

Select the survey method and prepare the semi-structured interview
Lesson 4: The interview guide

Instructions - Exercise 2

LEARNING OBJECTIVE:

Know how to develop an interview guide to address a core research question.

PROCEDURE STEP-BY-STEP:

- 1) You receive two requests (on the following page) to carry out surveys using semi-structured interviews. In each case, you must develop an interview guide consisting of only 3 questions.
- 2) Consult the model answer provided.

Time estimated to complete the activity: 1 hour

Status: Required

Evaluation: This activity is not evaluated, no feedback will be provided by the tutor.

Presentation of Case n°1:

The public association in charge of household rubbish collection for a small rural area has observed that despite numerous information campaigns directed at inhabitants, household rubbish is not sorted very well.

The association formulated several hypotheses to explain this phenomenon: perhaps people were encountering difficulties in sorting rubbish (the association would like to know what they are?); people did not think sorting was important; people have not understood how to sort their rubbish; the existence of other reasons for the sorting errors.

The association has considered a number of ways to improve the situation: changing the placement of bins, improving signs, other awareness-raising and information activities, other sorting systems with colored bags and passing with the dump truck twice a week.

You are in charge of developing an interview guide containing a maximum of 3 questions to prepare a survey that the association will conduct on a limited number of households which are representative of the population's age structure and socio-professional composition.

For this survey, the association wants to know why sorting is not done very well in some villages, and what changes would be most effective to improve sorting by households.

Your suggestion:

Question 1:

Question 2:

Question 3:

Presentation of Case n°2:

In a survey of the food product supply strategies of large retail corporations in Europe, one wants to know if organic farm products are expanding their market share, if they play a special role in marketing strategies ("green" image of the brand name, attracting well-off clients seeking quality products...) and if some food sectors are supplied with more organic products than others (if yes, which ones?).

To prepare a survey of a representative sample of large retailers in Europe, 1 or 2 corporations will be interviewed in some twenty European Community countries. The interviews will be conducted with diverse corporations and to do so, you are given the task of formulating an interview guide with 3 questions that would allow an idea of the different responses possible.

Your suggestion:

Question 1:

Question 2:

Question 3: