GUIDELINES FOR INTERVIEWS



Instructions on how to set up a research activity based on interviews, for a co-production project.

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# How to use this INTERLINKER

Interviews allow you to gather a range of information and perspectives from different actors and stakeholders.

The interviews allow you to deepen the context and experience of using a digital service, collecting information through the verbal reports of all the subjects involved, both the actors who contribute to its provision, and the users who benefit from it (stakeholder).

This INTERLINKER provides **a list of operational steps** to help you set up a research investigation based on interviews for your co-production project. It includes a **template for writing down the research plan** and managing the process of data collection and analysis.

*TIP: Given the potential variety of the topics to investigate, their context and the different participants to involve, it is advisable to prepare a brief research plan for interviews, to enable accountability and facilitate data collection and analysis.*

**Are you looking for actual templates and examples for interviews to be conducted at different stages of a co-production project?**

A set of reusable templates for focus group materials and examples of executed research plans is available for inspiration. See the INTERLINKERs:

* "INTERVIEWS Template for investigating XXXX"
* "INTERVIEWS Template for investigating challenges and opportunities of current public services"

PREPARE A RESEARCH PLAN FOR INTERVIEWS

Follow the steps to clarify your objectives and prepare the necessary material.

| 01 | Briefly **describe the research aim**, the expected type of results and how they will be used in the co-production process. Clarify why interviews are an appropriate choice at this stage of activities. |
| --- | --- |
| 02 | Define the **context of the investigation**, i.e. the service or process that is investigated, the aspects that need to be clarified, the different points of view that should be taken into account. |
| 03 | List the **key topics** to investigate. These will be then expanded in the questions and other stimulus material that will be used to facilitate the interviews |
| 04 | Define the **criteria to select the sample of participants**, whether they are service end-users or providers. Consider which are the variables significant with respect to the research goals, considering socio-demographic variables (like age, genre, place of residence, job,..... ) and behavioural (familiarity with technology, interaction channels with the PA, role in service co-production, ….). |
| 05 | Define a **number of participants** for each identified variable, trying to obtain heterogeneity. |
| 06 | **Prepare the dimensions to be explored** during the interviews Check the templates and examples within the INTERLINK platform to look for inspiration. |
| 07 | **Prepare the consent forms** that will be distributed to participants. Make sure that appropriate ethical concerns are solved, for example in case some of the focus groups involve children, elderly or disabled citizens or recordings are made. |
| 08 | **Sort out logistic details.** Select a comfortable place and consider offering refreshments. Decide who will moderate the discussion and collect notes. Consider whether incentives and rewards are appropriate to foster participation and favour involvement in follow-up initiatives. |
| 09 | Decide **how the collected material will be managed**, where it will be stored and how it will be anonymized and protected according to the privacy norms. |
| 10 | **Analyse the collected material** and prepare a summary of results for communication and discussion within the research team, and for future reference and comparison.Whenever appropriate, share the results of the investigation with the participants. |

**TEMPLATE FOR RESEARCH PLAN**

### **01. RESEARCH AIM**

*Why are interviews necessary? How will the collected data be used?*

The interviews will be helpful to ………...……

### **02. CONTEXT OF INVESTIGATION**

*Which is the context of the investigation? Which is the co-production process or the (existing or future) public service to investigate?*

The investigation will focus on ………...……

### **03. KEY ASPECTS**

*Which main aspects need to be investigated?*

The interviews will touch the following aspects:

1. ………...……
2. ………...……
3. ………...……
4. ………...……
5. ………...……

### **04. TYPE OF INTERVIEW**

*Which conduction protocol will be used? You can choose among structured and semi-structured interviews:*

**Structured interviews**

They are standardized interview and have the goal to ensure that each interview is presented with exactly the same questions in the same order. This ensures that answers can be easily aggregated and that comparisons can be made with confidence between sample sub groups or between different survey periods.

*Find examples of structured interviews in the INTERLINK catalog.*

**Semi-structured interviews**

Differently from structured interviews, semi-structured interviews allow more openness and flexibility. The interviewer has a number of themes to explore but s/he is free to divert allowing new ideas to be brought up during the interview as a result of what the interviewee says.

*Find examples of semi-structured interviews in the INTERLINK catalog.*

### **05. PARTICIPANTS**

*Who will be the interviewees?*

Through the interviews …..people will be interviewed:

* end-users (5-15 people)
* stakeholder (5-7 people)
* experts (5-7 people)
* ………...……

*Which type of user will use the service?*

**Socio-demographic variables (particularly relevant when service end-users are involved)**

1. age (to be carefully considered if elderly and children may be affected by the service)
2. genre (may be important for certain types of services)
3. city or region (in case location is a significant element of the service context)
4. state of origin (whenever the opinion of foreign citizens is important)
5. family structure (when this may influence the needs about public services)
6. job (when this may influence the needs about public services)
7. digital literacy (possibly consider people with different digital skills)
8. level of use / potential use of the public service to be co-produced
9. ………...……

**Participation to the co-production process**

1. organization of the participant (involved Public Administrations, other related bodies)
2. role (position inside the organization)
3. task (responsibility with respect to the process/service; different people may have different areas of action)
4. ………...……

### **06. SAMPLE PARTICIPANTS**

**Objective:** *how many and which profiles to involve?*

* at least ........... ... ....... participants who are ........... ... .......
* at least ........... ... ....... participants who are ........... ... .......
* at least ........... ... ....... participants who are ........... ... .......

### **07. PARTICIPANTS AGENDA**

*List in more detail how many participants to involve for the different categories and the contact details*

| **Partecipant** | **Profile** | **Contact** | **Data** | **Ora** | **Moderatore** | **Assistente note** |
| --- | --- | --- | --- | --- | --- | --- |
| ESEMPIO | Public employee | name@gmail.com | 21/06/2021 | 08:30 | jane | Albert |
| **ID01** | … | … |  |  |  |  |
| **ID02** | …. | … |  |  |  |  |
| **ID03** |  |  |  |  |  |  |

### **08. CONSENT FORMS**

*Prepare the information sheet and consent form to be distributed to participants at the beginning of the focus group.*

Personalize the template for information sheet and consent form provided by the INTERLINK platform according to the needs of your project.

Inspect examples of information sheets and consent forms for inspiration.

### **09. DATA MANAGEMENT**

*Decide where and in which format the information collected with theinterview will be stored. Set up access limitations to protect the confidentiality of the data. Check that the anonymisation of responses has been performed correctly.*

Where data are stored: ………...……

Who is responsible: ………...……

Who can access: ………...……

Anonymisation method: ………...……

### **10. DATA ANALYSIS**

*Schematise the collected information by summarising the most relevant statements. Apply thematic analysis to classify the statements and create an affinity diagram: aggregate similar features under a single label; groups of labels can then be aggregated under the same theme. Derive the findings that relate to the research goals and summarise them in a research report. Prepare a presentation to communicate the results to the research group and to other project stakeholders.*

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