**INTERVIEW PROTOCOL (SAMPLE)**

INTRODUCTION:

Hello. I am <your name>, a graduate student in Prof Shah’s Marketing Research course in the Foisie Business School. Thank you for agreeing to converse with us about your <purpose of your research as it applies to participants> . This project is our final deliverable for this course. I will ask you about your experiences as a ……. The purpose is to get your perceptions of …... This interview will be about 45-60 minutes long. There are no right or wrong or desirable or undesirable answers. I would like you to feel comfortable with saying what you really think and how you really feel. You can refuse to answer any question you do not feel comfortable answering. Also, the interview is completely voluntary and all the information you provide will be kept confidential.

AUDIO RECORDER INSTRUCTIONS:

If it is okay with you, I will be audio-recording our conversation. The purpose of this is so that I can get all the details but at the same time be able to carry on an attentive conversation with you. I assure you that all your comments will remain confidential. I will be compiling a report which will contain aggregate responses from all participants without any reference to individual personal information.

Do you have any questions at this time?

<If yes, answer their questions.>

<If no, “Ok Great! Let’s proceed with our conversation.”>

**GT 1: Please tell me something about yourself.** <Purpose: Intro, warm up, break ice, get demographic info>

P1 – What is your Education?

P2 – What is your Student status at WPI? <Undergrad / Grad… Freshman/Sohphomore/Jr/Sr… First year/Second year>

P3 – Which program are you enrolled in at WPI?

P4 – What is your nationality?

P5 - How long have you been in the program?

P6 – How would you describe your personality as a student?

…… Pn.

**GT 2: Which courses have you attended at WPI?** <Purpose: To learn about courses they attended and put the future responses in context>

P1 - Which of these were your favorite courses? Why?

P2 - Which of these courses you did not like as much? Why?

**GT 3: What kind of teaching methods or assessment techniques were used in these course?** <Purpose: To learn about pedagogies used and create a starting point for introducing the concept of participation.>

P1 – Did the course(s) involve case discussions?

P2 – Did the course(s) involve team activities?

P3 – Was the course designed in lecture style?

…. Pn.

**GT 4: Which of these methods or techniques you liked the most? Why?** <Purpose: To lead into participation specific questions.>

**GT 5: Which of these methods or techniques you liked the least? Why?** <Purpose: To lead into participation specific questions.>

**ACTIVE PARTICIPATION QUESTIONS:**

**GT 6: Did any of these courses involve active class participation?** <Purpose: To set a context for the following detailed questions related to class participation. Also this question addresses Research Problem 1. >

P1 – In which courses?

P2 – How were you expected to participate in class?

P3 – Was a grade assigned for participation?

…. Pn.