

Checklist of issues to consider in qualitative interviewing

- Have you thought about how you will present yourself in the interview, such as how you will dress?
 - Is there a clear and comprehensive way of introducing the research to interviewees?
 - Does the interview guide clearly relate to the research questions?
 - Has a pilot test been done with some appropriate respondents?
 - Have the interviewers been fully trained?
 - Does the interview guide contain a good mixture of question types (e.g., probing, specifying, and direct questions)?
 - Do the interviews allow novel or unexpected themes and issues to arise?
 - Is the language in the questions free of jargon?
 - Are the questions relevant to the people being interviewed?
 - Have the questions been designed to elicit in-depth responses so that interviewees are not tempted to answer simply “yes” or “no”?
 - Do the questions offer a real prospect of seeing the world from the interviewees’ point of view rather than imposing a frame of reference on them?
 - Has the setting in which the interviews will take place been checked out? Has the recording equipment been put through a dry run? Have all aids to be used (e.g., visual aids, film clips, case studies) been pre-tested?
 - Is there a plan in place if the interviewee does not turn up for the interview?
- For a focus group:
- Have you planned what you will do if not all participants turn up for the session?
 - Have the questions been designed to encourage group interaction and discussion?
 - Is there a strategy for dealing with silences and for particular participants who are reluctant to speak?
 - Is there a strategy for dealing with participants who speak too much and “hog” the discussion?
 - Is there a strategy to follow if the discussion goes off on a tangent?