

■ TABLE 6.4 Tips for Conducting an Effective Interview

1. Make sure all interviewers are well trained.
 2. Do background homework on the interviewees so that you will know a little about the people you will be interviewing.
 3. Establish rapport and trust with your interviewee.
 4. Be empathetic *and* remain neutral toward the content of what the interviewee says.
 5. Use gentle nonverbal head nods and verbal “Um-hms” to show your interest in what the interviewee says.
 6. Be reflexive (i.e., monitor yourself).
 7. Make sure the interviewee is doing most of the talking, not you.
 8. Be sensitive to gender, age, and cultural differences between you and the interviewee.
 9. Make sure the interviewee understands exactly what you are asking.
 10. Provide sufficient time for the interviewee to answer each question.
 11. Maintain control of the interview and keep the interview focused.
 12. Utilize probes and follow-up questions to gain clarity and depth of responses.
 13. Maintain a respect for the interviewee’s valuable time.
 14. Typically, you should tape record the interview session.
 15. After an interview is completed, check your notes and recordings for quality and completeness.
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