

Resource 1.8: Conducting individual qualitative interviews

Preparations:

- Select the participants. They should be part of the target population you have specified in 1.2 (e.g. primary caregivers)
- Use Tool 1c to prepare the questionnaire guide.
- Prepare questions on both the target behaviour and the competing, undesired behaviour.
- Material: Notebook or printed question guide with spaces for responses, pen
- Staff: One data collector

Introduction and consent:

- Engage the participant in some easy conversation.
- Give introductory information about the target behaviour and that you are interested in participants' opinions regarding advantages, disadvantages, and barriers to the behaviour.
- Explain that participants help you and the community most by giving answers that truly represent their opinions.
- Explain that you are interested in participants' thoughts and opinions and not in any particular answers and that there are no right or wrong answers.
- Obtain participants' agreement for conducting and documenting the interview.
- Note the participant's age and gender

Procedure:

- Conduct the interview following the question guide.
- Try to collect answers to all predefined questions.
- Ask free additional follow-up questions whenever a topic of particular interest is raised.
- Try to lead the participants back to your main topic whenever the interview or discussion has strayed away from your main topic.
- At the end, sum up the main points of the interview or discussion.
- Close the interview or discussion by thanking the participants for their help and asking whether they have any final comments or questions.
- Immediately after: finalize the notes.