



Evaluation and discussion of interviews



Understanding knowledge, behaviors & attitudes of antibiotic use in South Eastern Europe: a qualitative study



How would you rate the interviews?



Framing the interview

Creating good circumstances:

- **Choosing a good location/environment**
- **What impression did she give?**
- **Documentation**
 - **Recording the interview?**
 - **Taking notes?**



Beginning the interview

- **Did she introduce herself?**
- **Did she introduce the study?**
 - **they interview process?**
 - **assure that the respondent understands and trusts confidentiality**
 - **informed consent?**
 - **ask for permission to record?**
- **Did she give them time to recall typical episodes/experiences?**



Interviewing...

- **Did she put interviewee at ease?**
- **Was she non-judgemental in her attitude?**
- **Was she a good listener?**
- **Did she allow for “silence” (pauses)?**
- **Did she give time to interviewee?**
- **Did she use the interview guide, while still being flexible?**



Role of probing

- **Did she get the participant to expand upon their answers?**
 - **to give more details?**
 - **to add additional perspectives**



Non-verbal communication?

- **Nodding, encouraging**
- **Open, relaxed posture, (slightly lean toward interviewee – shows interest)**
- **Eye contact (varied)**
- **Gestures**



Would you do something different?

