Conducting Interviews and Focus Groups

01. PURPOSE

State your purpose

• What do you aim to explore?
• Are interviews and focus groups the most suitable data collection method for your purpose?

02. GUIDE

Devise a guide for your interviews and/or focus groups

• Do you need an existing framework to structure questions and/or analysis of data?
• What are the questions you want to ask (and the order you want to ask them in)?
• Keep in mind purpose and participants as you:
  » Generate questions
  » Plan for possible follow-up questions.

03. PREPARE

Lay the groundwork for your interviews and/or focus groups

• What ethical concerns do you need to consider?
• Who will be your participants and how many do you need?
• How will you recruit them?
• Where, when and what equipment do you need?

04. PILOT

Perform a trial run

• Ask someone to review your guide and questions.
• Adapt your guide and/or questions according to the feedback you have obtained.

05. PERFORM

Conduct your interviews and/or focus groups

• Be relaxed and friendly.
• Listen carefully and record (with permission).

06. ANALYSE

Turn data (words) into information

• Note key words.
• What themes emerged (against an existing framework and/or from the data)?