

How to Conduct a Key Informant Interview

Before the Interview:

- Gather background information on the issue to be discussed.
- Learn about the person and his/her organization.
- Write a list of questions to ask.
- Familiarize yourself with other individuals and organizations addressing the same issue.
- If you have a relationship with an existing gatekeeper or CBO, ask if they can help in making introductions.

During the Interview:

- Introduce yourself and your organization using the suggested script below.
- Explain the purpose of the interview.
- Stress that you understand that s/he is an important community leader.
- Give the name of the person who referred you to that person. This can help build trust and credibility.
- Be honest, polite and to the point.
- Be respectful of the person's time.
- Explain the project, including:
 - An overview of the project
 - Who you represent
 - Information about the funder and its expectations (if available)
 - Possible benefits to the community.
- Ask if there are other people who may be interested in getting involved.
- Ask who are the key stakeholders in the community, including:
 - Who is affected by the problem, issue or topic to be addressed?
 - Who will benefit from the partnership?
 - Who has worked on this problem before?
 - What are the resources that each person or group can bring to the project?
 - Who is well respected or well-known in the community?
- Ask for help planning a community meeting so that you can get to know the community leaders recommended by your key informant.