

APPENDIX 3

General tips for Interview

Prior to Interview

1. Identify interviewee and essential background information about them. In this case, accounting students should be chosen.
2. Seeking consent from the participants by signing consent forms that cover the following issues:
 - i) The nature of the research study. Its aims and objectives.
 - ii) Gaining permission from participants during the interview using tape or video recordings.
 - iii) The right to withdrawal at any point of time.
 - iv) Confidentiality and anonymity practices will be adhered throughout the process.
 - v) Data ownership. Inform interviewee that a transcript will be provided for clarification and amendment (only if appropriate)
 - vi) Contact details of the interviewer for any queries pre and post event.
3. Design a set of interview questions and justification for these questions.
4. Send contact details of the interviewer.
5. Check recorder, spare batteries and tapes (if used).

During Interview

1. Review room arrangements. Good seating positions for comfortable talk. Place clock within line of vision.
2. **Relax** and mentally slow down.
3. At start, provide background information to the project
4. Say that you might want to look at your list of questions from time to time.
5. Re-confirm permission to record and anonymity/ confidentiality (and transcript to be provided).
6. Check recorder and conduct voice test.
7. Start with 'This is an interview conducted with participant (use coding/pseudonym) at..... on ...'
8. Tolerate pauses after interviewee has finished speaking... allow for further comments
9. Nodding head
10. Repeating last phrase – reflecting back
11. Pause (follow up on what they said...?)

- What do you mean by?
 - How did you feel about that?
 - Tell me more
 - **Or** link back to what was said earlier in the interview
(compare/contrast)
12. Keep questions short, ask them and stop (don't explain them... or elaborate)
 13. What hasn't been said?
 14. Listen to emotional message
 15. Be prepared to interrupt digressions (but be careful here, is it a digression....?)
 16. Summary, so what you are saying is...
 17. At end of the interview ask for consent form to be signed (or it may be better to do this at the beginning).
 18. Request permissions to follow up issues by telephone/face to face/e-mail

After Interview

1. Write up contextual interview notes/reflections on process. Note learning points for next interview.
2. Send tapes/disc to be transcribed (providing full transcription instructions to transcriber).
3. Write a letter of thanks to interviewee and ask for any extra information needed.
4. Proof-read and edit transcript.
5. (If applicable) Send transcript to interviewee and ask to confirm/amend accordingly. Request any additional information at this point.
6. Arrange to follow up with telephone/face to face meeting where necessary
7. Save transcript and notes on-line in WORD file.
8. Ensure secure access to all research documents and use of codes rather than personal/identifier information.