CASPER Interview Tips

PREPARE for the interview

• Practice with your partner!
• Dress appropriately: wear comfortable, close-toed shoes; no extreme jewelry or perfume; no chewing of gum or eating/drinking, etc.

DURING the interview

• Introduce yourself!
• Empathy and Respect—good eye contact, confidence, convey empathy
• Remind respondents that their responses are confidential and their participation is voluntary
  – The interview can be stopped at any time and questions can be refused
• Standardize! This increases the reliability of data and eliminates a source of bias and error

ENDING the interview

• Look over the entire questionnaire for completeness before you leave
• Thank the respondent
• Leave information and provide referral information where necessary
• Stop an interview anytime a respondent requests or you feel unsafe – Ask if they want to continue if emotional stress is evident
• Look over the questionnaire again when you have left

Do’s and Don’ts of Standardization

• DO ask the questions in the same order with exact wording
  – Changing wording = asking different questions
  – If respondent is have difficulty...PAUSE! Allow time to answer.
  – If respondent needs clarification...repeat the question first, then elaborate if needed (don’t lead!)
• DO read the entire question
• DO record answers verbatim
• DO be aware of the difficulties of standardization
  – Situation is artificial
  – Using a script can be awkward
  – Tempting to change content
• DO document any departures from standardization
• DON’T rephrase questions
• DON’T pre-fill questions
  – Even if the respondent may have answered in another conversation, you should still ask the question and ensure that is their answer
• DON’T finish sentences! Even if you think you know the answer

Tips for a successful interview

• Memorize your introduction
  – This improves rapport
• Remember to have empathy and respect
• Use calendar tools to help facilitate recall
• Encourage respondents and be confident
• Determine which team member is the better interviewer – this may change as the day progresses.