Do Your Interviews

Online course learning objectives

This course guides you through the planning and development of research interviews, from choosing the most suitable interview approach, writing strong questions and preparing the interview with participants. It is a practical, hands-on course to help capture in-depth research data.

This course will help learners to:

- Recognize when to use research interviews, which type is best for their purpose and when they are not suitable
- Learn about the ethical issues that are raised by research interviewing and how to address them in practice
- Understand how and why they need to make questions easy for interviewees, and how to apply strategies to care for them
- Formulate a plan to carry out their interviews checking the quality of the questions
- Choose the best method to capture data and know what to do when things go wrong
- Conduct themselves correctly during an interview and care for their data.

Language: English
Time to complete: 5 hours
Level: Beginner
Instructor: Dr Helen Kara

Online course full syllabus

MODULE ONE: THE PROS AND CONS OF USING INTERVIEWS IN RESEARCH

This module will explain when to use interviews, and what kind of interviews to use – and when to look for a different method.

Topics:

1. Choosing your methods
2. The purpose of interviews
3. Deciding what type of interview to do
4. Choosing an interview method
5. Interview formats and logistics
6. Mixing your methods
7. Checkpoint

Sage Campus

Do Your Interviews

MODULE TWO: ETHICAL ISSUES WHEN USING INTERVIEWS IN RESEARCH

This module will outline the key ethical issues and explain how to address them in practice.

Topics:

1. Ethical issues before the interview
2. Ethical issues during the interview
3. Ethical issues after the interview
4. Checkpoint

MODULE THREE: WRITING GOOD INTERVIEW QUESTIONS

You might think writing good interview questions would be easy, but it is not. This module will show you how it can be done.

Topics:

1. Making questions easy to answer
2. Writing your own interview questions
3. How to check your questions are good
4. Checkpoint

MODULE FOUR: THE LOGISTICS OF DOING INTERVIEWS

This module will show how to find people to interview, choose a place for the interview, and give the best chance of securing good interview data.

Topics:

1. Finding people to interview
2. Choosing a place
3. How to capture data
4. Checkpoint

MODULE FIVE: WHAT MAKES AN INTERVIEW GO WELL?

This module contains everything needed to make that first interview, and all the others, go smoothly.

Topics:

1. Beginnings and endings
2. Interviewer behavior: the bad
3. Interviewer behavior: the good
4. Sticky situations
5. Checkpoint

MODULE SIX: WHAT HAPPENS NEXT?

This module will go through some simple strategies to look after your data and your own welfare.

Topics:

1. Care for yourself
2. Care for your data
3. When things go wrong
4. Checkpoint