb bag		
Tomatillos	Per lb		
Jicama	Per lb		
Zucchini	Per lb		
Sweet Potato	Per lb		
Chayote	Per lb		
Corn	Per lb		
Chilles (spicy)	Per lb		
Casava/Yuca	Per lb		
Bok Choy	Per lb		
Chinese Broccoli	Per lb		
Cabbage	Per lb		
Mushrooms, exotic	Per lb		
Bean Sprouts	1-lb bag		
<i>Is there a wide variety of other selections in this category?</i>	yes	somewhat	no
<i>Does this store appear to be making an effort to stock and promote locally-produced goods in this category?</i>	yes	somewhat	no
Fruit, canned			
Oranges, mandarin (juice or light syrup)	15-oz can		
Peaches, any variety (light syrup)	29-oz can		
<i>Is there a wide variety of other selections in this category?</i>	yes	somewhat	no
<i>Does this store appear to be making an effort to stock and promote locally-produced goods in this category?</i>	yes	somewhat	no

Focus Group

- Collecting data on cultural norms of a group and understanding broad overviews of issues found within a cultural group

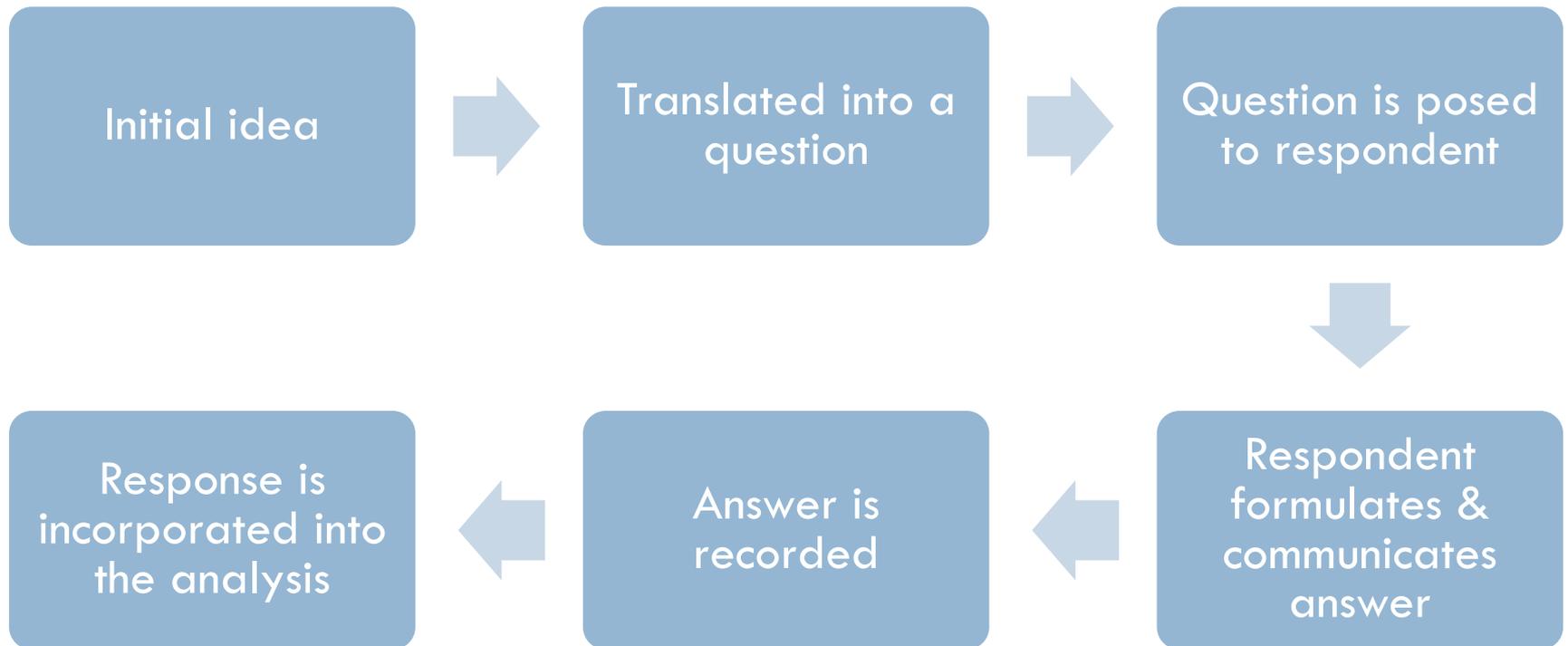


Developing questions

Question design

- Comprehensive & relevant, yet efficient
 - ▣ Want to include every possible question related to your research topic, but can be counter-productive if not efficient
- Brevity & ability to sustain interest
 - ▣ In a normal circumstance, people will probably only give you a couple of minutes to answer questions
- Sensitivity
 - ▣ Personal questions can be seen as intrusions on privacy

Question design | clarity



Questions design

- “Do you have a car?”
- Respondent thought process:
 - ▣ My husband has a van for work, with irregular hours and it is usually full of work materials
 - ▣ He rarely lets me drive the van for these reasons
 - ▣ Is there a difference between a van and a car?
 - ▣ Is this person going to think less of me if I don't own a car?
- Answers “yes” and afterwards heads to the bus stop
- “Do you have independent use of private transport for shopping trips?”

Question design

- Close-ended question
 - ▣ Ask for an answer from a defined range
 - ‘How old are you?’ | ‘Do you agree or disagree?’
 - ▣ Include an escape route – ‘other’
 - ▣ Provides the interviewer more structure
 - ▣ Easier to analyze

Question design

- Open-ended
 - ▣ Opportunity to provide responses that the interviewer could not anticipate
 - ▣ Answers could be long & rambling
 - ▣ Recording the info accurately could be a problem
 - ▣ Coding & analyzing responses can be difficult

Question design

- Factual
 - ▣ Information about the individual that could (in theory) be obtained by observation (behavior)
- Non-factual
 - ▣ Explore respondent's attitudes, opinions & beliefs

Question design | tips

- Questions should be as short as possible and only address one idea
- Avoid questions where the answer is ambiguous
- Use clear language (no jargon or acronyms) appropriate for your target audience
- Do not use leading questions
- Avoid double-negatives
- Use, 'other', 'don't know', or 'not applicable' where appropriate

Interviews | getting started



- Test your questions on a relatively small sample in order to make sure there are no unforeseen difficulties or issues

Interviews

- Take some time to gain rapport
- Ask the easiest questions first
- Repeat their response to clarify what has been said
- Make interviewee feel comfortable
 - ▣ Make eye contact
 - ▣ Listen
 - ▣ Speak directly to them
 - ▣ Ask one question at a time
 - ▣ Silence is good!
 - ▣ Do not interrupt
- Ask probing questions if response is ambiguous
 - ▣ What do you mean by 'nice'?