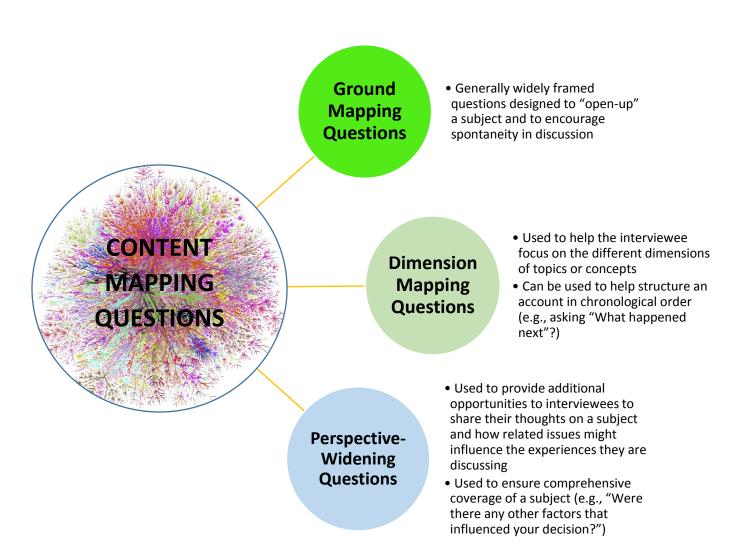
ASKING INTERVIEW QUESTION TO ACHIEVE DEPTH

In-depth interviews usually involve a combination of CONTENT MAPPING QUESTIONS to raise and broadly explore an issue and CONTENT MINING QUESTIONS to understand such issues in detail.¹ A well-balanced interview guide involves a mixture of these types of questions and they are not confined to distinct parts of the interview.

Content Mapping Questions

Designed to open-up research territory and to identify the dimensions or issues that are relevant to the interviewee



1. Jane Ritchie, and Jane Lewis, Qualitative Research Practice: A Guide for Social Science Students and Researchers (Sage, 2003).

Content Mining Questions

Designed to explore the detail within each dimension, to access the meaning it holds for the interviewee, and to generate an in-depth understanding from the interviewee's point of view



 Used to encourage interviewees to elaborate further on issues **Amplificatory** • e.g., "Can you tell me a bit more **Probes** about the apartment that you said was uncomfortable?" • Used to further explore the feelings and meanings that **Exploratory** underlie experiences **Probes** • e.g. "How did you feel when ...?" or, "What effect did that Content have on you?") Involves probing to understand Questions some of the multi-layered reasons behind events and **Explanatory** actions **Probes** • e.g., "Why" questions or, "What was it about the situation that made you decide to ...?" • Used to clarify terms, explore language, **Clarificatory** elucidate details, understand sequences **Probes** and sort out inconsistencies • e.g., "Can you explain what you mean by ..."