**Guidelines for Developing Interview Questions**

* Questions should be simple. Do not ask more than one question at a time.
* The best questions are those which elicit the longest answers from the respondent. Do not ask questions that can be answered with one word.
* Don’t ask questions that require your respondents to do your analysis for you. This is YOUR job.
* Likewise, do not ask for hearsay or opinions on behalf of the group they are a part of “What do people around here think of x?” You rarely get anything interesting.

Types of questions or other interview talk:

o *Direct questions*: ‘Do you find it easy to keep smiling when serving customers?’; ‘Are you happy with the way you and your husband decide how money should be spent?’ Such questions are perhaps best left until towards the end of the interview, in order not to influence the direction of the interview too much.

o *Indirect questions*: ‘What do most people round here think of the ways that management treats its staff?’, perhaps followed up by ‘Is that the way you feel too?’, in order to get at the individual’s own view.

o *Structuring questions*: ‘I would now like to move on to a different topic’.

o *Follow-up questions*: getting the interviewee to elaborate his/her answer, such as ‘Could you say some more about that?’; ‘What do you mean by that . . .?’

o *Probing questions*: following up what has been said through direct questioning.

o *Specifying questions*: ‘What did you do then?’; ‘How did *X* react to what you said?’

o *Interpreting questions*: ‘Do you mean that your leadership role has had to change from one of encouraging others to a more directive one?’; ‘Is it fair to say that what you are suggesting is that you don’t mind being friendly towards customers most of the time, but when they are unpleasant or demanding you find it more difficult?’

* Difficult or potentially embarrassing questions should be asked toward the end of the interview, when rapport has been established.
* The last question should provide some closure for the interview, and leave the respondent feeling empowered, listened to, or otherwise glad that they talked to you.