THE INTERVIEW PROCESS

Planning:

- Prepare your questions before the interview. Consider what you want to interviewee to say and write questions that will draw those comments, stories, and ideas out of them.
- Collect contact information – be sure to have that information ready and available the day of the interview.
- Prepare a shot list of the additional shots that you need to collect when you do the interview. You may want to get shots of the interviewee in action, the location and space of where you are, shots of objects that the interviewee is discussing, tours of spaces, etc…

Setting up the Interview:

- Be on time.
- Find a good quiet space to do the interview.
- Test equipment, have interviewee test microphone and check audio.
- Obtain permission from interviewee before you begin.
- Ask interviewee to say their name and if necessary organization and title. Have them spell out any information if necessary, this will help when creating titles and credits.
- Make the interviewee comfortable, plan on introducing yourself and the project before the interview.
- Be sure to inform the interviewee that you want them to state back the question in their answer, for example if you ask “How old are you?” and they reply “21” you will not be able to use that footage – have them state the question back, “I am 21 years old. Practice this with them if need be.

The Interview:

- Begin the interview with simple question to get the interviewee warmed up. Have the interviewee introduce him/herself and ask a few general questions.
- Remember to ask open-ended question, you do not want yes/no responses. If you get a yes/no response, ask them a follow up question (how, what, when, where, or why).
- Create a dialog with the interviewee rather than a Q & A session – if it is more conversational you will get better responses and more interesting information.
- Listen and engage with the interviewee. Do not hesitate to ask them to clarify or expand on an answer.
- Ask follow-up questions.
- Have the interviewee show you what they are talking about. If you are not filming, have them describe what they are showing.

© 2012 Adobe Foundation

Wrapping Up:

- Final question - ask them if there is anything that they would like to share.
- Ask if they have any other resources or contacts that would be good for your project.
- Give them your contact information.
- Thank the interviewee!

Follow Up

- Send a thank you note.
- Send them the details about how they can see your production – invite them to a screening, send them a link to it online, etc…

© 2012 Adobe Foundation