

Interview & Video Guidelines

[WindyCityRails | WindyCityDB | WindyCityGo]

Goal: An interview that gets the interviewee's opinions and/or feelings about [WindyCityRails | WindyCityDB | WindyCityGo].

It's important for the interviewer to keep the goal in mind. This tip sheet will assist the interviewer in staying focused on key questions and techniques to achieve the goal.

Tip #1: Have a list of questions. Such questions might include the “Open-Ended Questions” listed below. Some interviewees may ask for a list of questions before hand, or you might decide to provide one to help them prepare.

Tip #2: Listen. A common mistake is to think about the next question while the subject is answering the previous one, to the point that the interviewer misses some important information. Follow-up questions are good to expand or clarify an interviewee's comment. “Please explain, tell me more, what did you mean, etc...” are all good follow up, but ask as needed.

Tip #3: Make sure the interviewee places their badge to the camera for proper identification later.

Tip #4: Inform interviewee before the interview begins that you will need him/her to repeat the question in their response. This avoids incomplete statements.

Open-ended questions encourage full, meaningful answers using the subject's own knowledge and/or feelings. *Closed-ended questions* encourage a short or single-word answer.

Examples

Avoid Closed-Ended Question	Use Open-Ended Questions
Do you enjoy the conference?	Tell me about your experience at the conference.
Who will you attend the conference again?	How would you compare this conference to others you've attended?
Did the sessions attended help you with your job?	How did today's conference help you with your job/business?
Did you like the conference?	Detail for us some things that you liked most about the conference.
Did you learn much from the conference?	What types of things do you take away from the conference?

Stay neutral. Don't give too much response to answers. Don't interrupt. This can upset the subject's train of thought.

Minimize your own vocals (in video and audio interviews). Ask questions clearly and succinctly, then let the person speak without any more words from you. Learn to react silently as the subject talks. Rather than saying things like "great, I see", use nods and facial expressions. Smile to keep them smiling whenever possible.

Video: If taking video and audio it is very important to frame the shot and make sure there is adequate headroom. Use the “rule of thirds”. A person's eyes should be 1/3 down from the top of the screen.