

EAS 559 Interview Methods (1.5 credits)**Winter B 2020 Syllabus****Time and Location:** Fridays 9:00 - 11:50 AM, Dana 3556**Instructor:** Dr. Paige Fischer, Assistant Professor, SEAS, apfisch@umich.edu, 734-763-3830**Office hours:** By appointment

Course overview: Interviewing is an important method for research and practice in the fields of sustainability and environmental conservation. Interviews reveal detailed information about *how* and *why* people think and behave in the ways that they do, and the broader context in which people and organizations make decisions. Interviews also provide insight into how policy and planning can harness people's motivations to engage in environmentally sustainable behavior. This course will introduce students to individual and focus group interviewing as research strategies and practical tools for gathering information. Through lectures, group activities, and field projects, students will learn the art and practice of interviewing.

Expectations: This is a graduate level course geared toward master's project and thesis students who are interested in research and practice in the fields of sustainability management and environmental conservation. The course will entail reading, writing, and hands-on work collecting and analyzing interview data. Students will develop and field test their own interview guides for use in their master's project or thesis research. Class meetings will involve lectures by the instructor, in-class interviewing activities, and studio-style group feedback. Each student is expected to complete weekly reading and writing assignments, and conduct a term project involving the collection, analysis and interpretation of interview data.

Learning outcomes: Upon completion of this course, students will be able to:

1. Explain the utility of interviewing as a method for data collection
2. Decide when interviewing methods are suitable for investigating a research goal or question
3. Identify key techniques in successful interviewing
4. Develop an interview guide
5. Analyze interview data using traditional and software-aided techniques
6. Interpret the results of interview analysis to answer a project question

Assessment: Progress toward learning outcomes will be assessed through evaluation of four assignments relating to the interviewing project worth 25% each.

Assignments: Each week students will submit an assignment in a progressive interviewing project. These assignments are due by 11:59 PM on Wednesdays to allow time for other students to review them the next day in preparation for our in-class studios.

- #1 Interview project proposal
- #2 Draft interview guide
- #3 Revised interview guide
- #4 De-identified interview transcript (raw data)
- #5 Code book and memo (metadata)

Class participation: Students are expected to participate actively in class discussions and to attend every class unless arranged ahead of time.

Grading scheme: Assignments will be evaluated on the basis of whether they are submitted on time (5%); incorporate information and techniques from lectures and readings (10%); and follow instructions and are free of typos and other errors (5%). Minimum for A+=97, A=93, A-=90, B+=87, B=80, B-=80, C+=77, C=73, C-70, D+=67, D=63, D-=60, F=40

Accommodations for students with disabilities: Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately

Academic Honesty: Students are expected to be honest and ethical in their academic work. For more information about academic integrity and the University's policies and procedures in this area please refer to the Student Conduct web site.

Readings (scanned PDFs on Canvas)

- Krueger, R. and M. A. Casey (2015). Focus groups: a practical guide for applied research. Thousand Oaks, Sage Publications.
- Patton, M. Q. (2002). Qualitative Research and Evaluation Methods. Thousand Oaks, CA, Sage Publications.
- Petheram, L. and B. M. Campbell (2010). "Listening to locals on payments for environmental services." Journal of Environmental Management 91(5): 1139-1149
- Rubin, H. J. and I. S. Rubin (2012). Qualitative interviewing: The art of hearing data. Los Angeles, Sage Publications: 265.
- Weiss, R. S. (1994). Learning from Strangers: The Art and Method of Qualitative Interview Studies. New York, The Free Press.
- Young, J. C., et al. (2018). "A methodological guide to using and reporting on interviews in conservation science research." Methods in Ecology and Evolution 9(1): 10-19.

EAS 559 Interview Methods Winter B 2020 Course Schedule Paige Fischer <apfisch@umich.edu>

Week	Objectives	Assignments due	Lecture topics	In-class activities	Recommended follow-up reading
1 (3/13)	1. Become acquainted with key concepts in qualitative interview-based research 2. Understand course goals, expectations and course schedule	Come prepared to describe research project and role of interviews Young et al. 2017	Course overview Introduction to interview methods	Introductions Interviewing activity Young discussion (postponed due to climate strike)	
2 (3/20)	3. Learn skills and techniques for effectively designing individual interviews 4. Acquire hands-on experience designing interviews	#1: Project proposal	Designing individual interviews	Project proposal studio Individual interviewing activity	Patton 2002, Ch. 7
3 (3/27)	5. Learn skills and techniques for effectively conducting interviews	#2: Draft interview guide Weiss 1994 Ch. 4, Pp. 61-119	Conducting interviews	Interview guide studio Interviewing playbook activity	Rubin and Rubin 2012, Ch. 1-4
4 (4/3)	TBD	#3: Revised interview guide	TBD	TBD	
5 (4/10)	6. Learn skills and techniques for effectively designing focus group interviews 7. Learn skills and techniques for preliminary analysis of interviews	#4: Interview transcript (de-identified)	Designing and conducting focus group interviews	Transcript studio Focus group interview guide activity	Krueger and Casey 2015, Ch. 1-3
6 (4/17)	8. Acquire hands-on experience with preliminary interview analysis	#5: Codebook and analytic memo Petheram and Campbell 2010	Preliminary analysis	Codebook and memo studio Discussion of Petheram and Campbell 2010	Patton 2002, Ch. 8
7 (4/24)	Finals (no class)				