



Expert interviews

>>> RESEARCH EXERCISE 3 . EXPERT INTERVIEWS

Experts are people who have acquired unique knowledge in a particular subject, program, process, policy, etc., over a long period of time. Leading expert interviews are a way of sharing this knowledge for explicit purposes. The format of interviews can vary from formal to informal, from one-to-one interviews to discussions with several people. When the thematic guideline is clear, interviewers profit from probing deeply for key issues.

part A : preparation

Step 1

Define relevant experts for your topic and your site, which you need to interview to collect further information on the potentials, problems, and challenges eventually helping you to proceed with your (experimental) work on the Obere Stadtsprees.

Step 2

1// Choose to conduct an interview and choose the right method(s) and tool(s) for your undertaking.

Remember: You are the interviewer, and you have to prepare your questions and therefore the questionnaire well to get valuable and adequate responses!

Start with reflecting on:

- _ What is the information you need to collect?
 - differentiate e.g. between written and drawn answers
 - be careful: do not ask for very complex tasks to be completed
- _ What are the questions you need to ask?
 - differentiate between yes /no questions and open questions
 - be careful: do not ask unspecific questions
- _ Where will you collect the data, with one person or with several persons?

For stakeholder interviews a variety of different possibilities exist (from open to guided interview forms). We would like to suggest the following methods, which can be complementary regarding their outputs, as:

- _ guided interviews on quantitative data (yes/no)
- _ guided interviews on qualitative data (interviewed person facilitating own free response)
- _ mental mapping (narratives and drawings from stakeholders)
- _ observation mapping (usually related to stakeholders doing specific activities in specific sites)
- _ stakeholder mapping (usually using to power diagrams)

When conducting the interview, let people know that this information is for educational purposes only. This generally may help!

2// Choose your method

You can choose one method or several and prepare your concept and tools accordingly.

_ For guided interviews with quantitative/qualitative data:

Prepare a short questionnaire with 6-8 questions. Reflect: Will you speak to your interview partner or just ask her/him to fill in the questionnaire? Do you need any other tools than pen and paper, like a camera, tape or videotape recorder?

Some suggestions: Include in addition to the topic of the interview general information of the interviewed person as age, occupation, and gender directly in your data collection.

_ For mental mapping:

Introduce the tool properly, including the aim, the rules of the mapping, categories, symbols, frequency, etc.

Challenges: It takes time; Get people to ‚play‘

Materials: Paper, different colours / symbols

_ For observation mapping:

Be prepared to observe well, meaning choose the time(s) and place(s) well and define them, that you can reproduce the observation again to verify or falsify data. While interviewing, write down important information as date, time, and the place where you hold the mapping. Be aware that you are counting quite a bit of information, thus make efficient use of your team.

_ For stakeholder mapping:

Prepare power diagrams where the stakeholder can be positioned in. Choose the target point the interview will point to well and simple. Notice: Usually you have to draw and double check with the interviewed person.

3// Evaluate and analyze your results

The evaluation is crucial to this exercise. Depending on your intention and kind of opinion collection you did, you can choose to document your work with numbers and text or you can choose to document it graphically using a matrix or another kind of diagram. Maybe you can – or even have to – map your results.

Document all important aspects of your interview. Where did you hold it? Who and how many people have you asked? What is the result of the answers you have collected?

Finally, produce one final representation documenting the result(s) of your survey or interview.

Reflect: How can this result lead to an important aspect of your overall research on our site and to what extent can it indicate potentials/problems for future developments along the Spree in this area and with the topic?

MASTER
MA 3 / PJ 1-3 & PIV
Sommersemester 11

OBERE STADTSPREE

part B : presentations

presentation 1

on Friday, 06.05.2011 at 2.00 p.m.

in a202

Your task is to present your identified experts and interviewing methods as well as your outlined questionnaire to the group in a maximum of 10 minutes.

presentation 2

on Friday, 13.05.2011 at 2.00 p.m.

in a202

presentation 3

on Friday, 20.05.2011

Time and place t.b.a