ETHNOGRAPHIC INTERVIEW
Preparation & Instructions

Description

Ethnographic interviews are a method used to understand deeply the actions and motivations of people behind a theme or topic of research. This process relies on a close connection between the researcher and the community they are working in. In creating connections the researcher is able to get a more rich understanding of how the community functions and what their motivations towards climate actions are for example, which is reflected in interviews with stakeholders.

While it is not likely to help on technical challenges, it will be crucial for community issues and 'why' questions.

How to conduct

Duration: 30 - 90min / interview, the overall process from creating the interview guide to scheduling and conducting is usually 2-4 weeks

Resources:
- There should be a basic knowledge on the topic in order

Material: Pens

Participants per team: 1-3 for creation of the interview guide, 2 for the interview sessions (1 interviewer + 1 note-taker)

Instructions:
1. Create an interview guide with key questions (things that have to be covered in the interview) and some probes that are optional, but could be interesting to go in depth depending on where the conversation goes
2. Select stakeholders to participate in interviews, depending on what the aim of the project is, e.g. understanding a particular community's needs to reach climate neutrality. Participate in and get to know the community
3. Conduct interviews as open-ended and exploratory conversations with members of the community to understand the issues they perceive related to the topic. Through open-ended questioning, new topics that were not considered by the stakeholder may be opened. Always have a second person joining the interview as a note-taker documenting the key points mentioned by the interviewee

ETHNOGRAPHIC INTERVIEW
Template

Interview Guide

Q1 ______

Probes ______

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Q2 ______

Probes ______

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Q3 ______

Probes ______

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Q4 ______

Probes ______

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Q5 ______

Probes ______

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Note Taking Template

Interviewee ______

Interviewer ______

Note-Taker ______