

Target Group:

This method generally includes one individual or small groups (2-5 people).

Aim of the Method:

This method is feasible for different key issues: alcohol usage, physical activity, dietary behaviour, smoking, mental health, psychological health

Level of Participation:

High

Type of Method:

Participatory approach

DESCRIPTION

Interview is a conversation with a purpose.

This method can be very useful when you are looking for in-depth information on a very specific topic from an expert point of view.

Conducting an interview gives a flexibility to guide the interview process as you have planned, as you can control the question order and make sure that all the questions will be answered.

Interviews are not the best options if:

- ▶ You need numbers and statistics.
- ▶ You need large-scale responses.

TIPS FOR THE USERS

Points to remember:

- ▶ Practice – Memorise your questions.
- ▶ Small-talk first – To make the interview atmosphere more comfortable.
- ▶ Listen and keep your goals in mind.

GOOD TO KNOW:

- ✓ Define what you want to know and draft your interview questions.
- ✓ Choose who and how you'd like to interview (structured or semi-structured ; face-to-face or focus groups)
- ✓ Collect and analyse the data!

