

GUIDED INTERVIEW DEVELOPMENT WORKSHEET

Interviews and guided discussion differ from surveys in that the content of the discussion is driven by the individual being interviewed, not by a prescribed set of response options. They can provide insights about a community and can be used to inform the development of communication strategies, enhance creative materials, and build donor awareness, education, and activation.

When designing interviews, consider the subsequent analysis and how the results will be used. Data from foundational interviews undertaken for the FCR CCP Campaign were synthesized and analyzed thematically using design thinking methodology. Design thinking is a human-centered design process used to empathize with research participants, challenge assumptions, redefine problems, and create innovative solutions to prototype and test. Personas were created to guide community outreach and engagement activities.

Obtain legal and ethical approvals including Human Subjects Review and Protection Institutional Review Board (IRB); Paperwork Reduction Act (PRA) (1995) burden reduction requirements or waivers.

- Methods and approvals to interview protected populations (e.g., children, pregnant women) will be different than for general American adults.
- It could be important to ask about respondents' health status as related to the pandemic or PHE. If so, be sure to get the necessary human subject protection approvals.

Consider the analysis goals and how the analysis will impact interpretation of the results.

- Analysis could include quantitative analyses (e.g., descriptive statistics and/or statistical modeling), qualitative analyses (e.g., thematic analysis), or a mixed-methods approach.
- Consult with trained statisticians to ensure appropriate methods are used.

Reflect on the intended audience for the community activation campaign. Consider the information learned in the Cultural Aspects Checklist.

Consider the demographic questions, the specificity of response options, how demographics might affect the analysis, and inferences about the sample.

Surveys aimed at specific subpopulations should use terminologies and response options reflective of possible demographic identities within the group.

To ensure that respondents have time to complete the interview, every question asked should have a rationale and a strategic use.

Begin the interview discussion with informal and conversational questions. The intention is to build rapport with the interviewee, so they feel more comfortable discussing their thoughts and feelings.

Consider word choices carefully in a survey.

- Always consider literacy level and language accessibility. Use plain language to ensure the survey questions can be understood by participants.
- Define adjectives or qualifiers to make sure they are understood consistently by all respondents.
- Define words that could be interpreted broadly if specificity is needed for survey results.
- Avoid technical jargon.

The level of familiarity, trust, and willingness to participate in surveys will vary across different communities. Special care should be taken to understand the barriers to participation, which may include:

- Recruitment of staff that speaks target respondents' preferred language
- Inclusion of key community leaders in surveying efforts
- Building relationships between the community and researchers
- Ensuring the availability of accommodations (e.g., internet)