

## Interviews Sebastien Dallaire Vice President, Ipsos Public Affairs May 23, 2017 9:00am – 4:30pm

## **Workshop Overview**

This one-day workshop will provide students and researchers interesting on using this methodology for their projects with the basic skills and rules to follow in order to collect high quality data that meets their research needs.

Conducting successful interviews is not as easy as some may think and it requires careful preparation. This workshop will present some the key challenges facing researchers and offer practical advice on how to design, conduct and analyze qualitative research projects using semi-structured interviews.

This workshop will also provide opportunities for participants to apply their knowledge through practical exercises and real life examples derived from Mr. Dallaire's extensive field experience.

## **Required Readings**

Bryman, Alan. "Interviews in Qualitative Research" in *Social Research Methods* (4<sup>th</sup> Edition). Oxford University Press, 2012, pp. 468-499

