

Interview Guide

The participant must feel comfortable with the survey and may refuse to answer because participation is voluntary. The interview should proceed naturally and courteously, like a normal conversation.

Behavior

The table below provides guidelines for correct behavior during interviews:

Behavior	Guidelines
Respect for confidentiality	Make sure that all the information collected remains confidential.
Respect time of participants	Ask participants for their time and be mindful of the discussion length (including reading their body language). If you feel that a person is not ready to participate, offer to come back later.
Non-verbal communication	Keep good eye contact and engaged body language.
Pace of interview	The interview should not be conducted in a rushed manner. Sufficient time should be left for the participant to understand the question and answer.
Patience	Be patient and polite at all times during the interview.

Asking Questions

The table below provides guidelines for asking questions during an interview:

Theme	Guidelines
Good or Bad answers	Emphasize that there are no good or bad answers and that the interview is not a test.
Reading all the answers	All possible answers must be read to the participant, except for "Declined to answer" or "Refused"
Reading questions	Questions should be read: <ul style="list-style-type: none">• As written• Slowly and clearly, emphasizing the bold keywords• In a pleasant tone that denotes interest and professionalism, and in their entirety to ensure that the participant has heard them in full Do not change the wording or the order of the questions
Assumptions	Do not make any assumptions about participants' responses with comment such as "I know this may not concern you but..." This may prevent accurate and undistorted information.

Clarification

It is necessary to clarify the answer when the participant:

- does not seem to have heard the question;
- does not seem to understand what is being asked;
- cannot decide;
- departs from the subject or gives irrelevant information;
- gives incomplete information or a response that is unclear or inappropriate given the question;
- says they do not know the answer.
- is unable to answer the question asked;
- takes a long time to answer the question and hesitates;
- asks for a certain part of the question to be repeated (repeat only the part concerned);
- request that one of the possible answers be repeated (read all the possible answers)

Common answers that require clarification

The table below lists common answers for which clarification is required:

If the participant answers...	Then...
"I do not know"	Repeat the question
"I still do not know"	<p>Try again before saving or entering the data, for example, "Could you tell me which answer seems the most correct?"</p> <p>This may mean that the participant:</p> <ul style="list-style-type: none"> • Takes the time to think and wants to save time • Does not want to answer for personal reasons • Does not really know or have an opinion

Techniques to obtain confirmation

Technique	Instructions
Repeat the question	The participant can find the correct answer if they hear the question a second time
Pause	Gives the participant time to gather their mind and develop their response
Repeat the participant's response	This is often a very effective way of making the participant reflect on the answer they have just given
Use neutral forms	Avoid influencing the participant. Never give the impression that you approve or disapprove of what the participant says, or that their answer is good or bad. If you want more information, ask "Something to add?" or "Could you tell me more about ...?"

Interruptions

An interview may be interrupted, but if the interruptions become too long and too frequent, suggest going back to another time to finish the interview. You must remain patient and polite despite interruptions and setbacks.

Refusal to answer

Some participants may refuse to respond to the survey. The refusal can have various causes and very different from one person to another. Some may not openly refuse but show some hesitation, reluctance or hostility. You will learn to distinguish the different degrees of refusal (for example distinguish simple hesitation from categorical refusal). Participants should not be forced to respond to the entire interview or to participate in all parts of the survey process.

Be prepared to try to cooperate with a participant who does not want to be interviewed. If you are pleasant and tactful, while remaining professional, most participants will cooperate.

If...	Then...
The participant puts themselves on the defensive.	Show you are patient and understanding. <ul style="list-style-type: none">• Show understanding. Say something like "I can understand" or "You definitely have the right to feel that."• Help the participant understand the importance of the survey.
You may have come at the wrong time.	Ask if they may be available to return to complete the survey later while the enumeration team is still present.
The participant may have misunderstood the purpose of the visit.	Explain the purpose of the survey.