

**MC 4020**  
**In-depth Interviews**

In class we discussed what in-depth interviews are, how to create an interview guide, and how to evaluate your interview transcripts. This week your group's task is to create an interview guide, interview PR professionals about crisis communications for their organization (each member of your group must interview one professional), and compile and evaluate your findings from the interviews. Make sure to address the different crisis reactive strategies (pre-emptive action, offensive response, defensive response, diversionary response, vocal commiseration, rectifying behavior and deliberate inaction) during your interviews. We will create the interview guides in class.

For this assignment each of you must arrange an interview time and place with a PR professional from the list provided by your instructor. This interview should last approximately 30-60 minutes and must be taped.

Make sure to address the following from this week's lesson on in-depth interviews:

Objective/Criteria	Exceptional	Satisfactory	Adequate	Needs Improvement	Deficient
	All required items are present and exceptionally completed.	The work has a few errors and may be missing some of the subtleties of the assignment.	A number of the components are superficially completed.	Failed to comprehend and apply materials or follow directions.	Did not complete at least 50% of the assignment competently.
<b>Overview.</b>	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> <li>• Why is this topic important?</li> <li>• State what you want to discover from your PR professionals.</li> </ul>					
<b>Sample.</b>	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> <li>• Define the population of interest.</li> <li>• What type of sample, sampling technique, and size of sample will you use?</li> <li>• What were the characteristics of your sample?</li> </ul>					
<b>Data Collection Method.</b>	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> <li>• Provide a rationale as to why an in-depth interview would be a good method to use to examine this topic.</li> <li>• Discuss any pertinent details regarding your in-depth interviews.</li> </ul>					

<ul style="list-style-type: none"> <li>• When, where, how long, how many (Interview details).</li> <li>• Recorded?</li> <li>• Were materials sent prior?</li> </ul>					
<b>Interview Guide</b> <ul style="list-style-type: none"> <li>• Provide consent forms (signed, in Appendix)</li> <li>• Provide interview guide (in Appendix)</li> <li>• Summary of the interview introduction used, themes explored, background questions asked, narrative questions asked, general-specific questions asked, probes used, transitions used, interview conclusion used.</li> <li>• Were there any decisions in the content of the questions? Ordering the questions?</li> </ul>	10	8.0	7.0	6.0	5.0-0.0
<b>Data Analysis Method.</b> <ul style="list-style-type: none"> <li>• Who transcribed? (provide in Appendix).</li> <li>• How were the interviews sorted/categorized?</li> <li>• How were your categories verified?</li> </ul>	5	4.0	3.5	3.0	2.5-0.0
<b>Findings.</b> <ul style="list-style-type: none"> <li>• What problems did you encounter during the interviews?</li> <li>• What major themes emerged? (quotes)</li> <li>• What minor themes emerged? (quotes)</li> <li>• What do your findings imply?</li> <li>• What questions emerged after your interviews?</li> </ul>	10	8.0	7.0	6.0	5.0-0.0
<b>Manship Essentials and AP Style</b> <ul style="list-style-type: none"> <li>• Style and content are appropriate for the</li> </ul>	5	4.0	3.5	3.0	2.5-0.0

target public(s).

- Sentence structure.
- Spelling and punctuation.
- Accuracy.
- Writing is interesting and informative.
- Completeness: Reader is not left with any unanswered questions.
- Style and format are appropriate for the medium you are using.
- Content meets objectives.
- Structure is appropriate: introduction, organization, transitions.
- Grammar and syntax.

Format:

5

4.0

3.5

3.0

2.5-0.0

- 12 pt. Times New Roman Font.
- 1" page margins all around.
- No more than 4 pages single-spaced.
- Make sure to include citations for all information in APA format.
- Include cover page and reference page (will not count toward page length).
- Appendixes will not count toward page total.