


DATAWISE LONDON ONLINE TRAINING



# HOW TO INTERVIEW YOUR SMALL CHARITY'S BENEFICIARIES

A Beginner's Guide to Semi-Structured  
Interviews and Recording



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# What we'll cover today

- ✓ What is a semi-structured interview?
- ✓ Planning / designing them
- ✓ Interview techniques
- ✓ Recording and transcribing
- ✓ Editing and publishing

# Quick poll...have you ever??





**WHAT IS A**



**SEMI-STRUCTURED  
INTERVIEW?**

# Interviewing



# What is semi-structured interviewing?

- ✓ ... is a scheduled activity
- ✓ Uses an **interview guide**
- ✓ Interviewer is prepared and in control, but not controlling
- ✓ Max. 1 hour



## Best uses

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- ✓ When you evaluate a project/programme
- ✓ If you are exploring a new area of work
- ✓ If you are interested in the thoughts, interpretations and meanings about a subject – ‘rich data’
- ✓ Lived and learned experience





# A word of caution

- ✓ Labour intensive
  - ✓ Interviews
  - ✓ Transcription
  - ✓ Data analysis
- ✓ Sample sizes are usually small
- ✓ Don't expect facts





**HOW TO**



**PLAN AND DESIGN YOUR  
SEMI-STRUCTURED  
INTERVIEW**

# Quick question...

What ethical considerations might we need to think about?

Answers in chat please...



# Ethical considerations

- ✓ Do no harm
- ✓ Honesty and fairness
- ✓ Data protection
- ✓ Reciprocity
- ✓ Confidentiality and anonymity
- ✓ Informed consent
- ✓ Inclusion
- ✓ Competence, independence and integrity of those responsible

(<https://impactinfofocus.com>)



# Planning the interview

- ✓ Why? (what are you trying to find out?)
- ✓ Who? (who is your population and who are your interviewers?)
- ✓ How? (Online, phone, face-to-face)
- ✓ Where? (if face-to-face)
- ✓ What? (what are you going to ask?)

**Be aware of barriers!**





Brain paws..





# INTERVIEW TECHNIQUES



QUESTIONS  
ANSWERED  
HERE  
EVEN THE  
SILLY ONES

# Top tips

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- ✓ Factor in enough time to draft, edit, pre-test and polish the interview questions and guide
- ✓ Don't cram too many subjects into the agenda
- ✓ Use closed questions as gateways to open-ended probing
- ✓ Anticipate 'socially acceptable answers'





# Quick question...

What should we try and **avoid** when asking questions?



# Avoid

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- ✓ Leading questions
- ✓ Double questions
- ✓ Loaded questions
- ✓ Ambiguous questions
- ✓ Jargon
- ✓ Assumed knowledge
- ✓ Overly sensitive questions



# Developing questions

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- ✓ **Start with your overall research/evaluation question**
  - ✓ E.g. why do some young people join gangs?
- ✓ **Develop a number of areas or topics to be explored**
  - ✓ Tell me about your life (life story, family, friends, school etc)
  - ✓ How did you join a gang? Or What made you want to join?
  - ✓ What is the best part of being in a gang?
  - ✓ What is the hardest part of being in a gang?
  - ✓ What does it mean to be part of a gang?
  - ✓ Describe your daily routine of being part of a gang.
  - ✓ Tell me about your jobs and roles within the gang. What do you get out of it?
  - ✓ What are your dreams and goals? Do you think being a gang member will help you fulfil your dreams and goals?

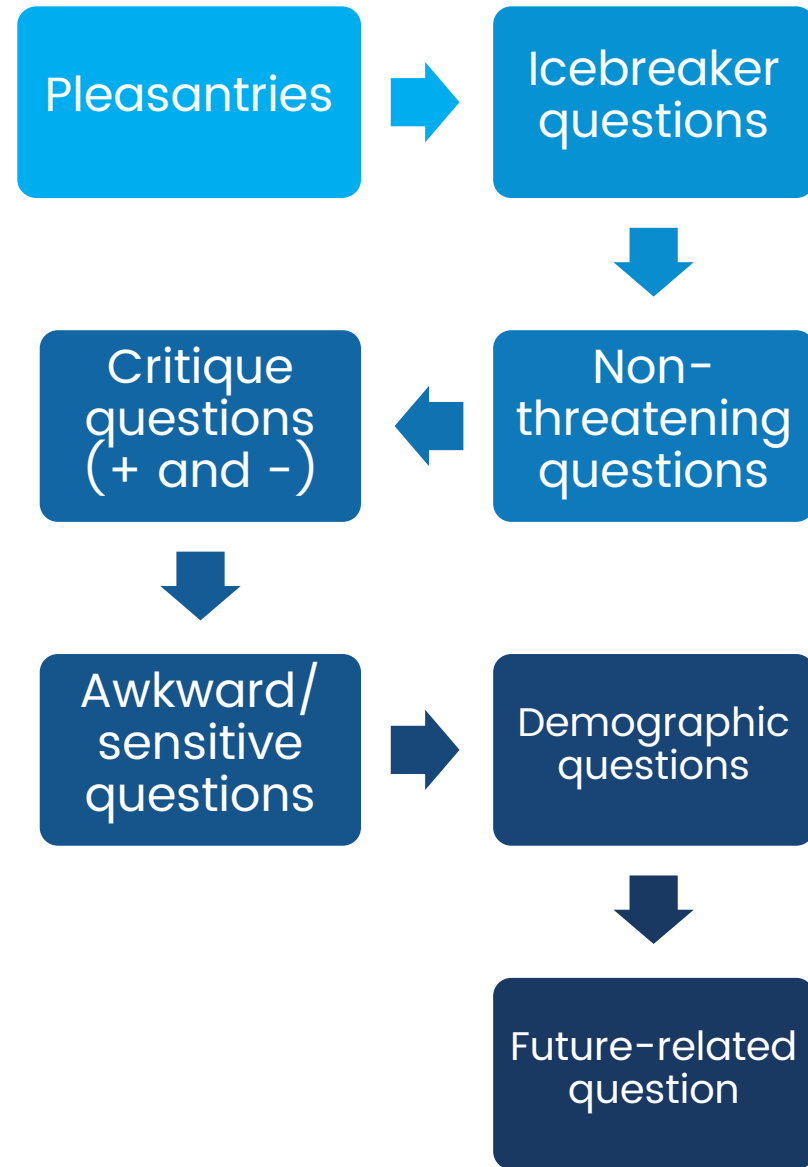


# Follow up question techniques

- ✓ Ask for an example
- ✓ Ask for meaning (“What does that mean?”, “What does/did that mean to you?”)
- ✓ Provide some evidence (“What makes you say that?”)
- ✓ Ask for more detail (“Can you tell me more?”)
- ✓ Reflect back to check understanding
- ✓ Verbal and non-verbal agreement (express interest)



# Agenda for a semi-structured interview





# **WELLBEING AT WORK DURING COVID-19**

**What needs do people  
have as they work  
from home during  
lockdown?**

## In your breakout groups (15 mins)

Think about how you would start an interview about this subject

Develop 4-5 questions (each member of your group contributing one) about a particular aspect of the subject you would like to explore

After the break: Angela will use some of these questions to interview Sorrel on the subject





**COMFORT BREAK**





**HOW TO**

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**RECORD AND  
TRANSCRIBE YOUR  
INTERVIEWS**

# Quick poll...have you ever??



# Quick question...

What do we need to consider before we record the interview?



# Pre-recording

- ✓ ...do you have consent?
- ✓ You have told people you are **recording**
- ✓ It's stored safely
- ✓ Are you publishing people's stories?
- ✓ Virtual consent – forms, audio (video?)



What  
equipment  
will you  
need?  
Or have?



Online tools  
we're now  
using every  
day

- ✓ Microsoft Teams
- ✓ Google Meet
- ✓ Jitsi
- ✓ Zoom
- ✓ ...there are others!



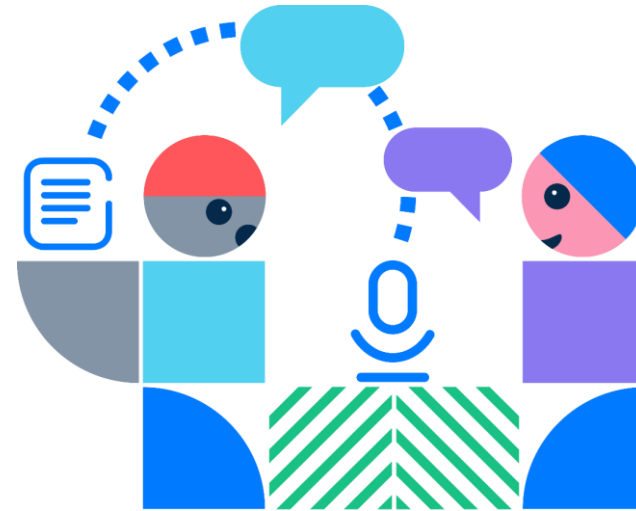
# Transcribing

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- ✓ Phone speech notes (might be hard virtually)
- ✓ AI transcription
- ✓ Other free converters
- ✓ DIY listening and typing
- ✓ What do you already have in your tool box?  
E.g. Captions on your videos



# Recording & Transcribing – Otter.ai demo



## Recent Activity



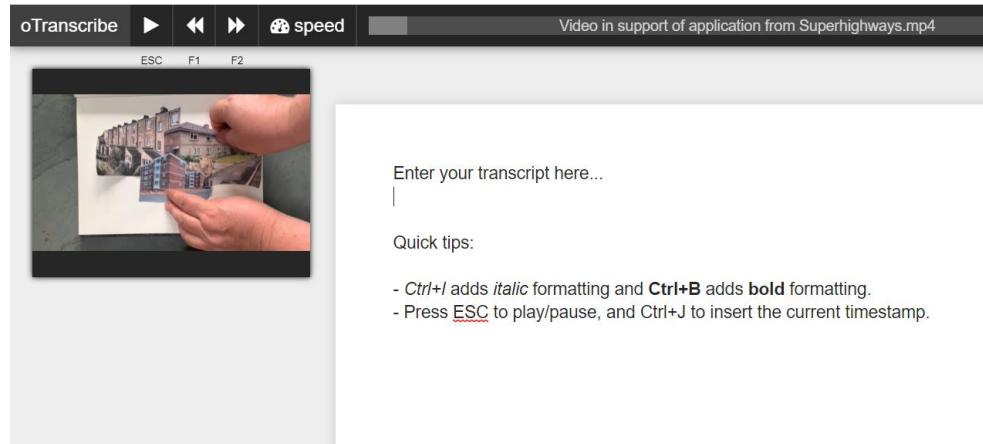
Chief Officers' Network Meeti... is ready

Apr 1





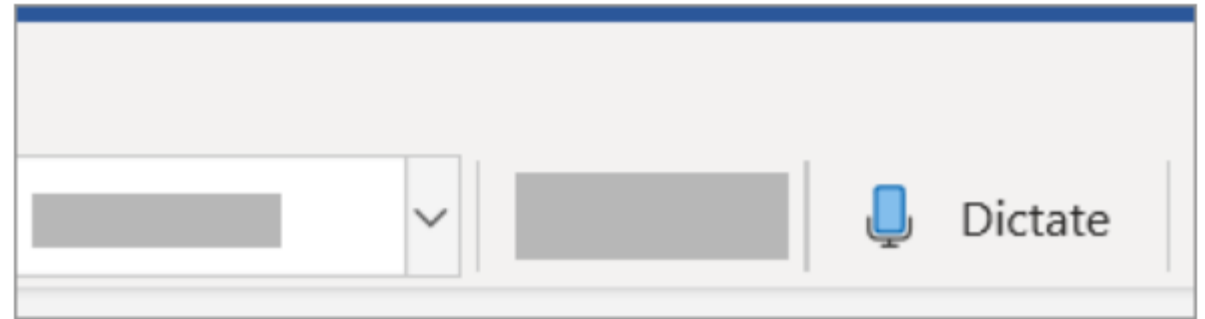
# DIY transcribe – O-transcribe demo



The screenshot shows the oTranscribe web application interface. At the top, there is a video player with a dark control bar containing a play button, a speed control icon, and a progress bar. The text "oTranscribe" is on the left, and "Video in support of application from Superhighways.mp4" is on the right. Below the video player, there is a video frame showing a person's hands holding a small model of a building. To the right of the video frame is a text input area with the placeholder text "Enter your transcript here..." and a vertical cursor. Below the input area, there is a section titled "Quick tips:" followed by two bullet points: "- Ctrl+I adds *italic* formatting and Ctrl+B adds **bold** formatting." and "- Press ESC to play/pause, and Ctrl+J to insert the current timestamp."



# Auto transcribe – Office 365 dictate demo



# Some helpful options...

Lapel mic – plug into your phone (face-to-face)



Telephone pick up mic – insert into your ear and your recording device



Use an app e.g. Automatic Call Recorder (don't forget to switch it off)



Play it loud for dictate or speech notes to more easily pick up



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Brain paws..





**TOOLS TO**



**EDIT AND PUBLISH  
YOUR RECORDINGS**

# Editing

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- ✓ Do you need to edit?
- ✓ Are you publishing this?
- ✓ What can't you share?
- ✓ Keep the meaning



# Editing

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- ✓ Text or audio?
- ✓ Simple audio edits are available in publishing sites
- ✓ Audio edit apps on phones
- ✓ Audacity – free open source (our fave)



# Publishing

## Man & Boy: a positive story of impact

Sep 26, 2018, 4:58 PM



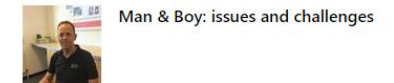
+ Playlist </> Embed

Trevor Quay shares a positive story of how Man & Boy can be 'a catalyst for some change' in a boy's life, giving them space to say how they're feeling in a safe environment.'

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- Matt Hay Talking about Refugee Action Kingston's Summer Playscheme by Small Charity Impact
- Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact
- Hannah Craig on supporting mental health of SEN children by Small Charity Impact

- Report this episode
- Download audio
- QRCode





# Storing your data?

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- ✓ Download the right apps to your device
- ✓ Which account are you signed in with?
- ✓ Delete recordings where necessary
- ✓ Make time...
- ✓ ...and form good habits



# Quick poll: what's your worst...??



# Top tips for recording

- ✓ Know your equipment
- ✓ Use a microphone
- ✓ Have a work flow
- ✓ Control your environment where possible
- ✓ Easy test runs
- ✓ Be kind to yourself





## What's next?

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- ✓ Analysing your interviews
- ✓ Other training
- ✓ How to get support with your data



Our mission is to help you unlock the value of your data.



# Becoming more datawise

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- ✓ Complete our session evaluation
- ✓ Register for [Datawise London support](#)
- ✓ Check training opportunities [on our Eventbrite page](#)
- ✓ Sign up to our [eNews](#)





# Thank you for listening

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