

INTERVIEWING



Steps for conducting an interview

- 1- Research the topic in question. Know exactly what information you want to seek.
- 2- Develop a set of questions that will serve as a guide.
- 3- Make an exploration in the community, talk to several people and choose the one who is most effective to be interviewed. It should be someone who can give relevant information about the topic, who is not afraid to speak in front of a camera and who has articulate language. It will not help if the person only gives very short answers or if the fear of speaking in front of the camera prevents him/her from making a clear presentation.
- 4- It is good to conduct pre-interviews before the recorded interview, this way we will already know who we are going to choose and the person will also know what we are going to talk about. It will also give you the opportunity to find a person who is willing to participate in the filming time without limitations.
- 5- After we have chosen our interviewee(s) it is important to establish a human bond with the person, so that we establish trust. Explain clearly the meaning of your video and the information you need. Also explain that you will need to film it in their daily life and probably in some other locations relevant to the story.

6- On the day of the interview explain to the interviewee the basic rules of the process. Ex: they should not touch the microphone with their hand, they should speak in a medium tone, they should not look at the camera but at the interviewer, etc.

7- Check that all equipment is working, do a sound check before starting the interview. Confirm that there is no air hitting the microphone or very loud noises in the environment that overlap the voice. Sound quality is essential, otherwise the interview cannot be used.

8- During the interview use your guiding questions, but be open to improvise, to let other topics relevant to the story come up. Be fluid and open to exploring unexpected information that may come up in the interview. Use open-ended questions that lead the interviewee to tell you a story, rather than give brief answers. Ask the interviewee to repeat the question you ask on camera. Avoid questions that can be answered with a simple yes or no answer.

9- During the answers maintain complete silence, you can use gestures to stimulate the interviewee to continue telling the story, but do not make comments or noises of any kind. Never interrupt, unless the interviewee has strayed too far from the relevant topic or there is a technical problem (a loud noise, a microphone failure).

10- Do not move the camera while the interviewee is speaking. You can make location corrections in the pauses between questions.

11- At the end of the interview, always ask the interviewee if he/she has anything else he/she would like to talk about, something that you have not asked him/her but that he/she considers relevant.

Where to do the interview

Look for a quiet, windless location. Loud noise or wind hitting the microphone will create serious audio problems that cannot be fixed later.

Ideally, find a location relevant to the subject of the story. Avoid making the background too distracting, but do provide some information about where they are.

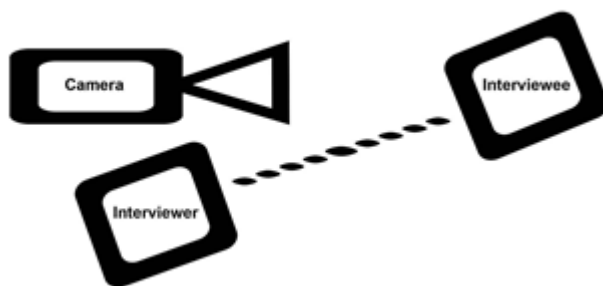
Make sure the main light shines on the interviewee's face and avoid strong shadows on their face.

Always use a microphone. Avoid making the microphone too visible-you can hide it under the interviewee's shirt.

Camera position:



Have the interviewee face you. You should position yourself next to the camera as shown in the figure below:



How to ask

Start with basic contextual easy questions, the **5W** (what, when, where, who, why) and then dig, and get to the emotional questions.

Don't ask questions that have an implicit answer. E.g., Do you think this situation is negative for the community? Instead, ask neutral questions that allow the interviewee to show his or her point of view. E.g.: What do you think or feel about this situation that is happening in the community?

Ask questions that probe the emotional aspect: How does this make you feel? How has this impacted you and your family?

Behaviour-based interview questions: What motivates you? What do you see as your strengths? What accomplishments are you particularly proud of?

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Photos: Joel Redman / If Not Us Then Who.