**Checklist: Preparing for qualitative interviews**

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| 🞏 | Research question and objectives are clear. Also consider your underlying assumptions and expectations. Having a research plan canvas can be helpful here. |
| 🞏 | Decisions are taken (and can be justified) on a) what type of interviews will be conducted, b) with what purpose, and c) through what media if any. |
| 🞏 | Sampling strategy needs to be explicit and thought through. This is really important! |
| 🞏 | Prepare data management plan (i.e. what data will be collected and stored where and how). This includes decision on whether/how interviews will be recorded. |
| 🞏 | Preparation of access proposal or information sheet. |
| 🞏 | Drafting of consent form. |
| 🞏 | Clarify what the interviewee can and cannot expect in return for taking part (if anything). |
| 🞏 | Contact email or other documents needed for recruitment. |
| 🞏 | Ethics application (including documents listed above) submitted and approved. |
| 🞏 | First round of recruiting interviewees. |
| 🞏 | If face-to-face interviews, decision on where interviews will be conducted (not too noisy, neutrality of the setting, good atmosphere…). If remote interviewing, decision on what technology will be used. |
| 🞏 | Preparation of interview schedule or topic guide (see guidance provided). Remember that this should include an introductory and a concluding section! Don’t forget to introduce yourself and your research. |
| 🞏 | Check if questions can be understood and answered by research participants without preparation/in a spontaneous way; that they are sufficiently open and invite the interviewee to provide detailed examples and rich accounts of the phenomenon under study. |
| 🞏 | Pilot/testing and interview practice. |
| 🞏 | Decide whether, when and how data will be transcribed. |
| 🞏 | Arrange interview (date, time, place, technology) and confirm arrangements. |
| 🞏 | Preparation for interview: background research on interviewee, business, etc. |
| 🞏 | Ensure interviewee had time to read Information sheet and consent form before the interview - and had/has opportunity to ask questions! |
| 🞏 | Have all material ready (recording device(s), notepad, pen, interview schedule or topic guide, water…). |
| 🞏 | Clarify what the interviewee can and cannot expect in return (if anything). |
| 🞏 | Draft a thank you email/letter so that after the interview it only requires some minor adjustments before it can be sent out. |
| 🞏 | Make sure that when you conduct the interview you are relaxed, focussed, and able to *listen -* and remember not to talk too much! |
| 🞏 | Ensure that you have blocked time right after the interview to reflect and write up your notes. |