

## Individual In-depth Interviews

Individual in-depth interviews are useful for pretesting issues that are very sensitive. For example, a person might be more willing to talk about unsafe sexual activity in an individual interview than among others in a focus group. Individual in-depth interviews are also helpful for targeting respondents who are difficult to recruit, such as physicians and CEO's. Finally, in-depth interviews are best for drilling down into very detailed accounts of reactions to messages or health behaviors. For example, details about respondents' diet and nutrition may require individual in-depth interviewing.

The time needed to complete the interview will vary.

The interviewer...

1. Introduces her/himself
2. Reviews the informed consent with the interviewee. I need to use a tape recorder so I don't forget anything you tell me. Is it OK if I record the interview? This is not a test, so I don't want you to be afraid to give an incorrect answer.
3. Sometimes begin with closed questions that are easy to answer. This is called "priming the pump" and allows the interviewee to experience success and overcome anxiety early on in the interview.
  - a. Tell me a little bit about yourself...
  - b. How long have you held your current job?
4. Asks more in-depth questions, beginning with the simple ones first.
  - a. Has anyone in your family ever gotten breast cancer?
  - b. As far as you know, who exactly is supposed to get a mammogram? How often are they supposed to get one?
5. Asks more difficult questions...
  - a. What comes to mind when I say breast cancer?
  - b. What specific risk factors breast cancer do you think most women are aware of?
  - c. In your opinion, what are some specific barriers that keep many low income women from receiving regular mammograms?
5. Asks the interviewee if there is anything else they would like to add.
6. Wraps up and gives an overview of the interview.
7. Thanks the interviewee for his/her time.