**One-to-one interviews**

**What are they?**

A one-to-one interview is a conversation between two people where questions are asked by an interviewer to prompt views from the interviewee. This can be done in person or via the telephone or internet (e.g. Skype).

**Advantages**

* Semi-structured interviews provide a map for discussion, while also offering the freedom to explore in more detail
* Interviews can be arranged at a time and place that will suit all involved
* Can be used for sensitive and confidential topics, or where more in-depth information about a subject is required
* Effective when people are uncomfortable sharing their experiences and views in front of others

**Disadvantages**

* Interview question framework needs to be produced and tested
* Findings will need analysing which takes time and skill
* Arranging interviews can be time consuming

**How to use?**

Produce a set of questions that you would like to ask, and test this out before your first interview. Start with an introduction question, then your key questions that you wish to ask. Make sure your questions are clear and easy to understand. Do not ask leading questions. Revise if necessary, then start to contact potential interviewees.

You will need to arrange a suitable time and place to conduct the interviews. Private spaces may be best for some individuals, whereas others may be happier in a more informal public space such as a Café. Some may wish to speak to you via the phone or Skype. Make sure you know of any communication needs in advance (i.e. interpreter, hearing facilities).

Make sure you introduce yourself and explain the aim of the interview. Gain consent from the individual before you begin. Ask the questions, but make sure to leave people with enough time to give their own, honest answers. You can deviate from the question plan if new topics arise. You can either record the interview or make notes on key points. Make sure answers are anonymous and kept securely. Finally, end the interview and tell interviewees how they can contact you and where they can see the final feedback once findings are analysed.

More information, a consent form template and tips for one-to-one interviews can be found on the companion website: https://bit.ly/2UXC2Xk