

## Resource 1.9: 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) and include doers and non-doers.
- If your target behaviour can only be performed if the household has certain infrastructure (e.g. latrine) and you do not plan to include building this infrastructure during the project, only include households that already have that required infrastructure.
- Use Resource 1.4 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: finalise the notes.