APPENDIX B  Practice when field testing instrument

The 10 Commandments of Interviewing

1. Never begin an interview cold.
   o Chat and make small talk with interviewee (IE). The goal is to put IE at ease and establish a warm and comfortable rapport.

2. Remember your purpose.
   o You want to obtain information. Try to keep the IE on track. Always have a copy of the interview schedule in front of you—even though you should have your questions memorized.

3. Present a natural front.
   o Even though your questions are memorized, you should be able to ask each one as if it popped into your head. Be relaxed, affirmative, and as natural as you can.

4. Demonstrate aware hearing (active listening).
   o Offer IE appropriate nonverbal responses. If they describe something funny, smile. If they tell you something sad, look sad. Do not present yourself as uninterested or unaware.

5. Think about appearance.
   o Dress appropriately. Convey the message that this interview is important to you.

6. Interview in a comfortable, non-threatening place.
   o Somewhere the IE feels comfortable expressing herself and free of distractions. Also a place where the IE will know that the interview is to be taken seriously. For these reasons, don’t conduct interviews in your dorm room or the IE’s dorm room.

7. Don’t be satisfied with monosyllabic answers.
   o Be aware when subjects begin giving yes-and-no answers. When this does occur, be sure to probe.

8. Be respectful.
   o Make sure the IE feels that he or she is an integral part of your research and that any answer is appreciated and wonderful. Often IEs will say things like, “You don’t really want to know how I feel about that.” Assure them that you really do!

9. Practice, practice, and practice some more.
   o The only way to get really good at interviewing—establishing rapport, making smooth transitions from one question to the next, eliciting in-depth responses, making good use of probes, etc.—is to practice. Be patient with your “mistakes” and missed opportunities for follow-ups—your interviewing skills will improve over time.

10. Be cordial and appreciative.
    o Remember to thank the subject when you finish and answer any questions he or she might have about the research.