

TOPIC GUIDES: A QUICK GUIDE

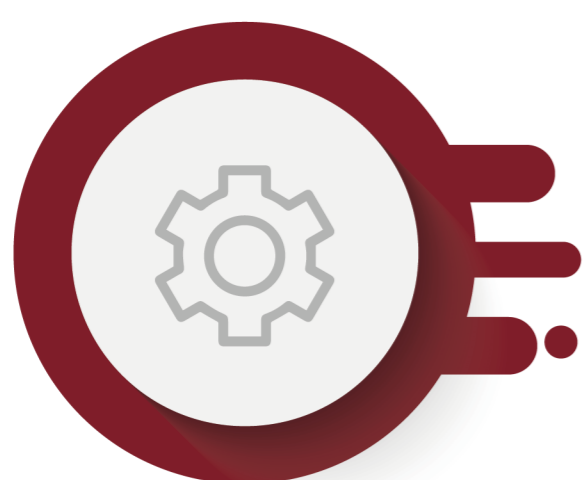
WHAT ARE TOPIC GUIDES?

TOPIC GUIDES

- ✓ Are a set of questions and/or topics that provide guidance for qualitative data collection, including interviews and focus groups.
- ✓ Are designed to help answer your research question.
- ✓ Help facilitate the conversation.
- ✓ Enable deeper understanding around a theme/ health problem.
- ✓ Are not fixed but flexible.



WHEN ASKING QUESTIONS, YOU SHOULD BEAR IN MIND



THE CONTEXT



THE CULTURE



THE RELATIONSHIP BETWEEN THE INTERVIEWEE AND THE INTERVIEWER



TOPICS AND QUESTIONS THAT MAY BE SENSITIVE



INTERVIEWEES' ANSWERS CAN BE UNPREDICTABLE, AND THEY MAY ANSWER QUESTIONS YOU WERE PLANNING TO ASK LATER ON.

- ✓ Focus on what you want to understand from the interview in order to use their answers to dig deeper or direct the conversation.

TYPES OF QUESTIONS

CLOSED-ENDED QUESTIONS

These are questions that are narrow in focus and require direct answers, such as yes or no answers.

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These are useful when looking for a specific answer to a question.
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For example:

- "Do you feel happy today?"
- "Did you come to the health centre for a check-up?"



OPEN-ENDED QUESTIONS

These are questions that are broad in focus and prompt the interviewee to consider their experience in depth.

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These are useful when you are looking for more detailed answers.
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For example:

- "How are you feeling today?"
- "Why did you come to the health centre?"