

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)?