Guide to household and key informant interviews[[1]](#footnote-1)

1. If questionnaires have been translated into a local language(s), a back translation into the original language by another person should always be completed.
2. Always obtain consent of the person being interviewed (it is their right to refuse); you can use encouraging techniques to help them to agree, but never use any form of sanction (e.g. “if you don’t comply your name will be removed from our beneficiary lists”).
3. Inform the person of the purpose of the interview and how the information will be used.
4. Indicate to the interviewee how the results will be shared back with the community (e.g. via a report, a workshop, or a group meeting, or posted on a bulletin board etc.).
5. Always obtain the demographics of the person being interviewed (village where they live, age, gender, ethnicity if appropriate). Be sure to ask in a culturally sensitive way.
6. Maintain the anonymity of the interviewee. Explain that their name will not be used in any way.
7. Maintain the confidentiality of the interviewee. If in a crowded place, try to move to a more quiet area.
8. Ask questions in a respectful manner. Don’t imply that some answers are better than others, or that they are stupid for not knowing something.
9. Don’t force the interviewee to respond if they don’t know an answer. Repeat or rephrase the question, and then move on. Forcing a response can lead to a false statement.
10. Try to remain neutral and objective or impartial. Don’t comment (either positively or negatively on the respondents answers, since that can imply positive or negative feelings about a response.
11. Don’t ask leading questions. Don’t tell the interviewee, what you think they think or what you think the response should be.
12. Repeat the question again if it is not clear to the interviewee. Rephrase the question if needed, but be careful not to change the meaning of the question.
13. Don’t make assumptions about responses. Ask the questions and let the interviewee answer even if you think you know the response.
14. Always thank the participants at the end of the interview. Their time is valuable too!

1. Source: PMER Guide and internal documents, IFRC. [↑](#footnote-ref-1)