



INTERVIEWS

- Arrange time and place for the interview with the interviewee and prepare her/him for your questions.
- If possible, ask for a business card to make sure that you get the all personal details right.
- Avoid questions to which the answer is yes or no.
- Do not ask more than one question at the time.
- Ask open ended questions which can be followed by additional questions.
- Ask the interviewee to describe the event and tell it as a story.
- Ask her/him to start with a few facts about the location and what is happening. Alternatively, start questioning by stating the location and the purpose of the event.
- Ask the interviewee to use whole sentences when replying.
- Ask the interviewee to look into the camera when talking.

Compiled in co-operation with Saimy Swärd/Arcada.