DATAWISE LONDON ONLINE TRAINING

HOW TO INTERVIEW YOUR SMALL CHARITY'S BENEFCIARIES

A Beginner's Guide to Semi-Structured Interviews and Recording

datawise
LONDON

Our mission is to help you unlock the value of your data.

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harnessing technology for community benefit

COALITION
— FOR EFFICIENCY —

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humanity. equality. rights.

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MEASURING THE GOOD
Learning Labs

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Digital Adviser

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Programme Director

What we'll cover today

- ✓What is a semi-structured interview?
- ✓Planning /designing them
- ✓Interview techniques
- ✓Recording and transcribing
- ✓Editing and publishing

WHAT IS A SEMI-STRUCTURED INTERVIEW?

Interviewing

What is semi-structured interviewing?

- ✓… is a scheduled activity
- ✓Uses an **interview guide**
- ✓Interviewer is prepared and in control, but not controlling
- ✓Max. 1 hour

Best uses

- ✓When you evaluate a project/programme
- ✓If you are exploring a new area of work
- ✓If you are interested in the thoughts, interpretations and meanings about a subject – 'rich data'
- ✓Lived and learned experience

A word of caution

- ✓Labour intensive
  - ✓Interviews
  - ✓Transcription
  - ✓Data analysis
- ✓Sample sizes are usually small
- ✓Don’t expect facts

HOW TO

PLAN AND DESIGN YOUR SEMI-STRUCTURED INTERVIEW

A note on ethics

- ✓The researcher-participant relationship
  - ✓Anonymity
  - ✓Confidentiality
  - ✓Informed consent
- ✓Research/evaluation design
  - ✓Harm done during the interview
  - ✓Harm done as a result of the data
- ✓The interviewer's role

Ethics: Resources

- ✓Economic and Social Research Council
- ✓Social Research Association
- ✓The British Psychological Society
- ✓Association of Social Anthropologists of the UK and the Commonwealth

Planning the interview

- ✓Why? (what are you trying to find out?)
- ✓Who? (who is your population and who are your interviewers?)
- ✓How? (Online, phone, face-to-face)
- ✓Where? (if face-to-face)
- ✓What? (what are you going to ask?)

Be aware of barriers!

Selecting interviewees

- ✓ Knowledgeable about the subject (an "expert by virtue of involvement")
- ✓ Able to reflect on and share their experience and knowledge
- ✓ Willing to talk

Selecting interviewers

- ✓Smart, sensitive and agile as well as knowledgeable
- ✓Be aware of the potential influence of ‘power’
- ✓Similar to interviewees and/or approachable

INTERVIEW TECHNIQUES

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Top tips

- ✓Factor in enough time to draft, edit, pre-test and polish the interview questions and guide
- ✓Don’t cram too many subjects into the agenda
- ✓Use closed questions as gateways to open-ended probing
- ✓Anticipate ‘socially acceptable answers’

Avoid

- ✓Leading questions
- ✓Double questions
- ✓Loaded questions
- ✓Ambiguous questions
- ✓Jargon
- ✓Assumed knowledge
- ✓Overly sensitive questions

Developing questions

- ✓ **Start with your overall research/evaluation question**
  - ✓ E.g. why do some young people join gangs?
- ✓ **Develop a number of areas or topics to be explored**
  - ✓ Tell me about your life (life story, family, friends, school etc)
  - ✓ How did you join a gang? Or What made you want to join?
  - ✓ What is the best part of being in a gang?
  - ✓ What is the hardest part of being in a gang?
  - ✓ What does it mean to be part of a gang?
  - ✓ Describe your daily routine of being part of a gang.
  - ✓ Tell me about your jobs and roles within the gang. What do you get out of it?
  - ✓ What are your dreams and goals? Do you think being a gang member will help you fulfil your dreams and goals?

Follow up question techniques

- ✓Ask for an example
- ✓Ask for meaning (“What does that mean?”, “What does/did that mean to you?”)
- ✓Provide some evidence (”What makes you say that?”)
- ✓Ask for more detail (“Can you tell me more?”)
- ✓Reflect back to check understanding
- ✓Verbal and non-verbal agreement (express interest)

MENTAL HEALTH IN COVID-19

What coping strategies do people use to look after their mental health?

In your breakout groups (15 mins)

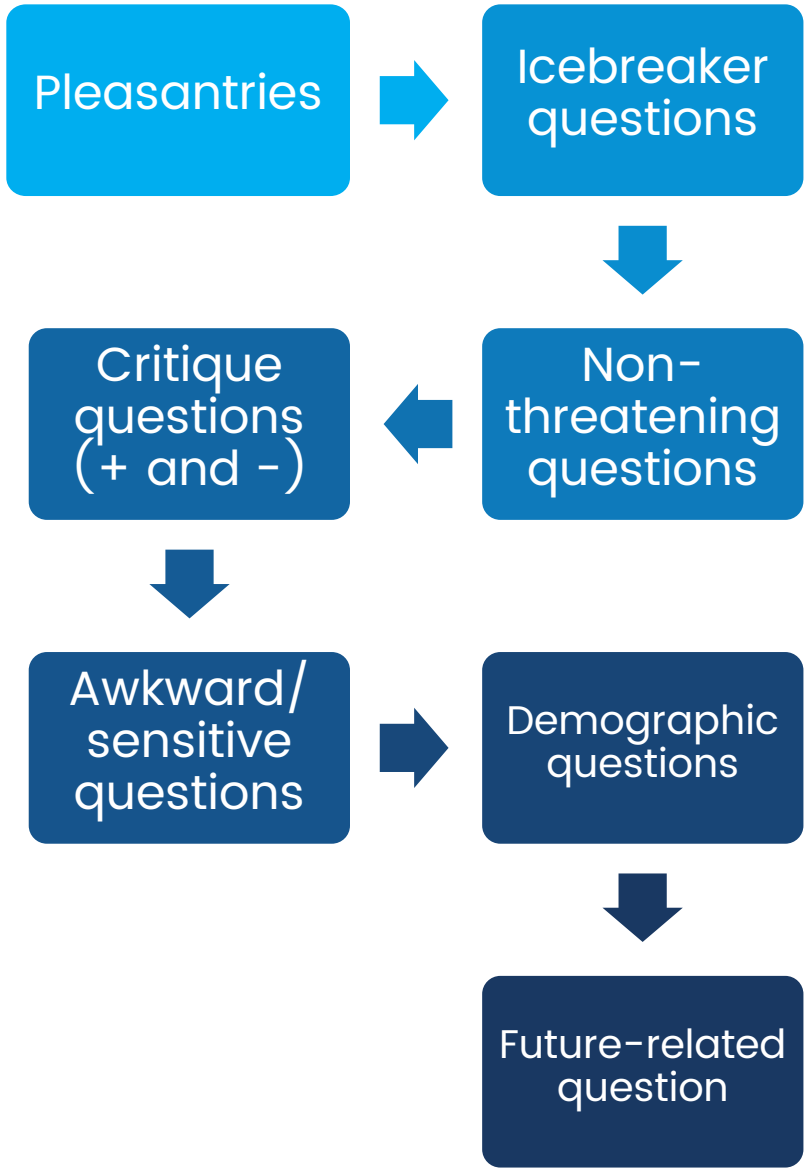
Think about how you would start an interview about this subject

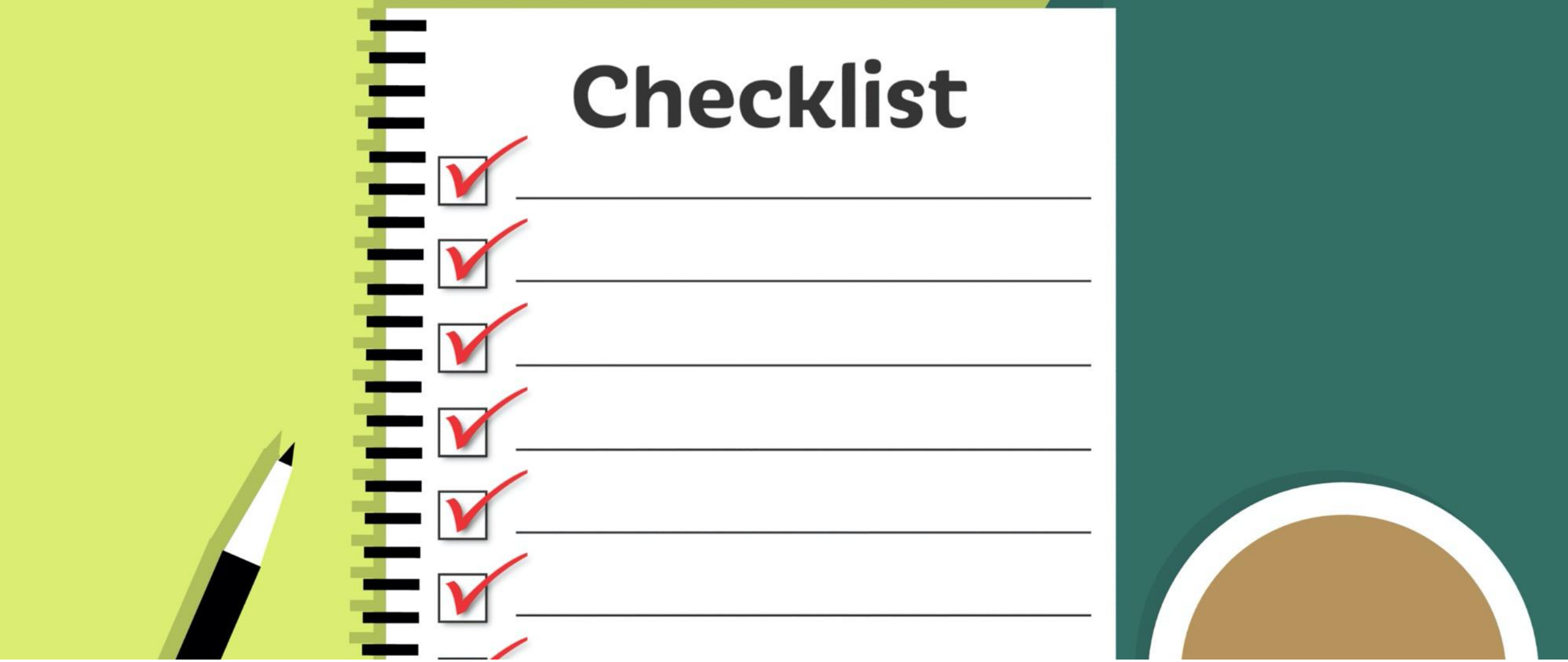
Develop **4-5 questions** (each member of your group contributing one) about a particular aspect of the subject you would like to explore

After the break: Angela will use some of these questions to interview Sorrel on the subject

COMFORT BREAK

Agenda for a semi-structured interview





Before the interview

Before an interview

- Purpose and format
- Topic
- Length of interview
- Confidentiality
- Recording
- Clarification
- Decline questions
- Ask questions

Further considerations before the interview

- ✓‘Dress code’
- ✓Pay as much attention to your own words as those of your interviewee
- ✓Be aware of your own reactions
- ✓Don’t rely on your memory

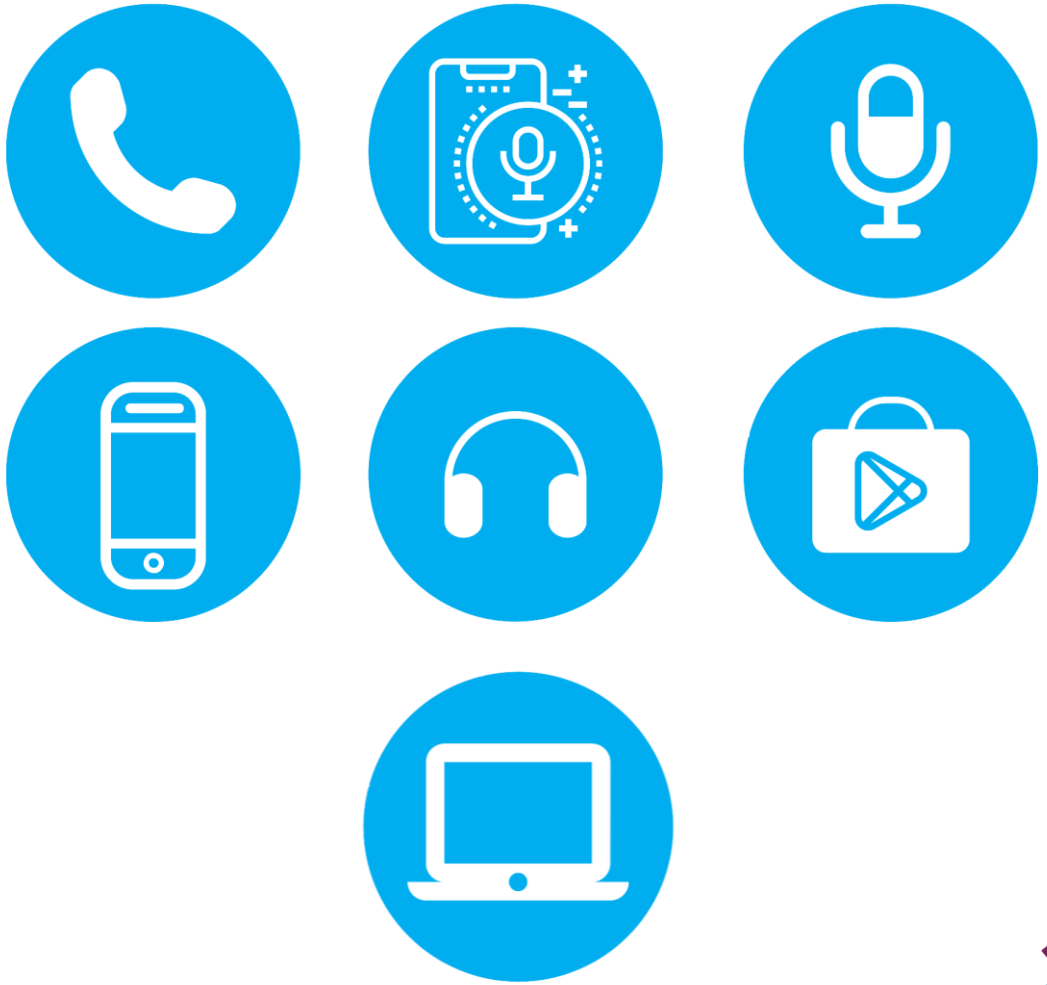
HOW TO

RECORD AND TRANSCRIBE YOUR INTERVIEWS

Pre-recording

- ✓…do you have consent?
- ✓You have told people you are **recording**
- ✓It's stored safely
- ✓Are you publishing people's stories?
- ✓Virtual consent – forms, audio (video?)

What equipment will you need? Or have?



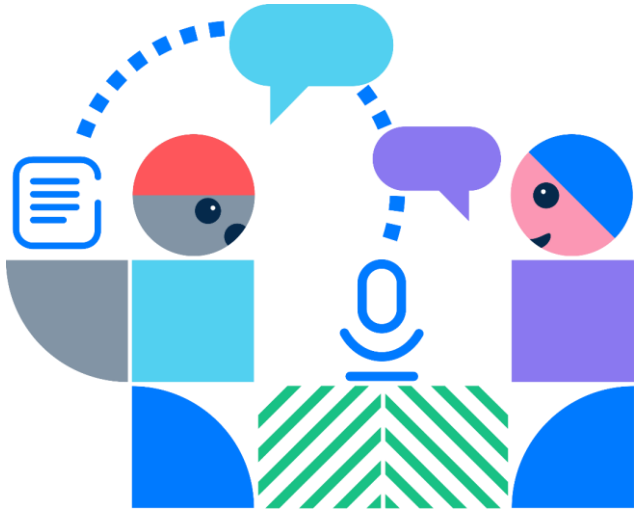
Online tools we're now using every day

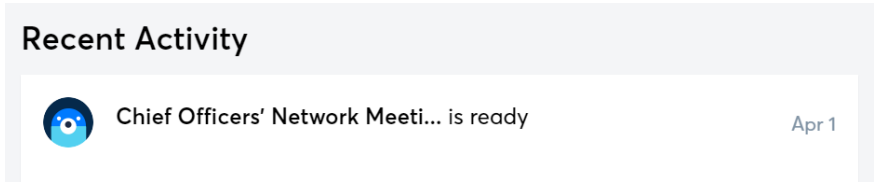
- ✓Microsoft Teams
- ✓Google Meet
- ✓Jitsi
- ✓Zoom
- ✓….there are others!

Transcribing

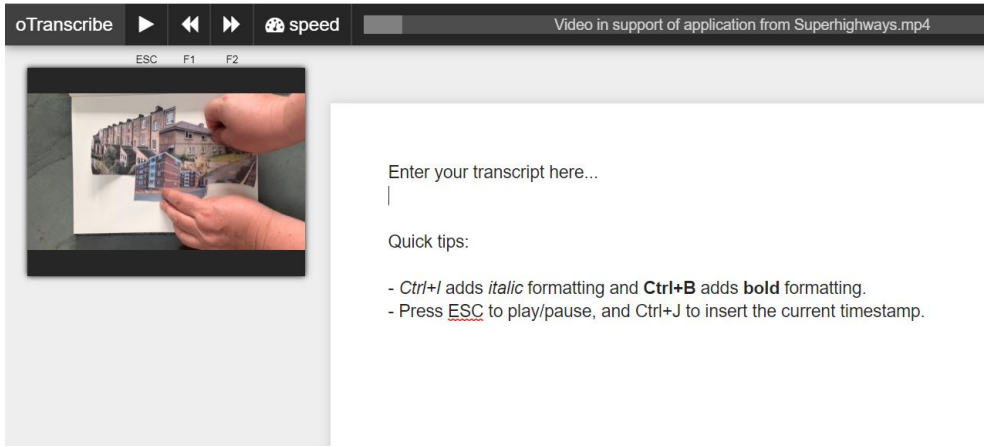
- ✓Phone speech notes (might be hard virtually)
- ✓AI transcription
- ✓Other free converters
- ✓DIY listening and typing
- ✓What do you already have in your tool box? E.g

Recording & Transcribing – Otter.ai demo

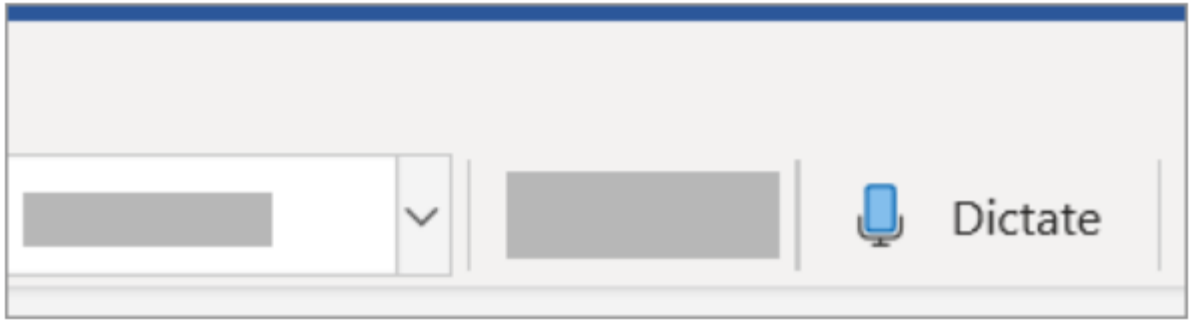




DIY transcribe – O-transcribe demo



Auto transcribe – Office 365 dictate demo



Some helpful options…

Lapel mic – plug into your phone (face-to-face)

Telephone pick up mic – insert into your ear and your recording device

Use an app e.g. Automatic Call Recorder (don't forget to switch it off)

Play it loud for dictate or speech notes to more easily pick up

TOOLS TO

EDIT AND PUBLISH YOUR RECORDINGS

Editing

- ✓Do you need to edit?
- ✓Are you publishing this?
- ✓What can't you share?
- ✓Keep the meaning

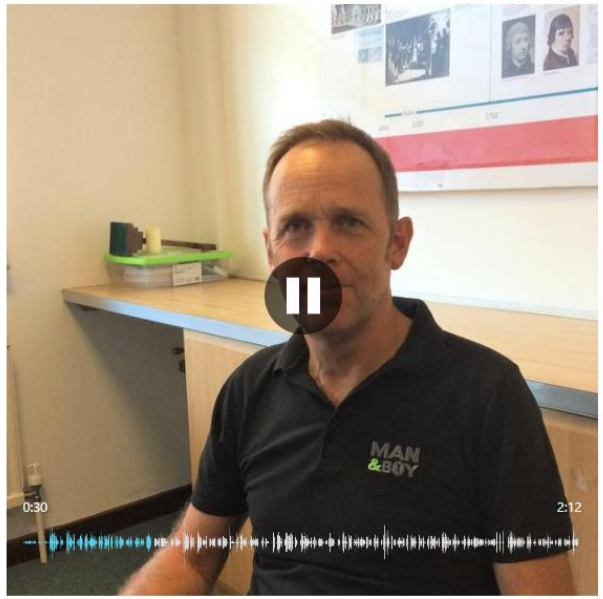
Editing

- ✓Text or audio?
- ✓Simple audio edits are available in publishing sites
- ✓Audio edit apps on phones
- ✓Audacity – free open source (our fave)

Publishing

Man & Boy: a positive story of impact

Sep 26, 2018, 4:58 PM



+ Playlist | </> Embed

Trevor Quy shares a positive story of how Man & Boy can be 'a catalyst for some change' in a boy's life, giving them space to say how they're feeling in a safe environment.'

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Man & Boy: issues and challenges

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by Small Charity Impact

Max Hamilton: a young ambassador for Express CIC in Kingston
by Small Charity Impact

Hannah Craig on supporting mental health of SEN children
by Small Charity Impact

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SOUNDCLOUD

Storing your data?

- ✓Download the right apps to your device
- ✓Which account are you signed in with?
- ✓Delete recordings where necessary
- ✓Make time…
- ✓…and form good habits

Top tips for recording

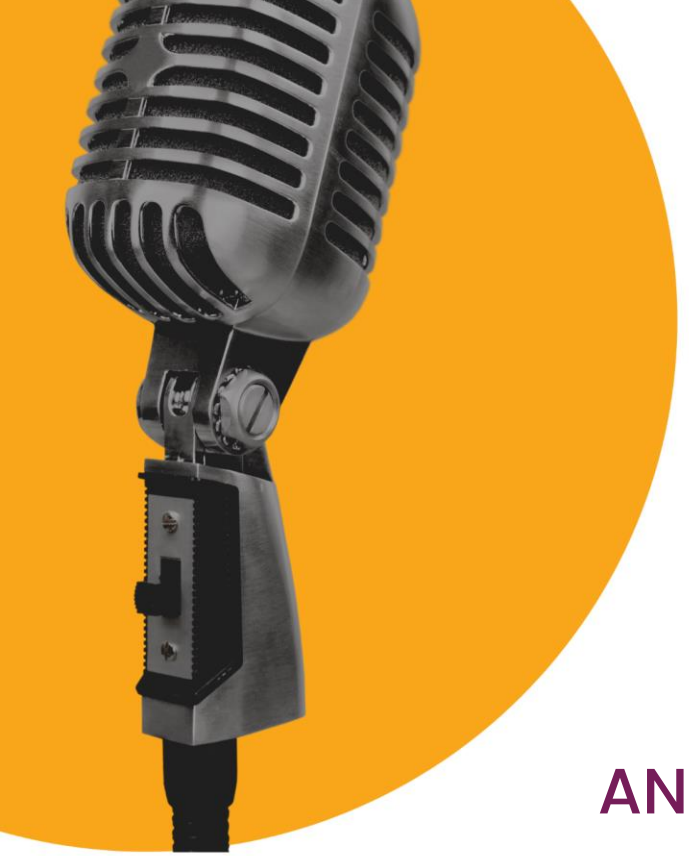
- ✓Know your equipment
- ✓Use a microphone
- ✓Have a work flow
- ✓Control your environment where possible
- ✓Easy test runs
- ✓Be kind to yourself

What's next?

- ✓Analysing your interviews
- ✓Other training
- ✓How to get support with your data

Becoming more datawise

- ✓ Complete our session evaluation
- ✓ Register for Datawise London support
- ✓ Check training opportunities on our Eventbrite page
- ✓ Join a Coalition for Efficiency free Learning Lab on qualitative data
- ✓ Sign up to our eNews
- ✓ Get help with digital: London Digital support access form



Thank you for listening

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