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# Conducting a Quality Interview

Conducting an interview can be intimidating. In this course, you'll learn how to approach any interview situation confidently and prepared.

## Course Learning Objectives

- Employ research skills to create background information for your interview subject.
- Create a list of questions in preparation for your interview.
- Evaluate the best practices of interview skills and techniques.
- Adapt interview skills and techniques to new and challenging situations.

To get started, click on "Lesson 1: Preparing for an Interview."



**Lesson 1: Preparing for an Interview**



**Lesson 2: Crafting Interview Questions**



**Lesson 3: Best Practices for Interviewing**

# Lesson 1: Preparing for an Interview



## Overview

A quality interview begins long before you meet your interview subject. Imagine walking into a room for an interview knowing little to nothing about the person you're interviewing. You might feel lost, nervous, or unprepared.

The best way to ensure that you feel confident and prepared for an interview is to research your subject before the interview and arrive equipped with background information. This lesson will teach you how to generate reliable, trustworthy research so that you can arrive at your interview ready to go.

## Course Learning Objective

1

Employ research skills to create background information for your interview subject.

## Lesson Learning Objectives

1

Gather reliable, trustworthy research.

2

Prepare for real-world interview scenarios.

3

Create a background information sheet for an interview.

## Getting Started

Usually, an interview begins with you learning two basic things:

- The interview subject's name (who this person is).
- The general interview topic (what the interview will be about, in broad strokes).

For example, you might be asked to interview Keisha Johnson, a local business owner in your town, about her path to success. Or, you could be asked to interview environmental activist Jared Owens about his efforts to instate a composting service in an urban area. Or, you could be asked to interview filmmakers Clarissa Martinez and Bumgi Kim about their latest documentary film project.

The main point is that you should begin with enough information to allow you to begin researching both your (a) interview subject and (b) topic. Here are some ways that you might begin with the above examples:

Keisha Johnson (local  
business owner)

- Begin with a basic Google search of "Keisha Johnson" + the location.
- Check out her social media, including her LinkedIn account.
- Visit her shop (online or in person) and explore.

Jared Owens (environmental  
activist)

- Google "Jared Owens" + environmental activist + the location.
- Check out his social media, especially his posts that have a political message.
- Search for affiliations he

Clarissa Martinez & Bumgi Kim (filmmakers)

- Google each of their names + "filmmakers."
- Check out their social media and [IMDB.com](https://www.imdb.com) profiles.
- Watch their current film (if available). If not, watch their previous films.

Once you have a general idea of who this person is and what the topic is about, you can dig even deeper into your research. Importantly, you will need to verify everything you learn and ensure your sources are credible.

**CONTINUE**

## Verifying Information and Evaluating Sources

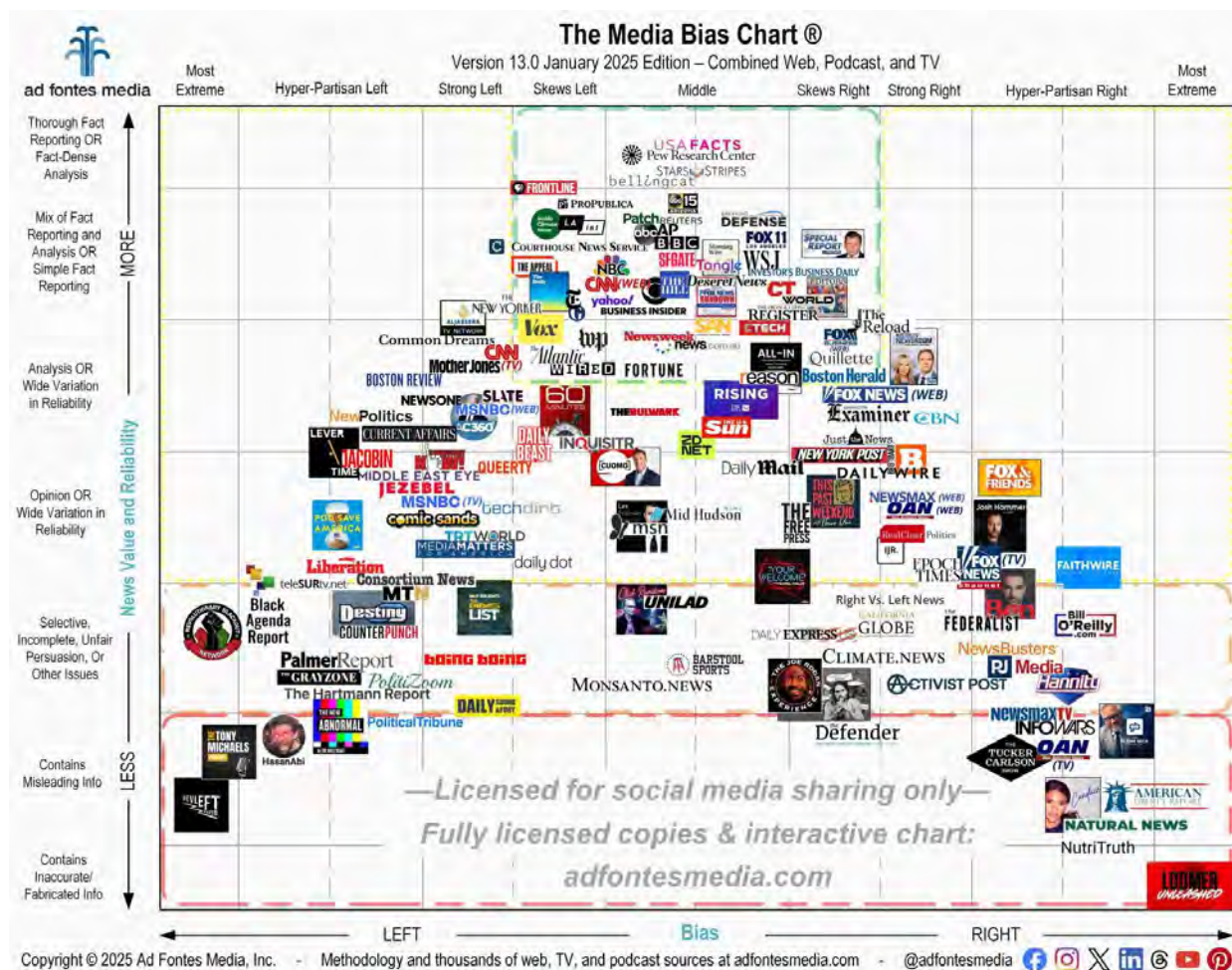
Most of your research will likely use web sources and digital tools. While these resources are valuable in their accessibility and breadth, it can be difficult to know which sources to trust. Here are some guidelines to follow when conducting your research.

### Media Bias

Merriam-Webster defines bias as "a personal and sometimes unreasoned judgment" or "prejudice." Most people, including writers, academics, journalists, and other content creators, have some form of bias because we all have unique viewpoints and backgrounds. However, bias can sometimes lead to distortions of fact and events. Therefore, it is important to be aware of bias when gathering information. Some questions you should ask yourself during research are:

- 1 What is the writer's tone? Do they seem overly critical or overly praising?
- 2 Can you verify all of the claims? Does the writer provide reliable sources and evidence?
- 3 Does the language seem hyperbolic or exaggerated?
- 4 Does the source of this information have a known political perspective or agenda?

When using news sources, pay attention to the news organization's political bias. Is it known to promote a conservative or left-leaning point of view? Does it have a reputation for promoting misleading information? Below you'll find a media bias chart created by Ad Fontes Media.



A 2025 media bias chart created by Ad Fontes Media.

## Media Bias Charts

To see more interactive media bias charts created by Ad Fontes Media, click the button to the right.

GO

## Confirmation Bias

Media professionals and organizations aren't the only ones biased; you are, too!

Confirmation bias describes our tendencies to seek out and trust information that will confirm what we already believe to be true. If we see something that *seems* true according

to our particular worldview, we are more likely to absorb it uncritically. If we are unaware of this tendency when we research a topic, we may reproduce false information or create a skewed interpretation.



Image by [Sketchplanations](#).

To avoid confirmation bias, it's important to verify *every* piece of information and analysis that we come across, regardless of whether or not it *seems* correct. To do this, ensure you can find other trustworthy sources that contain the same information.

 **YOUTUBE**

How Do Journalists Find and Ve...



## **How Do Journalists Find and Verify Information? | Media Bytes, Episode 4**

Journalists get a lot of information from sources. Sources can be a new study with enlightening data or someone a reporter talks with often. Other times, information is shared anonymously with few additional details to work with. How do journalists verify information before sharing it?

**VIEW ON YOUTUBE >**

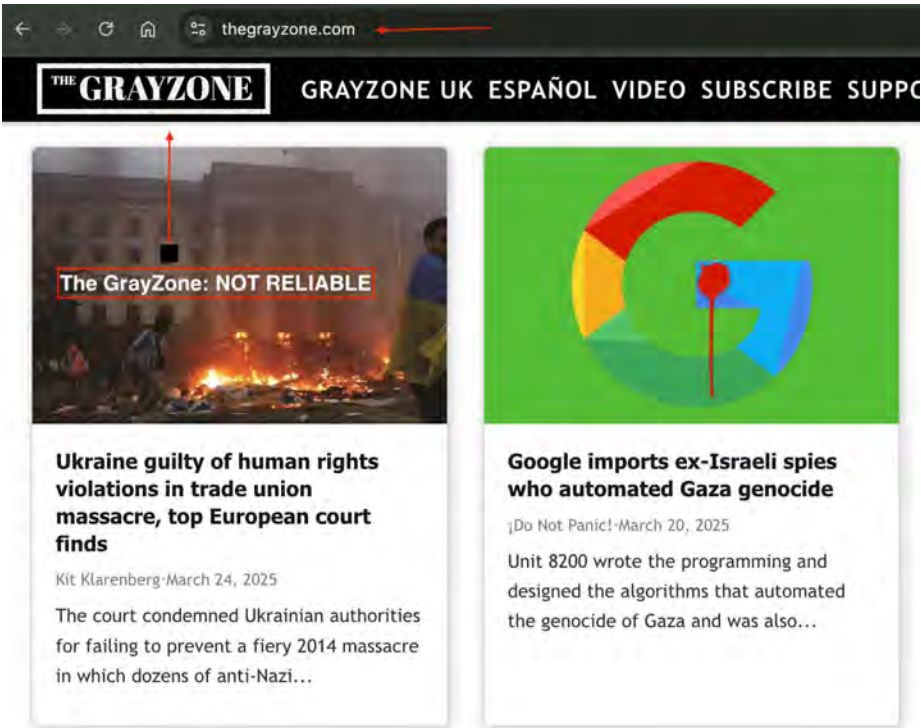
### **Evaluate Your Source**

It is important to critically evaluate the credibility of all online sources to avoid reproducing false or misleading information. When you find new information about your interview subject or topic, pay attention to the website, the author, the claims, and the sources.

THE WEBSITE	THE AUTHOR	THE CLAIMS	THE SOURCES	E
-------------	------------	------------	-------------	---

Pay attention to the website where you found the information. Is it a source that has a credible reputation? If you aren't sure, do an internet search for the website's name and find out if it has a reputation for spreading false information, if it's biased, or if a partisan group owns it.

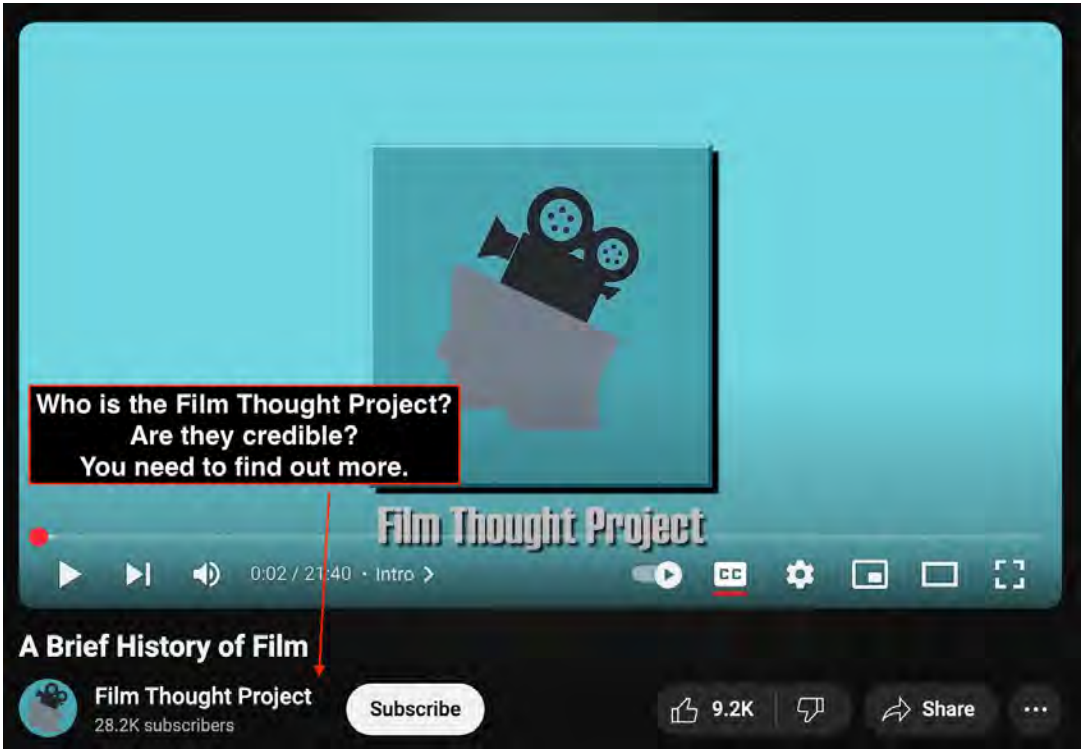
In the below example, a quick search for information about the website "thegrayzone.com" would reveal that it publishes pro-Russian propaganda and misleading information.



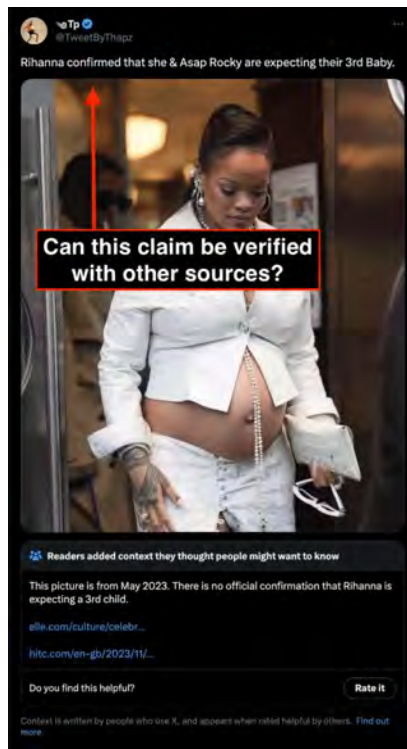
THE WEBSITE	THE AUTHOR	THE CLAIMS	THE SOURCES	E
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Who wrote the information or created the content? Are they qualified and trustworthy? Does it have an author? Anyone can publish content online, so it's important to find out more information about the author before you trust the information.

In the below example, the YouTube video seems highly polished and professional, but who is the Film Thought Project? You need to learn more. To do so, you should click on the author's profile, check out their social media, and investigate their qualifications.



THE WEBSITE	THE AUTHOR	THE CLAIMS	THE SOURCES	E
<p>Think critically about the information and how it is presented. Are the claims believable, or do they seem exaggerated? Can you find the same information on other sites? If not, likely, this source isn't credible.</p> <p>In the below example, a rumor about singer Rihanna spread via social media. Information like this shouldn't be trusted unless it can be verified with other reliable sources.</p>				



THE WEBSITE	THE AUTHOR	THE CLAIMS	THE SOURCES	E
<p>Does the content provide sources and evidence for its claims? This could be in the form of hyperlinks, attributions, and end references. Remember to actually check the sources: click on the hyperlinks, verify the attributions, search for the references.</p> <p>In the below example, you'll see that this blog uses hyperlinks to provide sources and evidence for its claims. To verify this information, you should click on the hyperlinks and make sure that they are linked to credible information.</p>				

sequester carbon. Over the past several hundred years, soils have been depleted of organic matter through deforestation, urbanization, and industrial [agriculture](#). That organic matter is made up of carbon as well as other nutrients, such as nitrogen, phosphorus, and sulfur. Adding carbon along with other nutrients in the [right proportions](#) (such as those found in compost) can help that soil [store more carbon for longer periods of time](#) and keep it from being converted to greenhouse gases like carbon dioxide or methane. Today, [World Soil Day](#), is a great opportunity to celebrate the [role of compost in creating healthier soils](#) and contributing to far-reaching climate solutions.

Click on hyperlinks  
to ensure the  
information is  
credible.

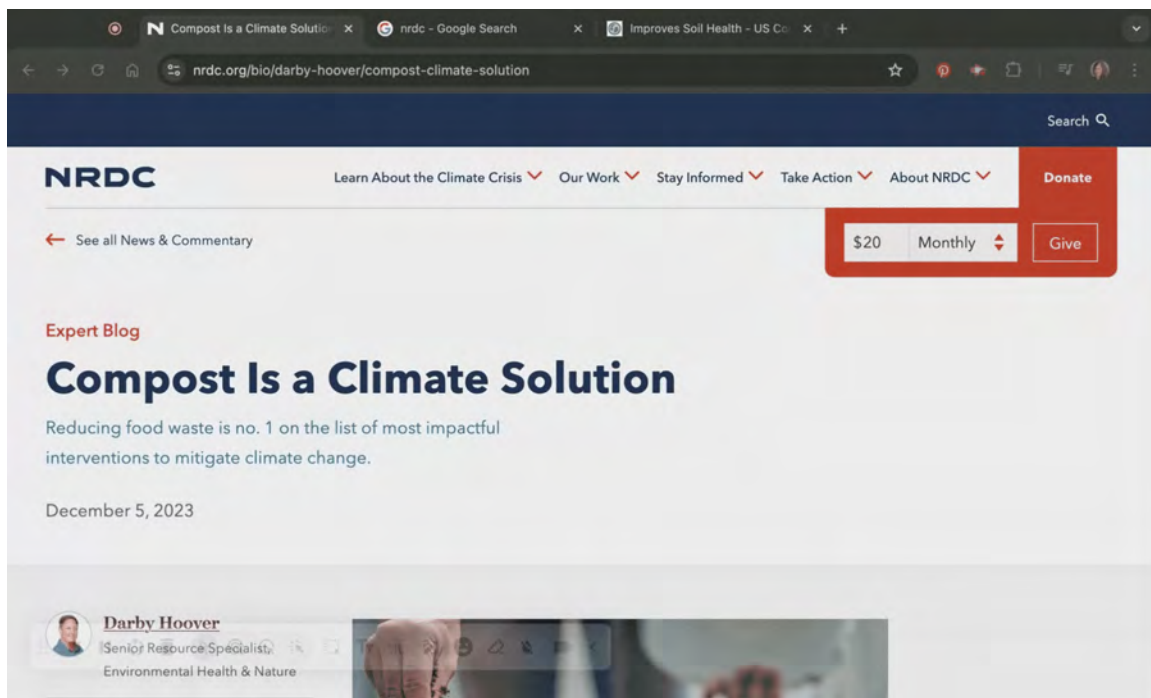
THE WEBSITE

THE AUTHOR

THE CLAIMS

THE SOURCES

This video goes through the process of checking the credibility of different sources for an interview.



Match each term to its correct definition.

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SUBMIT

Which of the following is a good indicator of bias?

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- ☐ The claims are supported by multiple sources and evidence.
- ☐ The article contains hyperbolic language and exaggerated claims.
- ☐ The content contains quotes from varied people about the person or topic.
- ☐ The website is a .org, .edu, or .gov.
- ☐ The news source is a well-known institution like The New York Times or The Wall Street Journal.

SUBMIT

When evaluating the credibility of a source, what should we examine? Check all of the correct answers.

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☐

The Author

☐

The Subscribers

☐

The Likes and Shares

☐

The Website

☐

The Claims

☐

The Sources

**SUBMIT**

**CONTINUE**

## **Creating a Background Information Sheet**

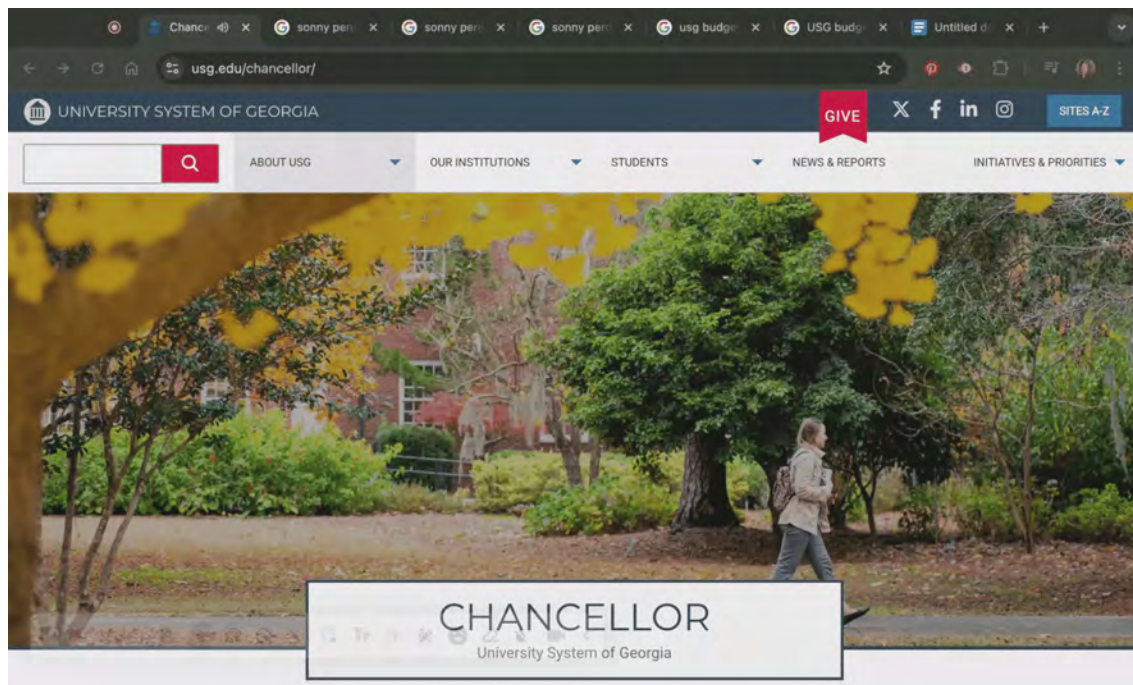
Now that you know how to gather research, what will you do with all the information you find? A useful technique is to create a background information sheet that you can use to craft questions and bring as a reference to the interview.

## **Constructing a Background Information Sheet**

This series of videos will demonstrate how to create a useful and organized background information sheet.

Step 1

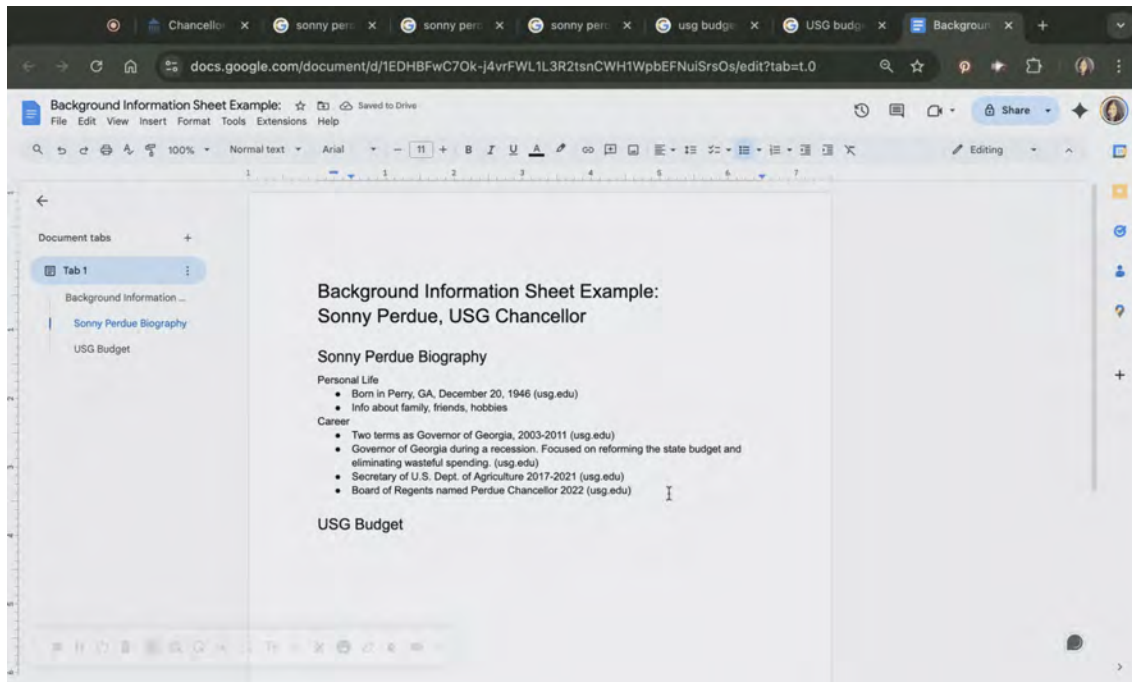
## Getting Started



How do you start constructing a background information sheet based on research?

## Step 2

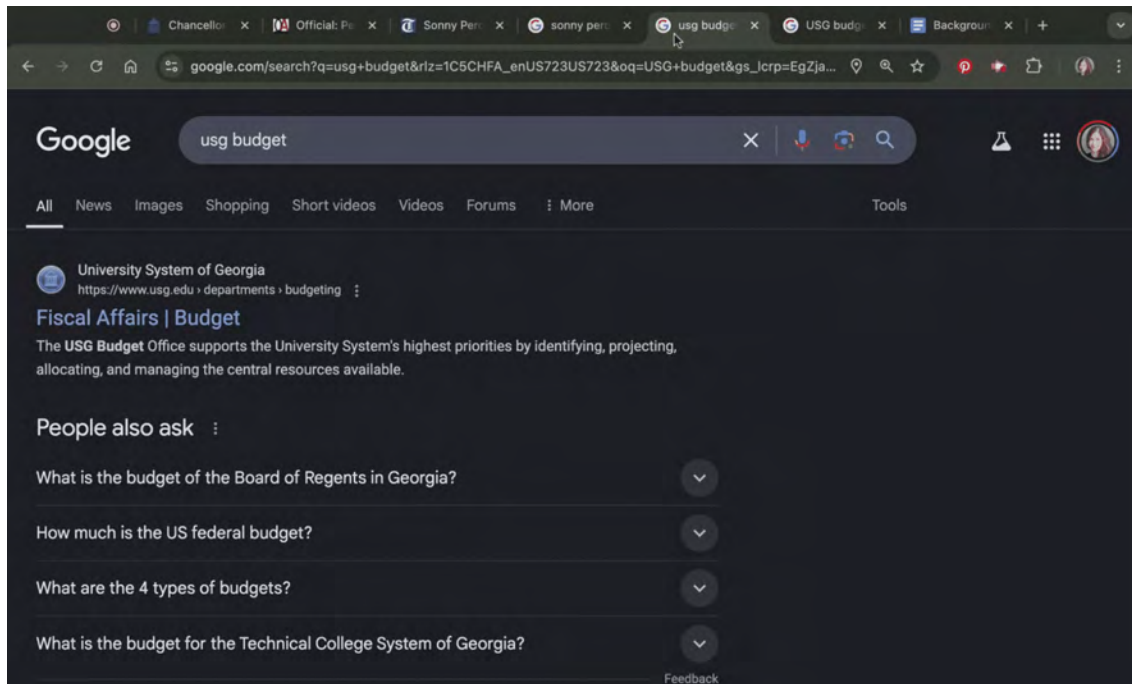
### Filling in the Details



Once you have the basics about your subject, what else should you include?

### Step 3

## Information about the Interview Topic



Once you've organized your notes about your interview subject, how do you include information about the interview topic?

## Summary

Begin constructing your background information sheet with general and easily available information about your subject. Then, fill in details that you might find from news articles, social media, etc. Finally, research the topic you'll focus on so that you can converse with confidence and authority.

Remember that there's no one way to create a background information sheet. The important thing is that it is organized and accurate, so that it is useful and reliable for your interview.



Complete the above video series before moving on.

### Activity: Create a Background Information Sheet

So far, you've learned that preparation is key for a good interview, and this starts with research. To practice this, imagine that you are tasked with conducting one of the following:

1. An interview with your state's governor about public education.
2. An interview with your city or town's mayor about city planning initiatives.
3. An interview with your congressional representative about health care.

Pick one of these options and conduct research on the person and issue you've chosen. Make sure that you find trustworthy sources and verify all of the information that you find.

From your research, create a background fact sheet that overviews important information about the person's biography, viewpoints, past political actions and stances, and any other relevant or interesting information. It should also include specific details about the issue (public education, city planning, or health care).

As an interviewer, you can use this fact sheet to guide your questions and as a quick reference during or after the interview.

**CONTINUE TO LESSON 2**

# Lesson 2: Crafting Interview Questions



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## Overview

Once you've conducted your research, you will likely feel more prepared for your interview. But there's still more work to be done before you sit down with your interview subject.

What would happen if you walked into your interview without any questions prepared or a plan of what questions to ask? Usually, this leads to a disorganized interview that doesn't cover all the important, need-to-know information you want to obtain from your subject.

This lesson will teach you how to create insightful and flexible interview questions so that you can arrive at your interview fully prepared and confident.

## Course Learning Objective

1

Create a list of interview questions in preparation for your interview.

## Lesson Learning Objectives

1

Classify open-ended and closed-ended questions.

2

Evaluate the quality of interview questions.

3

Create a list of interview questions.

## Preparing Interview Questions

It is important to prepare specific interview questions before any interview. Having prepared questions will help guide you through the interview and ensure that you cover all important topics.

Although it may seem counterintuitive, the best way to encourage spontaneous conversation is to have your questions prepared before you walk into the interview. This way, you won't have to mentally search for your next question and can actively listen to what your interview subject is saying. Rather than thinking of what to ask next, you can pay attention to the moment at hand.

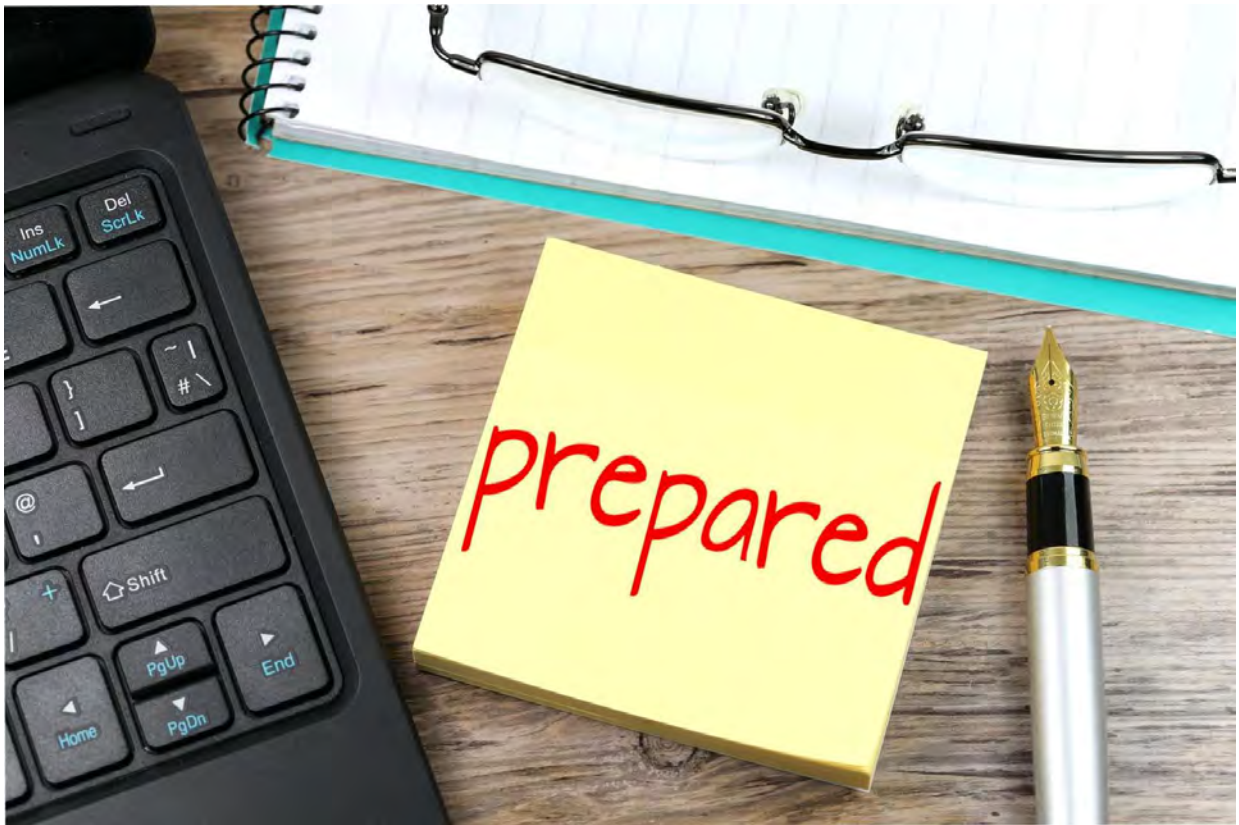


Image by Nick Youngson, Alpha Stock Images

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Your questions should be written down and easily accessible during the interview so that they can be a reference during your conversation. You should be flexible and unafraid of deviating from the planned questions, but it's important to keep these around to direct the conversation.

The best interviewers are adept at asking varied questions, including open-ended and closed-ended questions.

**CONTINUE**

# Open-Ended and Closed-Ended Questions

Most interviews will utilize a mixture of open-ended questions and closed-ended questions. Each question style is designed to elicit a specific type of response, depending on your goal. Click on the tabs below to learn about each question style.

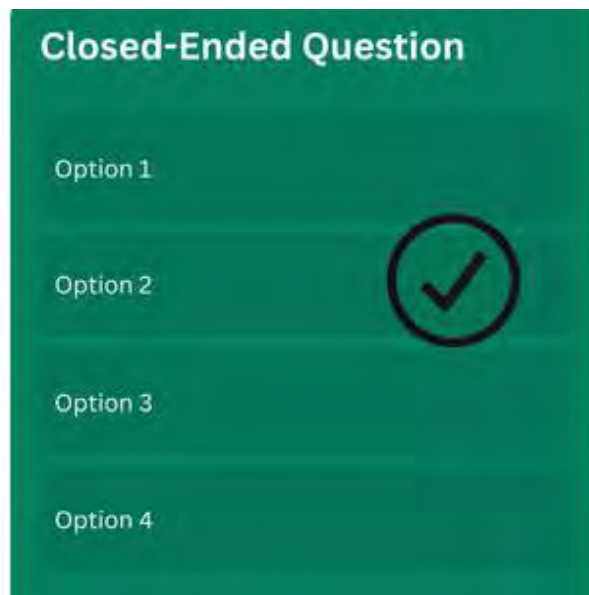
## Closed-Ended Questions


**WHAT ARE CLOSED-ENDED QUESTIONS?**

**EXAMPLES**

**WHEN SHOULD YOU USE CLOSED-ENDED QUESTIONS?**

A closed-ended question offers your interview subject a limited range of responses, rather than encouraging a more free-ranging and improvisational response. For example, a closed-ended question might end in a "yes" or "no" answer, or ask for specific details (like dates, names, etc.).



WHAT ARE CLOSED-ENDED QUESTIONS?	EXAMPLES	WHEN SHOULD YOU USE CLOSED-ENDED QUESTIONS?
<p>Notice how the following examples have only a limited number of possible responses.</p> 		


WHAT ARE CLOSED-ENDED QUESTIONS?	EXAMPLES	WHEN SHOULD YOU USE CLOSED-ENDED QUESTIONS?
<p>Asking vague questions can elicit vague answers. If you need specific information quickly, a closed-ended question is likely best. Closed-ended questions work best in the following situations:</p> <ul style="list-style-type: none"> <li>• You want a brief answer.</li> <li>• You want to close in on a topic and narrow down specific information.</li> <li>• You need to pin down the details.</li> <li>• You want to avoid vague answers.</li> </ul>		

Closed-ended questions don't have to be boring or shut down a conversation. For example, you can ask for fun anecdotes like "What is the weirdest thing you've seen at your workplace?" This could be a conversation starter, even though it's asking for something specific.

## Open-Ended Questions

WHAT ARE OPEN-ENDED QUESTIONS?	EXAMPLES	WHEN SHOULD YOU USE OPEN-ENDED QUESTIONS
<p>Open-ended questions allow your interview subject to respond more improvisationally and flexibly, taking the answer where they want to go. These responses are often longer and more detailed than closed-ended questions, and require more than a simple "yes" or "no" answer. They encourage the interview subject to reflect and share their perspectives more freely. Often, they begin with words like "how," "what," or "why."</p>		



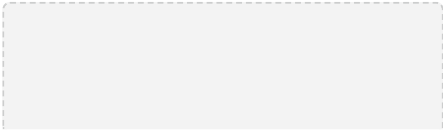
WHAT ARE OPEN-ENDED QUESTIONS?	EXAMPLES	WHEN SHOULD YOU USE OPEN-ENDED QUESTIONS
<p>Notice how the questions below require a lengthy, subjective, and thoughtful answer.</p>  <p>Tell me about where you were born.</p> <p>Why do you support the new proposal?</p> <p>What makes someone inspirational to you?</p> <p>How did you become the mayor?</p>		

WHAT ARE OPEN-ENDED QUESTIONS?	EXAMPLES	WHEN SHOULD YOU USE OPEN-ENDED QUESTIONS
<p>No good interview is complete without some open-ended questions. If you listen to professional interviewers, they ask <i>many</i> open-ended questions to get the conversation going. Open-ended questions work best for the following situations:</p> <ul style="list-style-type: none"> <li>• You hope to encourage conversation.</li> <li>• You want flexible, subjective responses.</li> <li>• You'd like to hear personal, thoughtful stories and viewpoints.</li> <li>• You want the interview to move in unexpected directions.</li> </ul>		

Don't be afraid to ask a mix of closed and open-ended questions. For example, you could begin by asking, "Do you agree with the new proposal?" and follow this up by asking, "Why?" This way, you avoid vague answers, but still dig deep.

In summary, **closed-ended questions** are directed at gathering specific information and avoiding vague answers. **Open-ended questions** allow longer, more subjective answers that can lead in surprising directions. See the chart below for a side-by-side comparison.

CLOSED-ENDED QUESTIONS	OPEN-ENDED QUESTIONS
Did you stick to your training routine this week?	What is your typical weekly training routine?
Do you use Instagram for self-promotion?	How do you use Instagram for self-promotion?
Are you in favor of the new legislation?	What are the strengths and weaknesses of the new legislation?
Was your recovery difficult after your accident?	How did you recover from your accident?
Who has been your professional mentor?	What are the qualities of a good professional mentor?



### Open-Ended Question

**What are your thoughts on the current project's progress?**

**Explain how you manage tight deadlines at work.**

**What makes a college football athlete promising?**

**How do you imagine your future career?**

**Tell me about your job.**

**Why are you in support of the new law?**

### Closed-Ended Question

**Is the project on schedule?**

**Do you find deadlines challenging at work?**

Who is the most promising college football athlete this year?

Do you see a future at your current job?

What's your job title?

When will the new law take effect?

Do you support the new law?



Complete the sorting activity above before moving on.

## Tips for Writing Good Interview Questions

Good interviews require a mix of open- and closed-ended questions. However, writing good questions can still be tricky. Here are some tips on crafting quality interview questions.

## Avoid Vague Questions —

Vague questions lead to vague answers, which can lead to poor-quality information gathering. Even in your open-ended questions, try to tailor them specifically to your interview subject.

Avoid asking general background questions, such as "where did you grow up?" If you've done your research, you likely already know the answer to this question. Add some specificity to make it interesting. For example, you could ask, "How did growing up in a rural area impact your experience as a student at a highly competitive, urban university?"

## Use Your Research —

Your background information sheet is a valuable reference during the interview, but it should also serve as a resource for crafting effective questions beforehand. This can also help you avoid packing your interview with overly vague questions.

Avoid general questions about the interview topic by tapping into your research. For example, if you're interviewing a politician about gun control, you should already know the answer to questions like "Do you support gun control?" Instead, you can ask about specific quotes the person might have said or policies they support.

## Focus on One Issue at a Time —

Avoid asking multi-part questions. It can be challenging for your interview subject to recall all aspects of a complex question, and they may inadvertently overlook something important. They could also feel confused, which might negatively impact the conversational flow.

Instead, break the question up into smaller parts with follow-ups. For example, don't ask something like, "Tell me about where you were born and how it impacts your current life as a high-power attorney in a major city?" Instead, break it into two parts. First, ask, "Tell me about where you were born." Then, ask the follow-up question, "How did this impact your current life as a high-power attorney in a major city?"

## Keep the Questions Short

Your interview subject should be doing most of the talking, not you. It's okay to chat and respond, but when you ask a question, it should be direct and to the point. This avoids confusing your subject or veering off topic.

For example, avoid asking a meandering question like, "I read that you were a fan of fantasy novels, and I'm also a fan of authors like J.R.R. Tolkien, and I saw a quote from you about the imaginary inner lives of characters. You said, [insert quote]. Why do you like fantasy so much, and how does it impact your worldview?" Instead, you could ask something like, "You're a fan of fantasy novels. Can you elaborate on what you meant by the following quote: [insert quote]."

## Questions That Are Always Useful

Some questions are useful across varied interview settings and topics. These include:

- For a long or profile interview: Tell me about yourself.
- As a follow-up to a quote or a question response: What did you mean by that?
- As a follow-up to a confusing or misleading response: How do you know that?
- At the end of the interview: Is there anything that I haven't asked that I should?

In general, if you are confused by your interview subject, don't be afraid to ask for more explanation.

## Tips from a Professional Journalist



## How to Ask Great Interview Questions



## How to Ask Great Interview Questions

Interviewing is one of the most important skills in a journalist's toolkit. Improve your interviewing skills with tips from TODAY anchor Craig Melvin. NBCU Academy sat down with Craig Melvin, @TODAY news anchor and third hour co-host, to discuss interview tips on preparation, putting an interviewee at ease and how silence can draw out great answers.

**VIEW ON YOUTUBE >**

**CONTINUE**

## Activity: Create a List of Interview Questions

In this lesson, you learned how to craft various questions to get quality answers from your interview subject. For an actual interview, you will need to apply the research you've conducted, along with your knowledge of interview questions, to generate a list of questions.

For this activity, you will practice crafting a list of questions for a hypothetical interview. Return to the interview option you chose in Lesson 1:

1. An interview with your state's governor about public education.
2. An interview with your city or town's mayor about city planning initiatives.
3. An interview with your congressional representative about health care.

First, revisit the background information sheet you created in Lesson 1. Review the information you learned, and consider what you'd like to learn in the interview. Using the research and your knowledge about crafting interview questions, generate a list of 10 questions for your subject.

In an actual interview, coming prepared with your background research and a list of flexible questions is crucial to conducting a quality interview. You may go off script or not need to reference the background fact sheet, but having them to guide you will help you feel prepared and organized.

**Don't remember the background information sheet you created in Lesson 1?**

That's okay! You can go back and review the lesson here.

[RETURN TO LESSON 1](#)

[CONTINUE TO LESSON 3](#)

# Lesson 3: Best Practices for Interviewing



## Overview

After researching your subject and creating a list of interview questions, you should feel knowledgeable and prepared. But there's still the challenge of actually *doing* the interview.

It can be difficult to dig deep and obtain substantial answers during an interview with someone you've just met or know only a little. And no matter how well-prepared you are, sometimes a challenging situation will arise.

This lesson will teach you skills and techniques for putting yourself and your subject at ease, allowing you to conduct a quality interview. You will also learn how to overcome common interview challenges and adapt to unforeseen circumstances.

## Course Learning Objective

1

Evaluate the best practices of interview skills and techniques.

2

Adapt interview techniques and skills to a new interview situation.

## Lesson Learning Objectives

1

Recognize specific skills and techniques necessary for a good interview.

2

Evaluate the quality of interview examples using evidence to support your critiques.

3

Examine common challenges in interview situations and strategies to overcome them.

4

Adapt interview best practices to challenging interview situations.

## Interview Best Practices

From the beginning to the end, here are some practical strategies for conducting a quality interview.

### Setting Up the Interview

Before your interview, take these crucial steps. Click on each tab to learn more. Watch the video below after you read about each step.

#### Schedule the Interview

Contact your interview subject and find a time and place to meet. Aim for an in-person meeting to encourage easier conversation and enable non-verbal communication.

## **Aim for In-Person**

Contact your interview subject and find a time and place to meet. Aim for an in-person meeting to encourage easier conversation and enable non-verbal communication.

## **Prepare Your Subject**

Prepare your interview subject for what to expect. Tell them how long the interview will last and stick to this time frame. Briefly overview the topic so they have an idea of what the conversation will cover.

## **Plan Your Questions**

Review your questions and plan out the order. Usually, it's best to start with easier questions to get the conversation flowing and save tougher questions for later.

## **Plan Your Approach**

Plan your approach. Envision how you will enter the room, introduce yourself, and sit in the space. How do you want to be perceived? Friendly? Authoritative?

# SETTING UP AN INTERVIEW



## Creating Rapport

To create rapport with your interview subject, it's important for both of you to feel comfortable. Click on the tips below to learn more about how to create rapport. After you've read each tip, watch the video below.

### Use Your List of Questions

Bring your list of questions and reference them during the interview. This allows for a spontaneous conversation because you don't need to constantly think of new questions or worry about where to go next.

## **Earn Trust**

It's important to make an effort to earn your interview subject's trust. Approach the conversation with honesty and empathy. Be open and practice active listening.

## **Begin With Small Talk**

Avoid starting the conversation with your scripted questions. You don't need to dive into your interview questions right away. Instead, take some time to break the ice with small talk. One way to do this is to use your background research and chat about the person's interests.

## **Find a Comfortable Location**

Choose a location where your subject feels comfortable, such as their office or a familiar public space. Avoid a location that will be noisy or busy.

## **Listen and Respond**

Practice active listening by engaging with what your subject is saying, and responding to your source's answers. Don't leave them hanging with your silence, even if you simply say "mm-hmm" or "I see."



## Ensuring Accuracy and Fairness

The quality of the information you gather and the trust you create with your interview subject depend on ensuring your interview is accurate and fair. To do this, you must take good notes and record your conversation. Click on the tabs below to learn some tips for ensuring accuracy and fairness, then watch the video below.

### Record the Conversation —

Record your conversation using a [voice recording device](#) or a [mobile phone app](#). Before the interview begins, ask your interview subject for permission to record the conversation. Let them see you start and stop the recording device.

## **Check Your Equipment**

Always check your equipment before your interview. Make sure your device is charged or has a full battery. Press "start" and "stop" to ensure that everything is in proper working condition.

## **Take Notes**

Take good handwritten notes. These can supplement your recorded conversation and serve as a backup in case of a technical difficulty.

## **Ask Follow-Up Questions**

If something is confusing, ask follow-up questions. Don't be afraid to ask for clarification—this is your opportunity to understand their perspective. Ask questions like, "Can you tell me more about that?"

## **Verify the Information**

Verify the information after the interview. Fact-check your interview subject's claims and follow-up with them via email or phone if necessary.

# ACCURACY & FAIRNESS



It doesn't matter if whether you interview someone in-person, on the phone, or via email. They're all equally good options.

☐

True

☐

False

SUBMIT

You can create rapport by doing which of the following?

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- ☐ Start with small talk.
- ☐ Be honest and empathetic.
- ☐ Respond with polite silence to their answers.
- ☐ Choose a location where your subject will be comfortable.
- ☐ Start with hard-hitting questions.

**SUBMIT**

You should both record your interview conversation and take good notes.

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- ☐ True



False

SUBMIT

## Evaluate the Quality of an Interview

Below are two interview examples: one is a successful interview, and the other is an interview gone terribly wrong. Watch the two videos and think critically about the interviewer's actions. Ask the following questions as you watch the video:

- Does the interviewer seem comfortable and at ease? Does the interview subject seem comfortable and at ease?
- Did the interviewer take the time to chat about the interview subject's interests?
- Was the location comfortable?
- How well did the interviewer use body language and active listening?
- Did the interviewer earn the trust or break the trust of the interview subject?
- Did the interview subject seem prepared for the interview questions?

After you watch the videos, participate in an open discussion about the strengths and weaknesses of each example.

Robert Downey Jr full interview: star walks out when asked ...



Taylor Swift Barbra Walters Interview | Barbra Walters Most ...



Now, that you've watched both interviews, evaluate with them using the online discussion board posted below.



Full Name \*

Optional Nickname



## Evaluate an Interview Discussion

Contact us at [support@nearpod.com](mailto:support@nearpod.com) (<mailto:support@nearpod.com>).

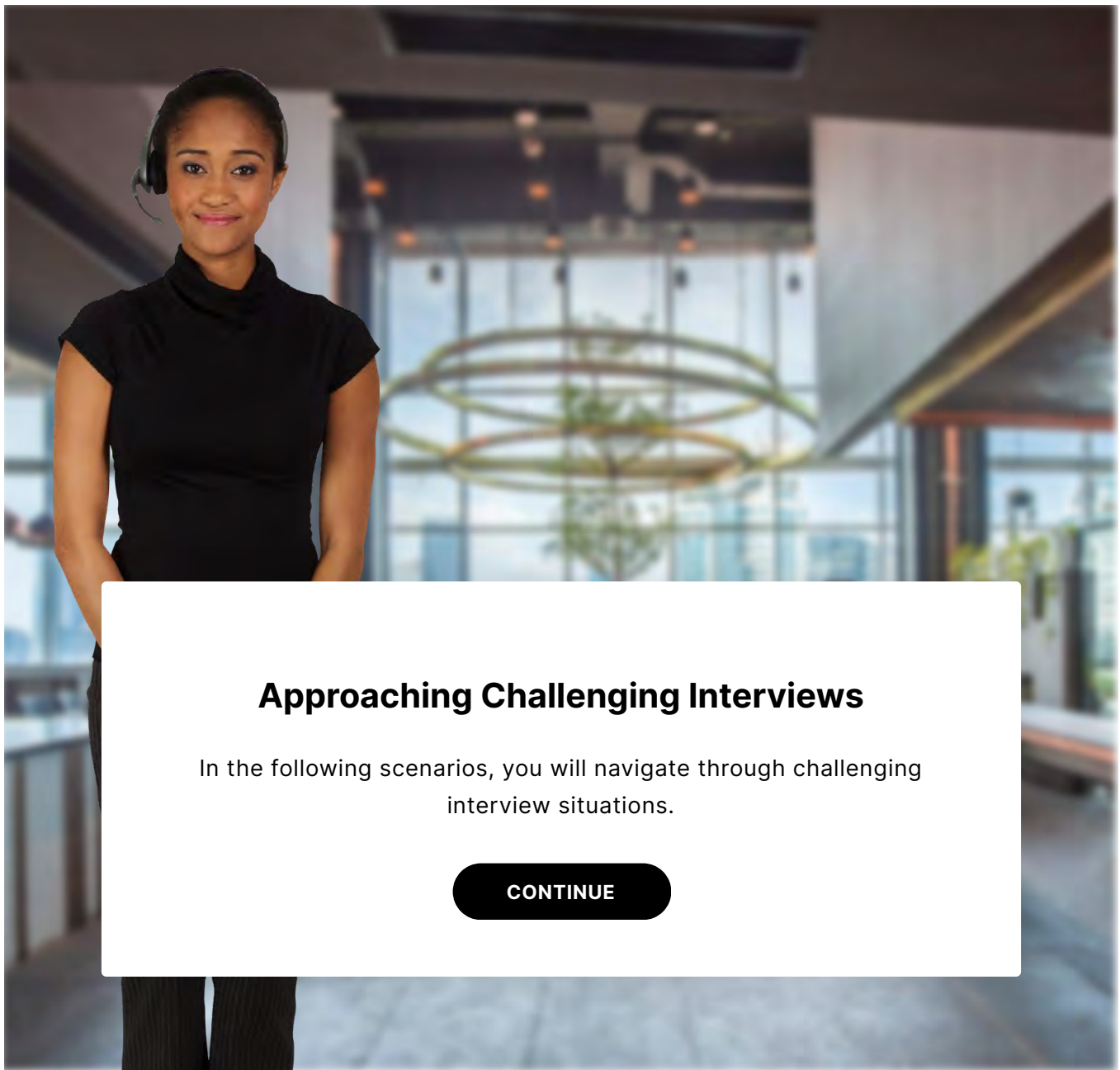


Complete the discussion above before moving on.

## **Approaching a Challenging Interview**

No matter how well prepared you are, real-world interview situations are unpredictable. Even seasoned professionals can face challenges when an interview subject throws them a curveball or an unexpected event happens.

Navigate through the scenarios below to practice adapting the interview skills and techniques you've learned to difficult circumstances.



## **Approaching Challenging Interviews**

In the following scenarios, you will navigate through challenging interview situations.

**CONTINUE**

### **Scene 1 Slide 1**

Continue → Next Slide



Your interview subject suggested that you meet in a coffee shop they love. However, when you arrive, you realize that the coffee shop is so crowded and noisy that you can barely hear each other.

1

You decide to suggest you move outside or to a different location. Reassure your subject that you want them to feel comfortable and you're flexible.

2

You try to power through the interview so that you don't inconvenience your interview subject. After all, they chose the place!

3

You cancel the interview and ask the subject to choose a better place for next time.

## Scene 1 Slide 2

0 → Next Slide

1 → Next Slide

2 → Next Slide



Your interview subject seems irritated from the moment you sit down. He mentions right away that he's very busy and is constantly interrupted by people knocking on his office door.

1

You politely thank him for his time and ask if there's a better time. He says no, and you try to put him at ease by asking about a trophy on his desk.

2

You stick to the questions and get through the interview as quickly as possible. In trying to respect his time, you avoid answering follow-up question

3

You inform him that you are also a busy person and ask if he can put a note on his door asking people to come back later.

## Scene 1 Slide 3

0 → Next Slide

1 → Scene 1 Slide 1

2 → Next Slide



Your interview subject ignores your specific questions and begins a long monologue about her life story. It's difficult to get a word in edgewise, and she doesn't seem to be stopping anytime soon.

1

Sit back and enjoy the ride. You cannot do much if they don't want to answer your questions, and you might learn something about their life.

2

Listen politely and wait for a natural pause, then interject. Tell her you'd love to learn about her life, but must ask a few questions first.

3

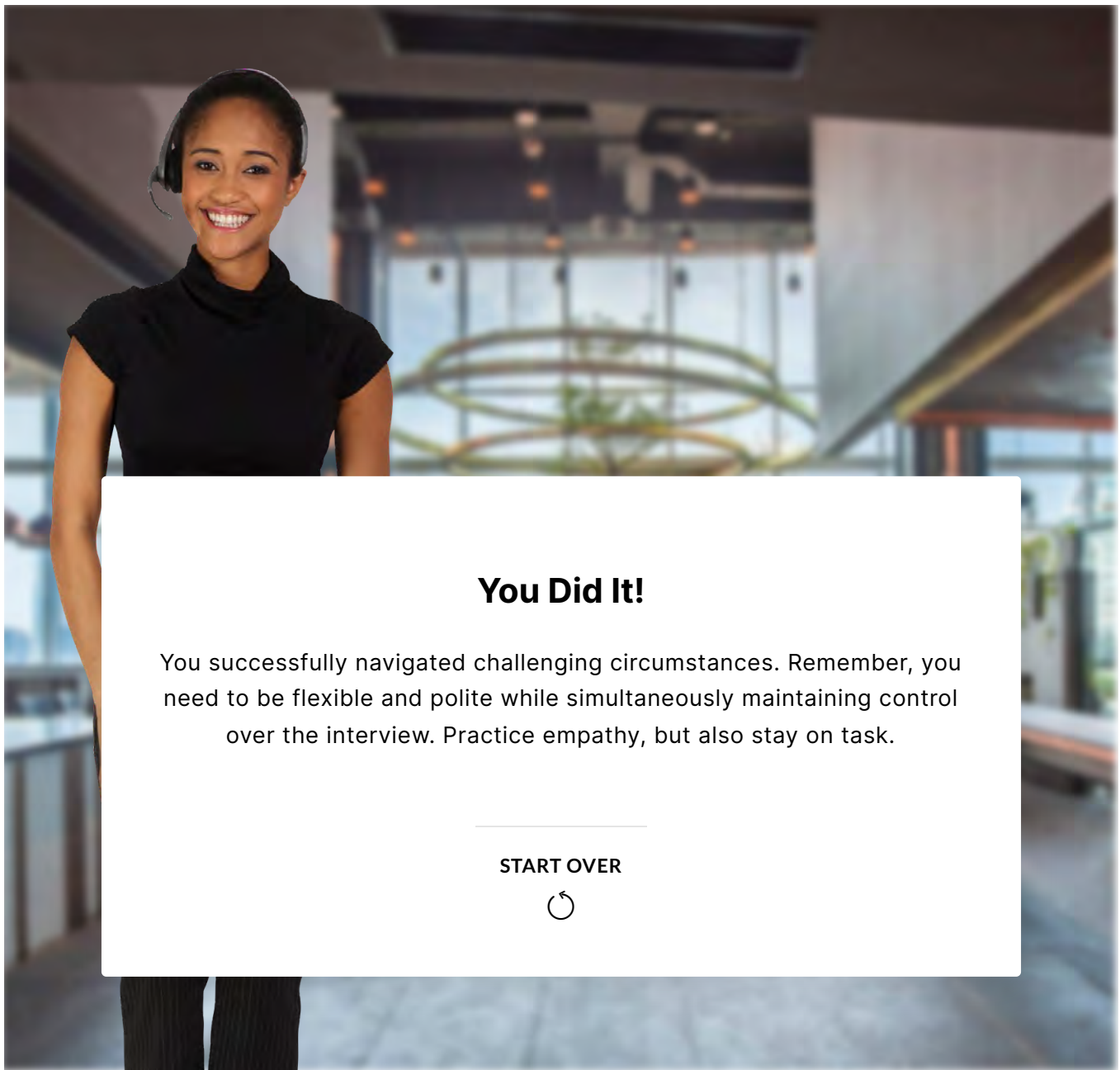
Stop her monologue ASAP and take control of the conversation. Remind her that you only have an hour to talk, and there are important things to cover.

## Scene 1 Slide 4

0 → Next Slide

1 → Next Slide

2 → Next Slide



## Scene 1 Slide 5

Continue → End of Scenario



Complete the activity above before moving on.

## Capstone Activity: Conduct an Interview

So far in this course, you've learned how to research in preparation for an interview, craft varied interview questions, and conduct a focused and comfortable interview. In this activity, you will assemble all these skills and practice interviewing a real person.

Pick a person you know, but don't know too well. This could be a co-worker, a community member, a leader at your church, a classmate, etc. Plan and conduct an interview with this person by following these steps:

1. Agree on a time and place. Set up their expectations for the interview.
2. Research your subject. Try to focus on a specific topic. Create a background information sheet.
3. Create a list of organized and varied interview questions.
4. Be prepared for your interview with your background information sheet, interview questions, and recording devices.
5. Conduct the interview. Focus on putting your subject at ease, establishing rapport, and ensuring accuracy and fairness.

Afterwards, listen to your recorded interview. Ask yourself, What did I do well? Where could I improve? It might be helpful to reflect on the interview process with your interview subject, as well.

**CONTINUE**

# **Congratulations!**

You have successfully completed the course, "Conducting a Quality Interview." Good luck in your future interviews!