

Interview Tips

- Everything is evidence.
- Before the interview, send the "What to expect in a SIMA interview" to the interviewee.
- Before the interview, print out the stories and underline all the verbs.
- Before each story, write down the time that it began so that you can keep track of how much time you have been interviewing on this story.
- During questioning, write down any "doors" that come up. Doors can be other verbs or nouns that need further explanation.
- Record the interview if at all possible and be sure to ask for permission.

Focus on these questions:

- How did you get involved?
- How did you do it? (action/verbs)
- What did you do? (subject matter/nouns)
- What was your role?
- What was satisfying?

Avoid these types of questions:

- Why did you...? (interviewee must evaluate self)
- Introducing new vocabulary that the interviewee did not use.

When...	Ask...
story is too generic/broad	What is an example of that?
interviewee gives too many choices	Tell me more about your favorite one. Which one was
talking more about the subject matter	How did you go about doing [action] with subject matter?
there isn't a clear relationship	What was your role as you did [action]?
interviewee uses only "we"	Tell me what you were doing? What was your role?
you're not sure what they did well	In your opinion, what did you feel like you did well in this activity?
at the end of the story	Is there anything else that we missed or you want to add? What was the most satisfying part about this achievement?