

STAKEHOLDER INTERVIEW SUGGESTIONS

- Send out the questions before the interview.
- Use the same list of questions for each interview. Develop questions that are not redundant.
- Make the questions opened-ended. Do not use questions that beg for a “yes” or “no” answer.
- Ask the questions in the same order for each subject.
- Use a conversational, as opposed to interrogative, approach in interviewing subjects.
- Record your subjects’ answers word for word. If they are speaking quickly, request that they slow down, noting that it’s important for you to record their responses as completely as possible.
- If you do not understand a response, record it and then ask your subject, “Can you please expand on that for me?”
- Subjects may choose to not answer a question, or say that a question doesn’t apply in their case. If they do, just note in the response area.
- To save time and help you capture answers as completely as possible, it is suggested you use a laptop computer entering responses directly into a document as opposed to taking written notes that later have to be transcribed.

7/12/11 AP University Communications