

IMPACT PROJECT

video4change

► **Method: Individual Interviews**

When is this method useful?

- When you need to demonstrate that your project has been accountable to the people and communities you are aiming to support.
- When you hope to change the way people talk about an issue, also known as discourse change.
- When your initiative emphasizes the participation and inclusion of marginalized actors.

How do I use this method?

The worksheet offers tips and examples that will help you use this method.

METHODS

Individual Interviews

► Quick Summary

Time: 45 minutes for each interview

Facilitators: at least 1 per interview

Offline option: yes

Online option: yes

Participant consent: yes

Scope for creativity: low

► Introduction

Individual interviews are one-to-one interviews. They can help you understand someone's individual perspective.

The personal insights gathered in individual interviews can expose you to the nuances of the social issues you are trying to affect through your video initiative.

Interview responses can be used just for research purposes, or the recorded media can be incorporated in to your final video/s.

► Considerations

- 1** Make sure you secure a good amount of time with individuals to carry out in-depth interviews.
- 2** Be aware that interviewees might censor what they say, and that their responses may not represent anyone other than themselves.
- 3** Good interviews often rest upon how comfortable the interviewee is made to feel. Consider talking informally about everyday topics before you start more sensitive questions.

 This resource is for video makers to gather evidence of their impact. More tools can be found at <http://www.v4c.org/cookbook>

METHODS

Individual Interviews

► Steps

1. When preparing your questions, write them on sticky notes so you can arrange them and rearrange them.
2. When you begin, tell the interviewee why you want to interview them and how their responses will be used.
3. Your initial questions should invite simple responses. Don't ask difficult questions until about half way through the interview.
4. Ask questions in an order that helps the interviewee tell their story.

► Questions

1. What do I want to find out from the interviewee?
2. Why do I need to know this?
3. How can I ask questions that go to the heart of matters without making the interviewee feel vulnerable?
4. How will I use their responses ethically?
5. How will I analyze their responses to inform my project?
6. How will I analyze their responses to convey impact?

► TIP

When recording interviews, don't make a noise! It is tempting to make encouraging noises when listening but it will make it very difficult to edit. Instead, try nodding and using facial expressions.

► TRY

Try to really focus on listening. Active listening means focusing on what someone is saying without trying to think of how you will respond.

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