

Project 3: Interview and Cultural Models Analysis

- **Text Due Friday February 10, 2012**
- **Reviews Due Thursday February 16, 2012**

Part 1 Conducting an interview

- **Goal:** To learn how to conduct an interview and transcribe an audio recording.

Basic Instructions

- For this project you will need an audio tape recorder or some other means of recording an audio event.
- Contact a participant in the activity who is willing to talk to you about the activity.
- Set up a time and a quiet place to talk to your informant.
- Obtain informed consent for audio tape recording from your informant using the interview consent form. Remember we do not have permission to use children as participants in our research projects.

Basic Instructions

- Turn on the tape recorder and interview your informant about the activity you took photos of. Start with the photos you used in project 2, but feel free to use other photos as prompts in the interview. Ask your informant to explain what is going on in the activity. You should consult our list of interviewing tips before you schedule the interview.
- Record at least 30 minutes, but no more than one hour of interview.

Informants, NOT subjects

- Notice that we call the people we interview **informants** rather than subjects.
- Subjects are generally subjected to some procedure. As we are trying to learn about how people think about their worlds, the people who talk to us inform us.
- This is not to be confused with the word **informer**, which is used for people who provide information to the authorities.

Choose your informant

- Choose your informant carefully. Some people are easy to talk to. Others answer every question with single-word replies: "Yes", "Nope."
- Find someone who you are comfortable talking to.

Proper setup will make transcription easier

- The amount of time required for transcription will depend on many factors including the clarity of the recording, the amount and type of background noise, the amount the speakers talk over each other, the speaker's voice quality (volume, pitch, and enunciation), and the speaker's choice of vocabulary, among others. You can do several things to make the transcription task manageable.
 - First, find a quiet setting where you will not be interrupted.
 - Second, set up the recorder so that it picks up your informant's voice and your voice clearly.
 - Third, let your informant speak.

Keep your eye on the ball

- Your purpose in conducting the interview is to create a context in which your informant can tell you what they know or believe about something.
- It is **not** your job to judge whether what they believe is true or false.
- It is **not** your job to tell them what you think.
- Keep your objective in mind. It is easy in an interview to forget what you are doing and to say things that you think will impress the informant. This is a normal strategy for ordinary conversation, but it will get in the way of doing a good interview.

Deal with observer effects

- The first few minutes of your interview may seem awkward to both you and your informant.
- Your informant may comment on the recorder or seem nervous. This is normal.
- It is also your opportunity to demonstrate some interviewing skill by putting your informant at ease.

Listen carefully and make it easy for your informant to keep talking

- While conducting the interview, listen carefully to what your informant says. If the informant bogs down and stops talking, it sometimes works to say, "Go on", or to repeat the last phrase the informant said. "The last phrase?"

Transcribing your Interview

- Listen through your interview and make an **index** of what it contains. This should be a list of topics discussed or events in the conversation with some indication of where they appear on the tape. Then choose one or two passages to transcribe.
- Transcribe about 1000 words using relaxed transcription techniques. For this, you should just try to get all of the words that are said, including false starts and other disfluencies.

The Interview Index and Transcript

- Write up the index for your interview. Type up the transcription in clean form.
- Save as one text
 - your index,
 - your transcript
- When you write up your analysis of the transcript, you will include a link at the end of your CPR text to the document that contains the index and transcript.
- Turn in at section or lecture
 - your signed informed consent forms.