

Interview Guide







WHAT:

- Tool used to ask questions of an individual.
- Questions can be qualitative or quantitative.
- Can be combined with focus groups or surveys or other evaluation methods to collect more data.
- Interviews can vary in the level of structure from least (informal conversations); medium (semi-structured); to most (standardized).
- We recommend semi-structured interviews that allow the researcher to have a list of set questions and have room to ask follow-up questions unique to each individual conversation.

WHY:

- Enables the evaluator to collect in-depth data on a topic.
- Offers more flexibility than a traditional survey with set questions and limited opportunity for individual follow-up.

HOW:

 Determine the goals of the interview.	 Keep interview focused on your goal and allow time to ask follow-up questions
 Identify the participant selection strategy.	 Put most important questions at the start of the interview.
 Collaboratively design questions with participants in target demographic or share draft for review.	 Share the interview questions in advance with participants.
 Review publicly available reliable and valid questions, if applicable.	 Share a summary of notes from the conversation with participants to allow them opportunity to edit.
 Pilot interview questions with target participants and edit based on feedback	 Clarify how you will share overall findings and final decision with participants.



OPTIONS TO EMBED EVALUATION:

Level of Engagement	Key PPCE Activities	Options to Embed Evaluation	Analysis
Consult	<ul style="list-style-type: none"> • Leaflets, posters, other informational items • Social media postings • Presentations or exhibitions • Meetings or workshops • Interview transcripts 	<ul style="list-style-type: none"> • QR code on flyer to track use of the informational materials • Website/social media analytics • Counts of informational materials distributed • Flip charts/virtual white boards • AI assisted notes from meeting/interview • Participant worksheets • Short meeting polls conducted in real-time 	<ul style="list-style-type: none"> • Simple dashboard with counts displayed on agency webpage or intranet • Summary of key themes • Dashboard of relevant meeting metrics • Dashboard of poll results displayed on agency webpage or intranet
Collaborate	<ul style="list-style-type: none"> • Web-based and asynchronous collaboration platforms • Photo voice 	<ul style="list-style-type: none"> • All items from Consult plus: • Web analytics • Collaborative document • Pictures/video themes 	<ul style="list-style-type: none"> • Summary of key themes • Journey map/photo montage • Dashboard of relevant meeting metrics
Empower	<ul style="list-style-type: none"> • Community forums and action planning sessions 	<ul style="list-style-type: none"> • All items from previous levels of engagement, plus: • Action plan document 	<ul style="list-style-type: none"> • Completed action plan • Journey map/photo montage • Dashboard of relevant meeting metrics



OUTPUTS AND OUTCOMES:

Outputs	Outcomes
<ul style="list-style-type: none"> • Clear understanding of how the agency is defining the problem. • Individuals and communities were clear about their role. • Identification of “who” has the final say or deciding authority. • List of individuals who may be affected by the decision. • Identification of the resources needed to conduct public participation. • Clear understanding of how the information will be used. • List of relevant groups/individuals who need to be engaged. • List of relevant groups who are already engaged and can be a resource for the agency. • Any barriers to participating in the interviews were addressed by the agency. • Number of individuals participating in the interviews. • Amount of total time spent on interviews. • Understanding how communities/individuals feel about the federal government. • Understanding the reason behind unfavorable or favorable views. • Understanding if there are differences in perception based on demographics. • Number of key themes from the interviews. 	<p>Short-term:</p> <ul style="list-style-type: none"> • All relevant groups and communities agree on the problem. • Interviews are accessible to all. • All communication material is accessible to all. • Resources are allocated equitably. <p>Medium and Long-term:</p> <ul style="list-style-type: none"> • Buy-in from public and relevant groups. • Agency does not overpromise participants about the influence they have on final decisions. • Agency is better prepared to conduct the participatory process. • Effective public participation process is designed. • Participants are satisfied with the process and outcomes. • The full range of perspectives needed to conduct meaningful public participation is achieved. • Changing perception of federal government. • Participants are fully aware of and understand what is being communicated. • Effective participation by individuals and community members. • Increasing trust in federal institutions. • Barriers to public participation are alleviated. • Participatory process enables people/communities to influence the decisions and actions that affect their lives.

ADDITIONAL RESOURCES:

- [Centers for Disease Control and Prevention Evaluation Briefs: Interviews](#)
- [Harvard Strategies for Developing Interview Guides](#)