

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

Model Answer - Exercise 1

REMINDER OF THE INSTRUCTIONS

Transform each closed, multiple choice question below into a single question that allows the collection of the widest possible range of responses.

MODEL ANSWER: Compare the suggestions below (in the right-hand column) with your own.

Closed question	Open question
<p>1) During a heat wave, you drive:</p> <ul style="list-style-type: none"> a) With the windows open and the air conditioner on b) With the windows open and the air conditioner off c) Air conditioner on, windows closed d) At night or very early in the morning 	<p><i>How do you react to a heat wave when you have to use your car?</i></p>
<p>2) When camping, you prefer food products that are:</p> <ul style="list-style-type: none"> a) Sold loose without packaging b) Practical c) In recyclable packaging d) Inexpensive 	<p><i>What criteria do you use to choose food products when camping?</i></p>
<p>3) At home:</p> <ul style="list-style-type: none"> a) You are careful to sort your rubbish b) You do not know the recycling sorting rules c) You correct your housemates' sorting mistakes in the rubbish bin d) You throw your garbage into the first rubbish bin that you can find 	<p><i>How do you practice household rubbish sorting?</i></p>

<p>4) When hiking in a nature conservation area:</p> <ul style="list-style-type: none"> a) You never pick a bouquet of flowers b) Sometimes you pick some pretty flowers to bring home or as a present c) You share your knowledge of protected plants with other people around you d) You carry with you a list of protected plants 	<p><i>How interested are you in plants when you go for a hike in a nature conservation area?</i></p>
<p>5) When insulating your home, you choose materials that are:</p> <ul style="list-style-type: none"> a) Inexpensive, even if they pollute b) Ecological, as long as they are not more expensive c) Available nearby d) Ecological, even if they are more expensive 	<p><i>If you were planning to insulate your home, how would you choose the materials?</i></p>
<p>6) In the shower:</p> <ul style="list-style-type: none"> a) You let the water run while soaping up b) You turn off the water while soaping up c) You use water recuperated on your roof d) You use a shower head that reduces the water pressure 	<p><i>What is your attitude regarding water consumption?</i></p>
<p>7) To move about by car, you use:</p> <ul style="list-style-type: none"> a) Biofuel b) Diesel c) Lead-free gas d) A carpool 	<p><i>What is your attitude regarding gas consumption?</i></p>
<p>8) You rent an apartment heated by an electric convector:</p> <ul style="list-style-type: none"> a) You buy a thermostat to limit your electricity consumption b) You maintain the heat in your home at 16° c) You replace the convectors with radiant heaters d) You heat until the temperature is comfortable 	<p><i>How do you address the issue of heating your home?</i></p>

NOTE: You should realize that an open question allows the interviewer to obtain unexpected answers that are different from suggestions a) b) c) or d). For example, a possible answer for question 7 could be, "I only take baths", or even, "I wash in the river."