

## INTERVIEW TIPS

- Go beyond mere facts. An expert's informed guesses, or hunches, can be very valuable in informing your future research.
- Try to get at the expert's assumptions and expectations on how a topic will evolve in the future?
- Try to ask open ended questions:
  - ◇ Focus on asking questions that could not be answered by a 'yes' or a 'no'
  - ◇ Try to avoid leading questions, such as those with an implied list of answers (e.g., Do you think the experience left you scarred or bitter?)
- Try to ask follow-up questions to dig deeper into an interesting discovery:
  - ◇ You can use the '5 Whys' method:
    - △ State the problem, topic, question, or issue you wish to discuss.
    - △ Start asking "why" related to the problem. Like an inquisitive toddler, keep asking why in response to each suggested cause.
    - △ Ask as many whys as you need in order to get insight at a level that can be addressed (asking five times is typical). You will know you have reached your final "why" because it does not make logical sense to ask why again. It is said that only by asking "Why?" five times successively, can you delve into a problem deeply enough to understand the ultimate root cause.
- Example of interview questions:
  - ◇ Round 1: Tell me about your expertise.
  - ◇ Round 2: Tell me about the conversation you had in the last round.

## GRAPHICAL NOTE TAKING TIPS

Be creative and express yourself! Here are some examples of graphic note taking.

