



## Depth Interview feedback form

### Part 1 - Initial impressions during the interview – quick notes as you watch

Interviewer's introduction – comprehensive, reassuring?

Types of questions?

Open,

Closed,

Leading

Getting information without direct questions

– paraphrasing, summarising

Clarifying and probing to go deeper/more precise

Good observation of tasks

Showing they are listening

Giving respondent enough time

Managing the topics, tasks and time

Body language

Relationship – rapport, empathy?

Staying neutral

Use of stimulus material or techniques

Getting the required information/insight

Words that describe the interviewer's style?

Words that describe how the respondent is experiencing the interview

## Part 2 – more considered feedback after the interview

Note whether the interviewer demonstrates desired or undesired attitudes, skills and behaviour. Some points may not apply in any given interview.

Tick below

<b>Desired attitudes, skills, behaviour</b>	<b>Desired</b>	<b>Both</b>	<b>Un desired</b>	<b>Undesired attitudes, skills, behaviour</b>	<b>Suggest improvements</b>
Professional, calm and respectful				Unprofessional	
Clear introduction, informed consent, topics, concern for respondent well- being				Unclear, rushed or inadequate introduction	
Builds relationship; eye contact, interest, puts at ease				Does not attempt to build relationship	
Does not indicate any personal views on the research subject				Respondent could guess interviewers opinions	
Observes respondent's feelings, comfort and engagement				Unaware of how respondent feels or reacts	
Manages time well				Some parts too slow or rushed	
Uses mainly open questions				Tendency to closed questions	
Is not leading				Leading - desired answer is implied in the question	
Clarifies and probes when appropriate				Misses opportunities to clarify and probe	
Follows up on interesting leads that are not in the guide				Rigidly follows the guide	
Reframes questions if required				Does not find other ways of asking questions	
Challenges respondent if necessary				Does not challenge	
Shows they are listening				Does not show listening	
Listens to the meaning implied in the words				Does not listen deeply	
Listens non-judgementally				Respondent might feel judged	
Gives respondent time and encouragement to express				Does not help respondent to express	
Manages difficult situations (awkward, sensitive, embarrassing)				Does not manage them well	
Uses stimulus & techniques appropriately				Used at the wrong time or ineffectively	
Summarises at key points & end				Does not summarise enough	
Closes well				Abrupt close	