



**USAID**  
FROM THE AMERICAN PEOPLE

# Module 2

## Prepare for the Interview



**USAID**  
FROM THE AMERICAN PEOPLE



# Introduction

- Types of interviews
- Develop your questions



**USAID**  
FROM THE AMERICAN PEOPLE



## Type of Interviews

- Face-to-Face
- Telephone
- Written Questionnaire



**USAID**  
FROM THE AMERICAN PEOPLE



## Face-to-Face Interview

- When to use
  - Explore complex questions
  - Need to ask sensitive questions
  - Respondents are experts in their companies
  - You have plenty of time



**USAID**  
FROM THE AMERICAN PEOPLE



## Fact-to-Face Interview

What do you think are the advantages to face-to-face interviews?



## Face-to-Face Interview Advantages

- Clarify questions
- Gain insights
- Obtain ideas from respondents to ask further questions
- Pick up non-verbal clues
- Change tone and style of questions to match individual conversational style of respondent(s)



**USAID**  
FROM THE AMERICAN PEOPLE



# Face-to-Face Interview Disadvantages

What do think are the disadvantages to face-to-face interviews?



**USAID**  
FROM THE AMERICAN PEOPLE



## Face-to-Face Interview Disadvantages

- Respondent(s) may be distracted by note taking
- Respondent(s) may doubt answers will remain confidential
- Time consuming



**USAID**  
FROM THE AMERICAN PEOPLE



# Telephone Interview

- When to use
  - Gather non-sensitive answers to specific and tightly focused questions
    - Yes/no
    - Range of answers
  - Gather numerical data
  - Most responses can be anticipated



**USAID**  
FROM THE AMERICAN PEOPLE



# Telephone Interview Advantages

What do you think are the advantages of telephone interviews?



**USAID**  
FROM THE AMERICAN PEOPLE



## Telephone Interview Advantages

- Interviewer can
  - Clarify questions
  - Answer questions
- Respondents
  - may be more relaxed
  - Cannot read interviewers body language
- Fast way to collect data



**USAID**  
FROM THE AMERICAN PEOPLE



# Telephone Interview Disadvantages

What do you think are the disadvantages to telephone interviews?



**USAID**  
FROM THE AMERICAN PEOPLE



## Telephone Interview Disadvantages

- Interviewer cannot
  - Develop a positive atmosphere (build rapport)
  - Read body language of respondent
- Respondent may see telephone as an invasion
- Data gathered has limited scope



**USAID**  
FROM THE AMERICAN PEOPLE



## Written Questionnaire Interviews

- When to use
  - Gathering broad, quantifiable, non-sensitive data
  - When “all” other possible answers can be anticipated



**USAID**  
FROM THE AMERICAN PEOPLE



# Written Questionnaire Advantages

What do you think are the advantages to written questionnaires?



**USAID**  
FROM THE AMERICAN PEOPLE



## Written Questionnaire Advantages

- Respondents may be more relaxed
- Easy to administer
- Tabulation and analysis is easier



**USAID**  
FROM THE AMERICAN PEOPLE



## Written Questionnaire Disadvantages

- Respondent may not understand or misinterpret questions
- Respondent may be irritated from a previous survey