

Pilot Interviews & RESEARCH Surveys



Next Week (Nov 3RD)

- ▶ No class in JEM-142
- ▶ INSTEAD, Individual Meetings (in-person)

MJD460 Senior Seminar(**SPRING**)

- Wednesday CLASS MEETINGS and Tuesday LABS ARE **MANDATORY!**
- Attendance & Inspired participation is **REQUIRED EVERY CLASS PERIOD!**
- Work is **Front-Loaded** → Jan-MARCH—Right from the Get-go!
- **JANUARY → EARLY MARCH** – Travel, shooting, conferences, events, shadowing
- **PLANNING&LOGISTICS**
 - Group Coordination
 - Filming/Recording Templates
 - Photo/recording consent

Courses Next Semester (SPRING)

▶ MJD Electives

- ▶ Digital Media Strategies
- ▶ Audio, Reporting, Podcasting
- ▶ Strategic Professional Writing

▶ Other COURSES

- ▶ Intro to Cultural Anthropology (AN)
- ▶ Anthropology of Mental Health (AN)
- ▶ Anthropology of FOOD (AN)
- ▶ Social Problems (SO)
- ▶ Intro to Sociology (SO)
- ▶ Men and Masculinities (GS)
- ▶ Queer Lives & Queer Forms (GS)

▶ Others (cont'd)

- ▶ Digital Animation and Motion Graphics (AR)
- ▶ Intro to Darkroom Photography (AR)
- ▶ Marketing (BU)
- ▶ Education in the 21st Century (ED)
- ▶ Introduction to Public Health (PB)
- ▶ Environment and Society (ENV)
- ▶ Law and Social Change (PO)

Developing a Useful Research Survey

- 1. BRAINSTORM A LARGE LIST of questions** about your topic which you want to get **HELPFUL** feedback on from “**sample populations.**”
 - ▷ These should **NOT** be questions which lead to one-word or yes/no answers, but rather ones which generate interesting and useful responses (and data).
- 2. FORMULATE** a **minimum** of **10 survey questions** to ask people about your topic.
- 3. PRE-Test them out on yourself**, classmates, others who are demographically different from you.
- 4. RE-ASSESS** your questions and alter them.
- 5. Email** your questions to **THREE** (min) pilot survey participants and get their responses.



3 PILOT INTERVIEWS:

- **Who** are the **informed and informative SOLID sources** to observe to help answer your questions and illuminate the front stage and back stage interactions of the topic/issue?

• VALID/HELPFUL SOURCES

- ✓ Long-term perspectives!
- ✓ Intimate and **detailed** knowledge
- ✓ Example of the **“ideal sample”**
- ✓ Strong **comparative** perspectives (BROADER POV)

- **RATIONALE.** You need to have a **legitimate rationale** for **each** of your sources/settings and why they are valid.

• INTERVIEW “TEMPLATES”

- Interview-1 = ZOOM
- Interview-2 = Phone
- Interview-3 = IN-PERSON or ZOOM
- RECORDING – ZOOM or Audio



Off-Campus Professional In-depth Interviews

- Making FIRST Contact!
 - ▶ BE Courteous and professional at ALL POINTS OF CONTACT!
 - ▶ Genuinely Interested!
 - ▶ Email... → follow-up phone call.
 - ☑ Give them a BRIEF intro to you and your project.
 - ☑ Why their perspective is important/pivotal
 - ☑ Connections? Who suggested them as a contact?
 - ☑ **Others you might have spoken with thus far in your research?
 - ☑ Your contact information– Single Point (for groups)
 - ☑ Social Media cleaning of your profile?
 - ☑ Marketing web site for your project
 - ▶ Over 50%+ of Requests for Interviews are NOT granted!
 - ▶ Plan for B, C, and D
 - ▶ Be PERSISTENT! But don't be a pain or PSYCHO!
 - ▶ PRE-LOADING Questions. Provide them with a SHORT list of questions (2 or 3) that they are likely to answer with GUSTO!

STRONG INTERVIEWING TECHNIQUES

- **Genuine Interest** and **energy**
- **The Messages YOU are giving off!**
You must be extremely aware of your demeanor (dress, gender, age, education, economic, race, religion, etc.)
- **Nonverbals**—Eye Contact, Expression, Body Language
- **Verbals**--Tone of voice, approach of a question
- Other Directedness — **Emotional Reads** of their body language and tone.
- **Their POVs!** Do they have any particular question that they think is important to be addressed?





Ben Cohen
Co-Founder
Ben & Jerry's



Rebecca Jeschke

Media Relations Coordinator
Electronic Frontier Foundation



Ashton Applewhite
Anti-ageism author/activist



Martin Wolf
Seventh Generation
Director of Product Sustainability



Samir Husni
Director of Magazine Innovation Center
University of Mississippi, School of Journalism



JOSEPH KIM & PRZEMYSŁAW LASOTA

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
AERONAUTICS AND ASTRONAUTICS PH.D. CANDIDATES



Susan Wehry, MD



Ray Coppinger

Author of *What is a Dog?*



William Scheller

National Geographic Traveler
The Washington Post
Writer



LEARNING TO PUSH OUTSIDE YOUR COMFORT ZONES

Rory Doyle: Black Cowboys of the Mississippi Delta



black cowboys of the Mississippi Delta

<https://www.bbc.com/reel/video/p07qcdvs/the-black-cowboys-of-the-mississippi-delta>

