Interview Brainstorming

*What is the purpose of my interview?*

An interview can have different purposes: to research a topic, to inform or persuade about a topic, to gather points of view, to profile a person or place, among many others. Why are you conducting your interview? In what context are you conducting it? Who, ultimately, is your interview for (your audience)?

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| Purpose | Context | Audience |
| e.g. To understand the points of view of employees in an organization  e.g. To help public understand a complex topic | Organization wishes to improve employee morale  News podcast wishes to educate listeners about recent scientific discovery | CEO of organization  General public who listen to that particular podcast |

*What outcome do I hope to achieve?*

Given your purpose stated above, what would be the ideal outcome from your interview? A news article? A report? A pitch? A podcast? A creative project?

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| Outcome |
| e.g. Report for CEO with interview excerpts, statistics and recommendations  e.g. Podcast |

*What form might my interview take?*

An interview can also take different forms: a long sit-down interview, a brief interview on the street, a focus group, a questionnaire. It can also be in person or remote, formal or informal, recorded by audio/video or not recorded. Based on the purpose of your interview, what might be the best form for your interview to take?

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| Form |
| e.g. A mix of qualitative interviews recorded by handwritten notes with employees as well as a quantitative questionnaire to be filled out by employees  e.g. A mix of brief on-the-street interviews recorded by a mic with people who have heard about recent scientific discovery and a long sit-down interview recorded by mic with an expert on this scientific field |

**Discuss!**

Before you begin planning for your actual interview, it might be helpful to get feedback from any peers (e.g. classmates) and mentors (e.g. a teacher) about your interview’s purpose, outcome and form, just to make sure you are aware of other potential possibilities and to check that your ideas align with your intentions.

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| Your ideas | Feedback |
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