

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

Model Answer - Exercise 2

REMINDER OF THE INSTRUCTIONS

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.

MODEL ANSWER: Compare the suggestions below with your own.

Case 1: Why is sorting poorly done in some villages, and what changes would be most effective to improve the sorting by households?

Q°1: Could you describe to me in a fairly detailed way how you sort your household rubbish?

→ The answers will enable the association to make its own diagnosis of the difficulties or causes of the mistakes in sorting household rubbish.

Q°2: What difficulties do you face when sorting?

→ The answers make it possible to complement the association's diagnosis with the inhabitants' diagnosis.

Q°3: What improvements could be made to the sorting of rubbish in your village?

→ The answers allow the range of possible solutions to be broadened and to reject some solutions foreseen by the association. The question leads the person interviewed to broaden his or her field of reflection by passing from the individual level (his or her practices, difficulties) to the level of the village.

NOTE: During the interview, the interviewer can modify the form of the questions but they always remain open questions.

Case 2: Are organic farm products developing a greater market share? Do they play a special role in marketing strategies ("green" image of the brand name, attracting well-off clients seeking quality products...)? Are some food sectors supplied with more organic products than others (if yes, which ones)?

Q°1: What are the main elements of your marketing strategy regarding food products?

In this first question, the term "organic" is not mentioned. One thus avoids introducing a bias that invites the interviewee to discuss "organic" when that does not play a role in his or her strategy.

Q°2: In this strategy, what is the role of organic farm products?

Q°3: How are organic farm products distributed between the different food sub-sectors?

Follow-up questions to question n°3 are formulated when necessary after the interviewee has responded.

Possible follow-ups: in the dry foods sector?

in the fresh foods sector?

in the frozen foods sector?