



Interviews

Who participates?

- ✿ Key informants – have first-hand knowledge of the program, or topics important to the program

What kind of information are we looking for?

- ✿ What works well
- ✿ What doesn't work so well
- ✿ Why certain target populations are not using the program
- ✿ Recommendations for improvement
- ✿ Stories of change

How do we conduct a 'semi-structured' interview?

- ✿ Write a set of open-ended questions
- ✿ Interviewer is free to elaborate on these to explore further
- ✿ Conversation style generally better than rigid Q&A
- ✿ Make sure to ask beforehand if you intend to record the interview

Limitations

- ✿ Time consuming to organise, conduct, and analyse
- ✿ Risk of bias – interviewer might unintentionally 'steer' responses

Example from Eastern Ontario Health Units Tobacco Cessation Program evaluation plan

Element	Focus Group
Format	Face-to-face
	Telephone
Size	One-to-one
Length	30 - 60 minutes
No of Sessions	One per interviewee
Participants	Program Developers
	Program staff and managers
	Partners
Forms of data	Conversations (including tone of voice)
	Silences
	Body Languages
Data Collection	Audiotape
	Transcript
Facilitator	Evaluator
Formats for Reporting	Selected quotations
	Thematic content analysis



Interviews

Forming interview questions

Make sure questions are open-ended – avoid questions that can be answered with ‘yes’ or ‘no’

Did you enjoy the workshop?

What was it like doing the workshop?

Follow up short answers to get more details

Q: What was it like doing the workshop?

A: Good

Q: What was it like doing the workshop?

A: Good

Q: How was it good?

Ask for the information you are seeking directly and clearly

What was the easiest part about giving up smoking?

What made your effort to quit smoking a success?

Be careful to not be too forward or pushy – it is best to begin with broad questions and carefully get more specific as you go

How's your health been? Tell me more about your smoking habit.

How's your health been?

Tip: Memorise key questions before the interview so you can focus on the interviewee more than your notes.

Tip: Make sure to thank interviewees for giving their time, writing thank you notes where appropriate

Analysing interview data

- ☀ Organise the data – create a transcript or detailed set of notes from the interview
- ☀ Review the data – looking for common and recurrent themes. Discard or cross out irrelevant dialogue to make the data less bulky. If possible, use two or more reviewers to bring additional perspective.
- ☀ When analysing multiple interviews, consider a coding process
 - ☀ Assign a code to each key theme – for example ‘Referral gap’
 - ☀ Codes can also be used to note elements of information you are seeking in the data – for example, + or – for positive or negative aspects of TIS activities
 - ☀ Use the codes to look for patterns, similarities and contrasts in responses
- ☀ Think about key stories, quotes, and themes – what do they mean for the project?