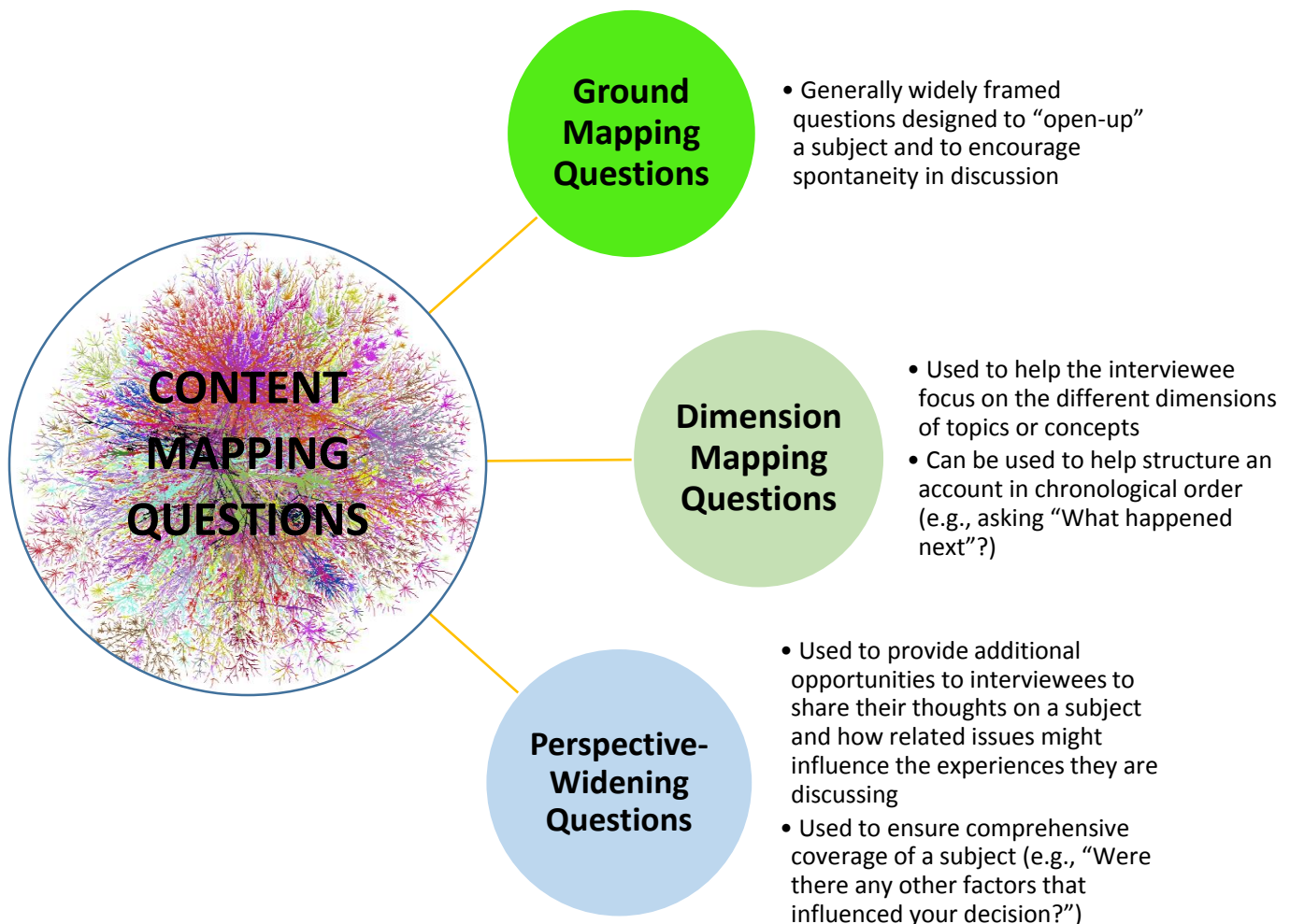


# ASKING INTERVIEW QUESTION TO ACHIEVE DEPTH

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.<sup>1</sup> 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

