

Individual and group interviews

There are several ways of conducting individual and group interviews. For the proposed approach, the informal interview and the semi-structured interview are recommended since they enable the collection of content based on experience and nuanced narrative, the sensitivity and revelation of others.

Objectives

- To document knowledge, experiences, and ways of doing and being.
- To encourage conscientious and culturally meaningful documentation.



Development process

PRIOR

1. Determine the goals, objectives, intentions and key points to be addressed.

The key is not to have an answer for each item, but to clearly state the general objectives of what is being sought.

2. Present the meeting's objectives to the participants and jointly plan how the interview will proceed.

DURING

1. Prepare and set up the material.

Once time has been taken to set up and prepare the material, no further thought needs to dwell on the matter. It is important to check the proper functioning of the recording and to have a list of technical items to be verified, such as cleaning the lens. This approach helps in the heat of the moment.

2. Ask open-ended questions that invite discussion, exchanges and sharing.

During the interview, it is recommended to ask open-ended questions that invite descriptions and details to be disclosed. It is preferable to avoid questions that generate short, closed-ended answers (yes or no), such as questions that begin with "Would...".

3. Develop questions in such a way that participants will include these questions in their responses.

It may be useful to ask questions in such a way that participants include these questions in their responses. This approach makes it easier to use the recordings when producing a means for transmission and/or an educational agent.

Examples of questions : What should one know about this topic? What would you like to tell the youth?

4. Do not interrupt participants.

This is, of course, a matter of respect, but not interrupting participants also facilitates eventual dissemination.

SUBSEQUENTLY

1. Share all material stemming from interviews.

It is important to provide participants with transcripts, photographs and videos for their personal archives and for content validation. This will ensure the consistency of the archived material.

For further development...

Qualitative or quantitative, structured, semi-structured or informal interviews

There are various methods of conducting interviews. In the proposed approach, we favour **the qualitative interview which is conducted in a semi-structured manner**. It encourages the expression and development of thought. It enables further documentation of cultural and intangible nuances by identifying feelings, impressions and ways of thinking and acting.

The informal interview is another approach for collecting qualitative content. It is particularly used when demonstrating observable skills. In this situation, the interviewer is more of an observer, and the interviewee is encouraged to share knowledge and demonstrate what he or she desires.

In some circumstances, gathering **quantitative** content may be a necessary requirement of collection. Quantitative methods are mainly used to provide a statistical and representative portrait of certain characteristics of a theme. They involve asking specific questions that are not open to interpretation and to which the answers are very short (a single or a few words, a rating scale of 1 to 5, etc.). The interview is essentially directed and leaves little room for emotion. Quantitative collection is generally used to reach a large number of participants. Telephone or online surveys are most commonly used.

Practical online tool available to create surveys

This tool from Google helps develop forms which can be sent remotely to gather responses from selected individuals. It can also be used for other purposes, such as the creation of registration forms.

<https://docs.google.com/forms/>