



Communication Model

- **Sender** - Skills, Attitudes, Knowledge, Situation
- **Message** - Facts and/or Fiction, Treatment
- **Channel** - Senses
- **Receiver** - Skills, Attitudes, Knowledge, Situation



Communications: Aids to Listening

- **Empathy** - Implies desire to understand the thoughts, feelings and positions of others
- **Acceptance** - Try to understand the reason for the feelings
- **Feedback** - Check understanding
- **Silence** - Give time to collect thoughts



Keys to Successful Interviews

- Communication / Listening
- Quality of Questions
- Environment
- Selecting Appropriate Participants
- Recording Input



Active Interviewer's...

- take interest in what participants say by relating what they are saying to how it affects you
- focus on what participants say NOT how they say it
- do not let their attitudes toward the participant or his/her beliefs distract or bias you
- wait to judge responses until after you clearly understand what they are saying
- listen for issues, ideas, and themes not just facts
- observe participants nonverbal signals
- take accurate notes while not allowing notetaking to intrude
- concentrate on listening and showing complete attention by using eyes, ears and body position to demonstrate attentiveness
- resist distractions
- do not react to emotional words or controversial statements
- ask additional questions for clarification
- paraphrase to confirm interpretation
- ASK WHY



Specifics

- Partner members will interview 5 “key informants” from their Select 10
- Interviews should be 45 min, set aside the rest of the hour to fill in your notes while the interview is still fresh in your mind
- Explain to key informant what the interview is for
- Assure interviewees that the information is confidential, names will not be used in the report
- Everyone interviewed will be given a copy of the report if they are interested
- Thank people for their time and participation