

Conducting a semi-structured interview

Lesson 2: The heart of the interview

Instructions - Exercise 2

Formulating questions

LEARNING OBJECTIVE

Formulate open-ended questions.

PROCEDURE STEP-BY-STEP

- 1) Examples of poorly worded questions will be presented:
 - a. identify the weaknesses of these questions,
 - b. then formulate an open-ended question resolving these weaknesses.

- 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.

Situation n° 1

You consult stakeholders who are living or working on a Natura 2000 site. You are interested in the impact of their activities on biodiversity and you formulate the following question:

"Do you think your activity has a negative impact on the conservation of biodiversity?"

This question has 4 major weakness in the way it is worded - what are they?

Weakness 1 :
Weakness 2 :
Weakness 3 :
Weakness 4 :

Wording that you propose:

Situation n° 2

In the framework of a survey on how people living in a village near a source of air pollution perceive air quality, formulate a broad, opening question aiming to collect the opinion of the interviewee on the pollution of the air that he or she breathes.

Formulation of the open question: