

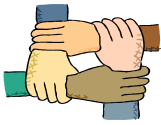


## **SERVING ETHNOCULTURAL COMMUNITIES:**

A Scan of Organizational Capacities in 24 Ethnocultural Community Associations

## **Appendix E**

**Educational Materials for Coalition Members on Qualitative Methods for Data Collection**



***SERVING ETHNOCULTURAL COMMUNITIES:  
BUILDING UNITY THROUGH DIVERSITY RESEARCH PROJECT***

**Some Tips: Ethics in Interviewing Conduct**

1. Be **friendly yet professional**: you're representing your fellow Coalition members. Introduce yourself, thank the participant for the interview, and tell them briefly about the Coalition, the project and its purpose as outlined in the Letter of Introduction. Ask if they have any questions.
2. Informants may be concerned that the activities of their organizations may be judged for their successes or perceived failures; therefore, you need to show that you're committed to **demonstrating respect** towards interviewees, their organizations and communities. Any publications and presentations will need to attend to the potential sensitivities of members of the organizations or ethnocultural communities involved. Moreover, the decision of informants and their organization to involve themselves further in the Coalition or not, will be fully respected.
3. Informants must **voluntarily** choose to participate in this project. We anticipate that informants will be interested in sharing information about their organizations and may be interested in learning more about the potential of working together with other organizations to advance shared interests in health equity.
4. Ensure that participants will be fully **informed** of the purpose of the project. **Discuss the consent form in detail.** Encourage questions regarding the project and our safeguards.
5. The **consent form** outlines our commitment to the maintenance of confidentiality and privacy. As informants will be speaking on behalf of organizations, they may choose to be identified along with the name of their organization. However, they will be apprised that should they wish their interview—or a portion of thereof—can remain anonymous. Inform participants that results will be shared with the research team, Coalition members and informants in a workshop setting and report. If they request it, their names and those of their organization or community will be kept anonymous in interview transcripts and all presentations and publications derived from the study
6. The consent form is very important because we are bound by **ethics** to ensure respondents understand that their participation is voluntary, they can retract what they said (even after the interview), and they can be anonymous. If you can really know the consent form, then it's easier for you to talk about it to the respondent without reading it – it will seem less stressful, especially when you ask them to sign it.
7. It is your job to make the interviewee feel **comfortable**. The better you know your questions and your probes, the more you are able to make the interview feel like a conversation. This makes it a more pleasant experience for everyone.

8. We are utilizing what is called “**semi-structured interviewing**,” which can give an informal feel to the process, but we still use an interview guide. This is a written list of questions/topics which we want covered in all the interviews. The reason for this is because we really only get one chance of talking to people, so we can’t let them talk about whatever: we still need our information. That doesn’t mean that we shouldn’t follow interesting leads – it just means that we need to try to cover certain topics.
9. **Interview Guides:** There are three slightly modified interview guides.
  - a. Interview Guide A: Ethnocultural Community Organization Leaders
  - b. Interview Guide B: Ethnocultural Community Informal Group Leaders
  - c. Interview Guide C: Ethnocultural Community Potential Leaders
 Choose the guide which best suits what you know about the interviewee.
10. All the interview guides have a Mind Map which is meant to capture certain topics. These are:
  1. **What they do** (history and current state of the organization, group, community).
  2. **Linkages** (with community, other organizations, general public, government regarding – credibility, connections, communication strategies, sphere of influence, funding, sustainability).
  3. **Challenges** (greatest obstacles, community issues and needs)
    - a. **This is where we plug our 4 issues.**
  4. **Response to Challenges** (strategies for success).
  5. **Coalition’s Role** (how can we help them reach their goals, recruitment).
11. You do not have to go from question 1 to 2, etc. If the respondent answers the question before you ask it, don’t ask it anyway: it will seem like you’re not listening. Let the respondent take the lead, but always think about what information you’re after and how you can guide them into giving it to you.
12. Also, because we have several interviewers, the interview guides will help get us reliable data that we can compare later. This also works well when dealing with organization and leaders because it gives the interview a professional feel so people don’t perceive that you’re wasting their time or that you’re disorganized. It shows that you know what you want, but that you still have flex for both of you to follow leads.
13. When you ask your questions, notice that your respondent usually looks for your approval or signs that he/she’s on the right track. So give them queues like “uh-huh”, or nod, etc. to encourage them.
14. Some respondents jump right in when you ask a question, but others can take a few seconds to think about the question. Don’t just throw out probes until you’re sure they need it – you may cut them off from saying something important, make it seem like you’re aggressive, etc.
15. On the other hand, you ask a little question and they keep talking and you’re afraid that they’re off topic, and you’ll never get your question answered in 2 hours. It’s OK to redirect respondents- do it with finesse.

16. While interview questions are meant to elicit information about their organization, we must acknowledge that the re-telling of experiences about perceived organizational failures or challenges faced by marginalized communities can be distressing. Should this occur interviewers must attend to the wishes of the informant: options include pausing, listening, changing topics or aborting the interview.
17. If a topic seems to be sensitive and you can feel the respondent doesn't want to answer it, don't push it. You should make a note that this is what happened in case other interviewers had the same experience as well.
18. **Taking notes:** some people actually mind when you write notes down, but you have to get a "feel" for reactions before you make up your mind not to take notes. Other people expect you to write down their wisdom – and can even be offended if you don't. It's a way of showing that you're listening and that you feel something they said is important enough to be written down. It's also a way of encouraging people to keep talking: if you look really intent on taking notes, you're giving a queue that they should tell you more: so it can work as a probe.
19. If someone tells you something they do not want you to include in your report – respect that. If they want to tell you something, but don't want you to add their names to it – of course, don't. One way to show that you respect their choice is by putting your pen down and not writing it in your notes.
20. In terms of how much note taking is necessary, use your judgment. We're trying to capture a picture of what is happening in these communities while building relationships with the interviewees. We're not writing a thesis – so you don't need to know everything – we only have 1 – 2 hours, so our scope is limited. It is a good idea to jot down notes and write a more complete account after the interview adding your impressions and hand them into me (Alina).