

Interviewing

Level 3: Advanced Application/Applied Project (SS/PSY ### Research Methods in Behavioral Sciences)

Topic: Conduct a mini-project on interviewing in the community on a topic of interest to the college, community, or tribe

Learning Outcomes: By the end of this module, students will be able to:

- (1) Organize a group interview research project on a topic of interest to the college, community, or tribe.
- (2) Collect and transcribe interview research data as a group.
- (3) Analyze interview research data.
- (4) Present findings of a group of a group interview research project.

Time (approximate):

Instructor Presentation	60 minutes (to include a guest visit from local leaders)
Student Exercise/Activity	Assuming about 60 minutes per day, about 3-4 weeks

Reading Suggestions:

Babbie, Earl R. 2016. *The Practice of Social Research*, 14th ed. Wadsworth Publishing. Chapter 9.

Instructor's Notes and Student Exercise/Activity:

Interview research can be a method to collect in-depth information about people's attitudes, beliefs, and behaviors. Although the method can be used to collect data useful in constructing social theory, it can also be used to address issues that are important to a community. Before conducting this project, the instructor should coordinate with local leaders and invite them to speak with the class about a topic about which they'd like to learn more. For example, they may want to learn about how visitors are making use of local parks or how farmers and ranchers have adopted more sustainable practices or how high school teachers are motivating their students. After deciding on a group research topic, the students will design interview questions, determine who they shall interview, conduct interviews, analyze the interview data using content analysis, write a final report, and present the report to the local leaders.

The instructor should hold a class discussion to address the following questions:

Project topic: What is the statement of the problem? Primary research question?
Purpose/objective of the project?

Data collection: What questions should be asked in order to answer the primary research question? How long should the interviews be? How many questions should be asked? What probes are needed to assure the questions are adequately answered? How should the answers be recorded – audio recorders?

Interviewees: Who has the information to answer the interview questions? How many interviews should be conducted? How should interviews be scheduled? When and where should interviews be conducted?

Research ethics: How will the interviewees and their material's privacy be assured? How will the interview recordings and transcripts be safeguarded? Will Institutional Review Board approval be needed?

Data analysis: How will content analysis of the interview transcripts be conducted?

Final report: How will the final report be written? How will a literature review be conducted as part of the final report?

Presentation: How will the results be presented? PowerPoint presentation?

The instructor will need to have a regular schedule for the students to report their progress. The following table will help the instructor to monitor the progress of the project.

Date – When?	Activity – What?	Person(s) – Who?	Comments – How?
	Invite local leader(s) to visit the class		
	Local leader(s) speak with the class		
	Decide on research topic		
	Write interview questions		
	Make list of interviewees; obtain contact information		
	Schedule interviews		
	Conduct interviews		
	Transcribe interview audio tapes		
	Conduct content analysis		
	Complete Introduction section of the report (1-2 pages)		
	Complete Literature Review (1-2 pages)		
	Complete Methods section (2-3 pages)		
	Complete Findings section (5-7 pages)		
	Complete Discussion section (3-5 pages)		
	Complete of Reference section (3-5 pages)		
	Schedule and give presentation to local leader(s)		

Exercise: The students will conduct a class project on a topic to be coordinated with local leaders. The project will consist of the following:

1. Select a topic in conjunction with local leaders, which includes the primary research question, purpose/objective.
2. Obtain IRB approval, if needed.
3. Draft interview questions.

Assessment/Scoring Rubric:

	Needs Improvement 1	Satisfactory 2	Excellent 3
Objective 1. Organize a group interview project on a topic of interest to the college, community, or tribe	<input type="checkbox"/> Write some questions that address the purpose and objectives of the study, but need much revision	<input type="checkbox"/> Write most questions and probes with limited assistance that address the purpose and objectives of the study	<input type="checkbox"/> Write interview questions and probes to accurately and thoroughly address the purpose and objectives of the study
Objective 2. Collect and transcribe interview data	<input type="checkbox"/> Conduct interviews in an ethical, professional manner; few transcriptions completed	<input type="checkbox"/> Conduct interviews in an ethical, professional manner; most transcriptions completed	<input type="checkbox"/> Conduct interviews and transcribe data in a thorough, ethical, professional manner
Objective 3. Analyze interview data	<input type="checkbox"/> Determine relatively few themes using content analysis	<input type="checkbox"/> Determine most themes using content analysis	<input type="checkbox"/> Accurately determine themes using content analysis
Objective 4. Present findings of the interview project	<input type="checkbox"/> Complete a report using most of the components of a research report; need assistance in writing the report professionally; limited ability in preparing a PowerPoint presentation	<input type="checkbox"/> Complete a written report using the components of a research report; some assistance needed in writing the report professionally; somewhat able to present findings using PowerPoint	<input type="checkbox"/> Complete a well-written report using the components of a research report professionally; professionally present findings using PowerPoint

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