

Week 8: *Ready to go?*

Why should most of your research be done before asking someone for an interview?

Our guide will benefit from the analysis, and the interview will flow smoothly. That is why we conduct the majority of our research prior to approaching anyone for an interview. Interviews are used to gather more information from a specific group of people regarding their characteristics, emotions, behaviors, beliefs, or expertise. Before conducting an interview, we conduct research to determine who we will interview, what kind of information we want to elicit from the interview, and create a check list of open-ended questions to be asked so that the respondent can choose his answer. Most importantly, we conduct research to determine who we will interview. We summarize the points recorded at the end of the interview and ask the respondent if the description is accurate. It is important to conduct thorough research. Training an interviewer is also a good idea, because the interviewer has control over the consistency of the outcome. If more than one interviewer is involved in our research, it is critical that each interviewer understands and practices the interviewing technique before the formal study begins.