

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 having 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.**