

# INTERCEPT INTERVIEW

## WHAT

An intercept interview is a short and meaningful dialogue designed around a series of quick questions on a variety of topics. It is usually carried out in public settings (e.g. street, mall, museum) as a spontaneous encounter with targeted stakeholders.

## WHY

An intercept interview is a highly flexible tool allowing researchers to quickly gain access to stakeholders and gather a high volume of information in a limited period of time. The interview can take place either immediately on site or in another location nearby.

**PHASE**  
All

**LENGTH**  
± 15 minutes

## STEPS

1. Create a discussion guide to help visualize the interview (e.g. introducing yourself, objective of the interview, estimated time for the interview).
2. Prepare a short list of quick questions that should help you gather data on your research domain or specific research questions.
3. Identify a list of locations where you expect to intercept stakeholders.
4. During the interview, avoid questions with contextual background.
5. The initial question should aim to get to know the interviewee and break the ice (e.g. 'What do you do?' or 'How did you come to be interested in this area of work?').
6. After a few intercept interviews, the team can share notes about being approachable and convincing passersby to participate.

## ADDITIONAL RESOURCES

Internet Freedom, Intercept Interviews  
<http://internetfreedom.secondmuse.com/framework-elements/intercept-interviews/>