

## Interviews and Focus Groups “Cheat Sheet”

	Interview	Focus Group
Use	Personal experiences Sensitive topics Honest feedback	Group norms Rich thinking
Length	45-60 minutes	45-90 minutes
Mode	In person, telephone, video	In person
Questions	8-12, plus probes	8-10, plus probes
Phrasing	Open-ended (to what extent, please describe, how)	
Sequence	Facts, observations/opinions, reflection, anything else	

### Collection Checklist

- ✓ Decide on note-taking expectations
- ✓ Review/practice protocol
- ✓ Arrive/call on time
- ✓ Establish rapport (informal relationship)
- ✓ Explain purpose, who you are, confidentiality
- ✓ Review ground rules (focus group)
- ✓ Take notes\* or record audio
- ✓ Ask questions without leading or responding
- ✓ Prompt for clarifications, spelling, etc.
- ✓ Thank participant(s)
- ✓ Share next steps
- ✓ Debrief immediately with key thoughts
- ✓ Write up expanded notes within 24 hours (if not recorded)