

Beyond the 6 WH

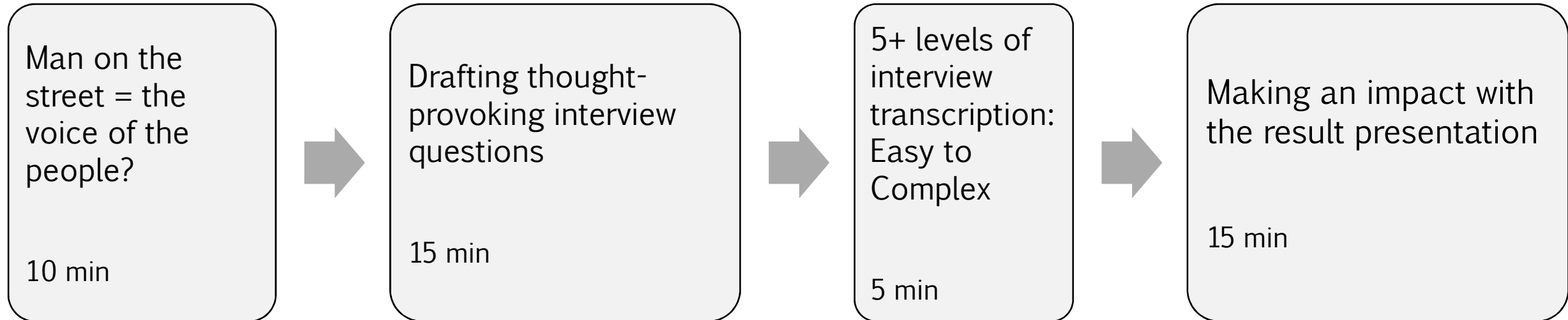
Preparing, conducting and presenting
impactful interviews

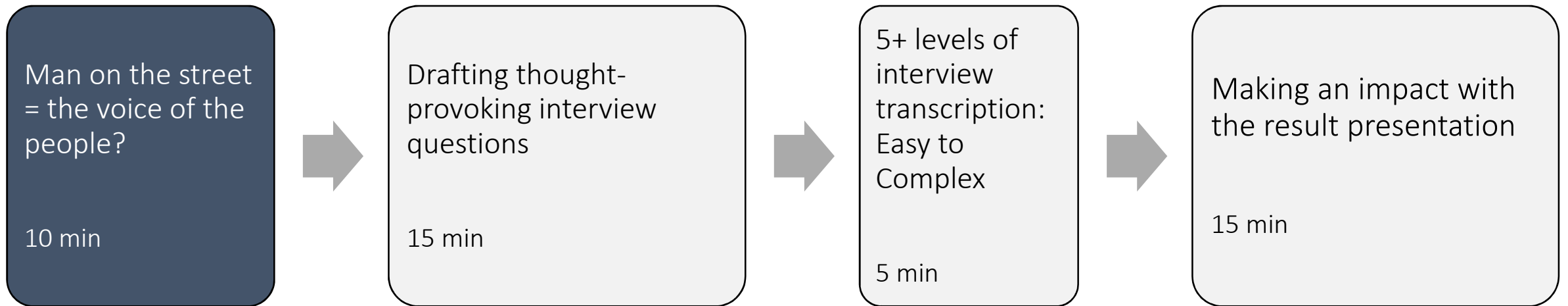
Marina Ivanova
marina.ivanova@phil.tu-chemnitz.de



TECHNISCHE UNIVERSITÄT
CHEMNITZ

In today's workshop:





Overview of opinion-gathering methods

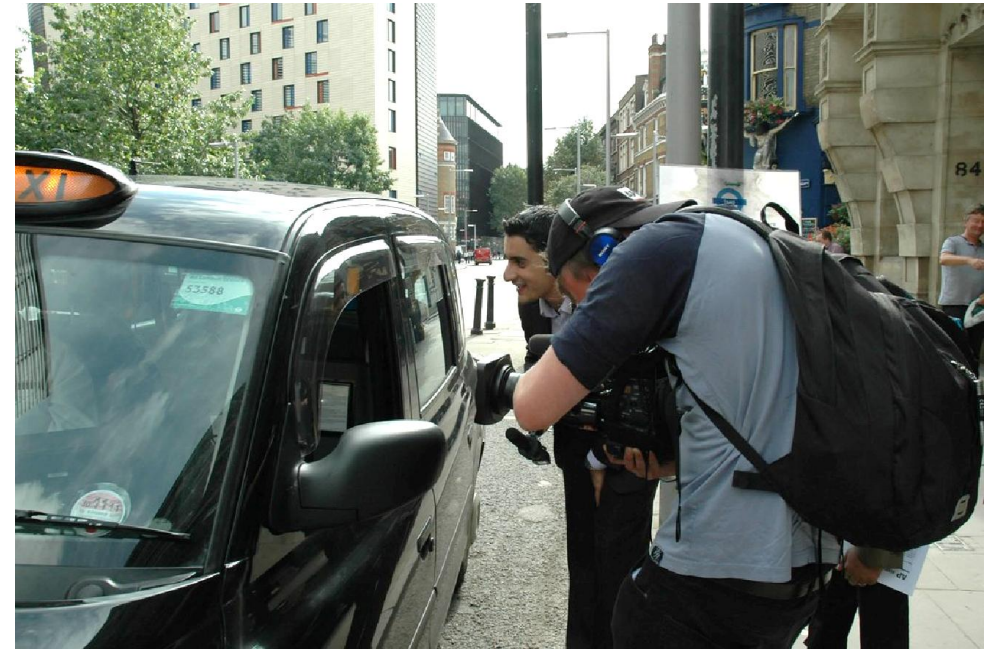
Mostly written forms		Vox pop(uli), Man on the street, Streeter	Journalistic interview	Scientific interviews		
Questionnaire, Survey	Social media poll			Structured	Semi- structured	Unstructured
<p>Questionnaire – tool; Survey – process.</p> <p>Both qualitative & quantitative data.</p> <p>A lot of people in different locations, yet often low response rate; difficult to supervise respondents (Wray & Bloomer 2012: 158-159)</p>	<p>Quantitative data, fast, within the follower circle</p>	<p>Segments where usually unidentified people are asked to state an opinion on an issue briefly (Myers 2004: 203)</p>	<p>Prearranged face-to-face meeting; a journalist asks questions, and an (often notable) interviewee answers them (Sally 2010:2)</p>	<p>Strict conversational routine; predetermined and standardised list of questions (Dunn 2005: 80)</p>	<p>Some predetermined order, but still flexible (Dunn 2005: 80)</p>	<p>Conversations with interviewees; generate questions in response to the interviewee’s narration (Zhang & Wildemuth 2017: 240)</p>

What characterises the Vox pop / Man-on-the-street format?

- Usually anonymous
- Interviewer omitted in the editing
- Same questions asked to a series of people (Myers 2004: 204)
- Provides contrast with studio material (McLeish 2005: 107)
- Not taken very seriously by broadcasters; “dubious social science” (Myers 2004: 203, 222)
 - used e.g. at the end of a news report
 - “filler” in local news (Myers 2004: 203)
- **Yet**, people present themselves, represent a group (Myers 2004: 222)
- Helps the listener identify with the station → enhances its credibility (McLeish 2005: 107)

Step by step towards a great Vox pop

1. Create relevant & interesting questions
2. Prepare on the chosen topic
3. Choose an appropriate location
 - noise-free, though populated
 - “captive audience” – bus stops, street markets, shopping centres... (Sally 2010: 18)
 - adjust to target group
4. Present yourself, your occupation & your intentions (e.g. research for a project)
5. Ask for permission to record the person
6. Do not ask them about their personal details until the end of the interview
You can ask about name, age, occupation after they give their opinions. (Sally 2010: 18)



Step by step towards a great Vox pop (cont'd)

7. Start with a general and simple question and continue with more thought-provoking or controversial questions
8. Engage the interviewee with your questions, provide background if needed
9. Truly listen
10. Ask follow-up questions
11. Protect personal data: anonymise if needed, blur out people who have not agreed to be filmed...
12. Transcribe the interviews if necessary (in our case)
13. Edit the interviews into a montage or presentation (in our case)

Vox populi?

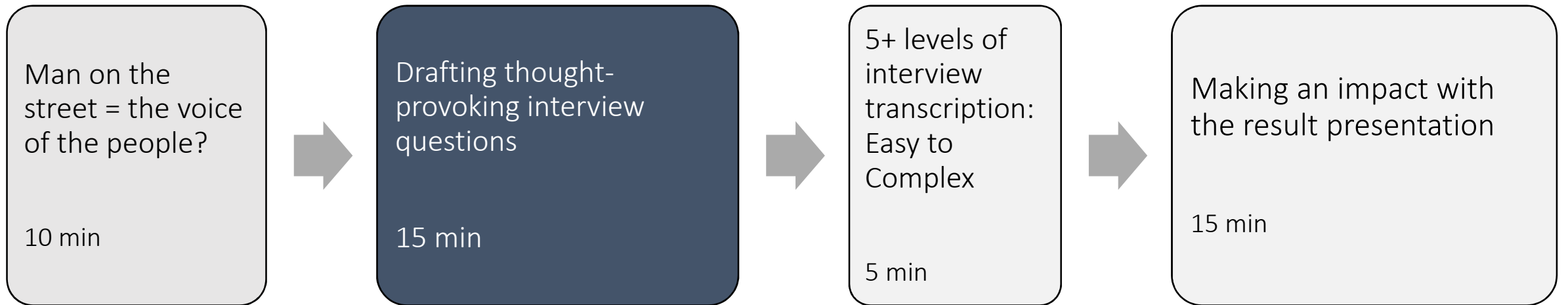
“While the aim is to present a sample of public opinion, the broadcaster must never claim it to be statistically valid, or even properly representative.”
(McLeish 2005: 102)

- Individual opinion, which is interpreted in terms of the category to which the person is assigned (Myers 2004: 222)
- Interview at a specific time & single site – not random sample (McLeish 2005: 102)
- **Appropriate location** – important not only for sound quality & answer quota but also for representativeness
- Sample should not be rendered larger than it is (McLeish 2005: 103):

“We asked the strikers themselves what they thought”

vs

“We asked **some** of the strikers assembled **at the factory gate this morning** what they thought.

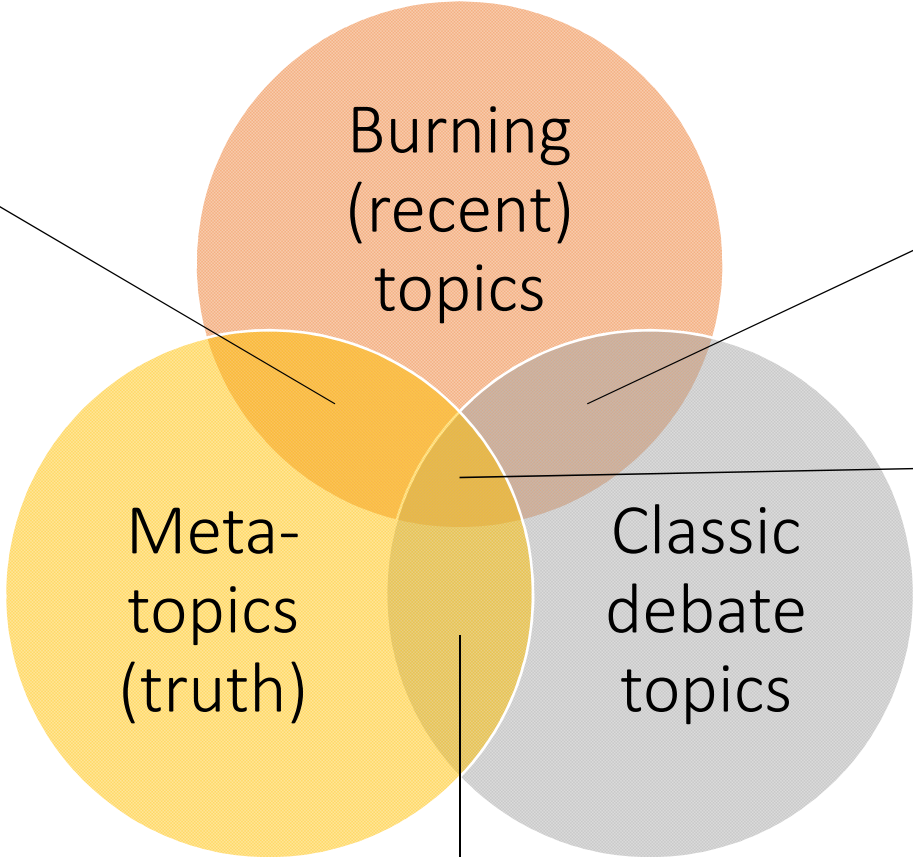


General topic: 'Conflicting Truths'

Will AI steal most of the current human jobs?

Does the media disclose the whole truth about X (e.g. the Rocket affair; 1 in 5 million protests)?

Is the death penalty ethical?



Is there more than one truth?

What is the opposite of 'truth'?

Nature or nurture?

Is it moral to lie to someone to protect them?

Getting inspiration from the headlines...

Survey/Research-based

- The EU is losing its popularity in Macedonia (57% trust EU; 6% lower than last year) (Tanevski 08.08.19, Nova Makedonija)
- Mass emigration from the Western Balkans: the EU has received 228 000 people in the last year (NetPress, Alpha, Sitel, Denar, 16.08.19)

New policies: e.g., Minimal wage increase

- A new minimum wage increase will drive investors away (Joveska, 14.02.19, Sitel)
- Increasing minimal wage or buying votes? (Magazin 10.04.19)

Local (Ohrid)

- 'If you have not visited Kaneo, you have not been in Ohrid'? (Blazhevaska, 21.06.19, Deutsche Welle MK)
Non-tourist spots in/around Ohrid worth visiting
- Ohrid – treasured cultural heritage? (also cf. DICE 2017 presentation *Lake Ohrid Importance*)
 - Upon UNESCO recommendation, Ohrid municipality prepares illegal building register. (Ohrid municipality, 26.06.19)
 - A company to demolish illegal buildings in Ohrid has been chosen, yet it is not known how many will be demolished (Nova Makedonija, Pressing TV, 09.08.19)
 - Heaps of construction debris and waste at the bottom of Lake Ohrid (Aritonovska 11.08.19, Sitel)

...selectively!

 **SPIEGEL ONLINE** ✓
9 August at 08:50 · 🌐

Immerhin ein Name dabei, den man schon mal gehört hat. 🙄

At least there's a name you've heard before. 🙄

⚙️ · Rate this translation



SPIEGEL.DE
Neue Staffel "Promi Big Brother": Zlatko kommt zurück
Kfz-Mechaniker Zlatko Trpkovski war im Jahr 2000 Kandidat der ersten

Zlatko Trpkovski back in
Big Brother Germany?

Celebrity drama, divorces,
marriages – most common reaction
in German media comments:



Do NOT formulate questions that are:

Yes/No without follow-up, imprecise

- Do you use social media?

double-barrelled

- Do you think social media are bad news sources and should they be restricted to sharing photos?

negated

- Do you think that digital media education is not a good idea?

loaded

- Why do people think that social media are manipulative?

leading

- Are you annoyed that the real issues of the citizens are not receiving enough attention on the media?

too complicated (terminology)

- How does framing affect the credibility of Macedonian media?

too complex

- “Do you think that recent changes in government policy regarding the introduction of foreign language learning in primary schools, in particular, but not exclusively, those located in urban centres, which was announced yesterday, are, particularly with regard to the importance of foreign language skills for catering professional success, a good idea?” (Rasinger 2008: 65)

Based on Rasinger (2008: 63-65), Wray & Bloomer (2006: 159)

Compare:

What do you think of the government's new education policy?

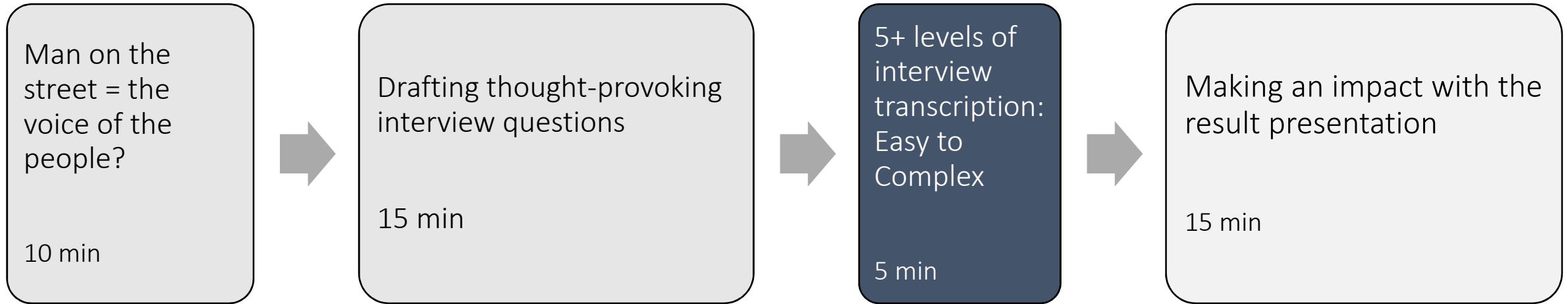
What do you think of the proposal to raise the school-leaving age?

(McLeish 2005: 103)

Do you think learning a language is a good idea?

Do you think children should be taught a foreign language in primary school?

(Rasinger 2008: 58)



A: 'what do you 'think of the new GOVERNMENT's 'planned edu'CAtion re`FORM;
B: <<h> ↑'wha:t? (.)>
'new [reFORM?
A: [<<p> <acc> the new InterACtive TEXTbooks with ↑`HOlograms;>

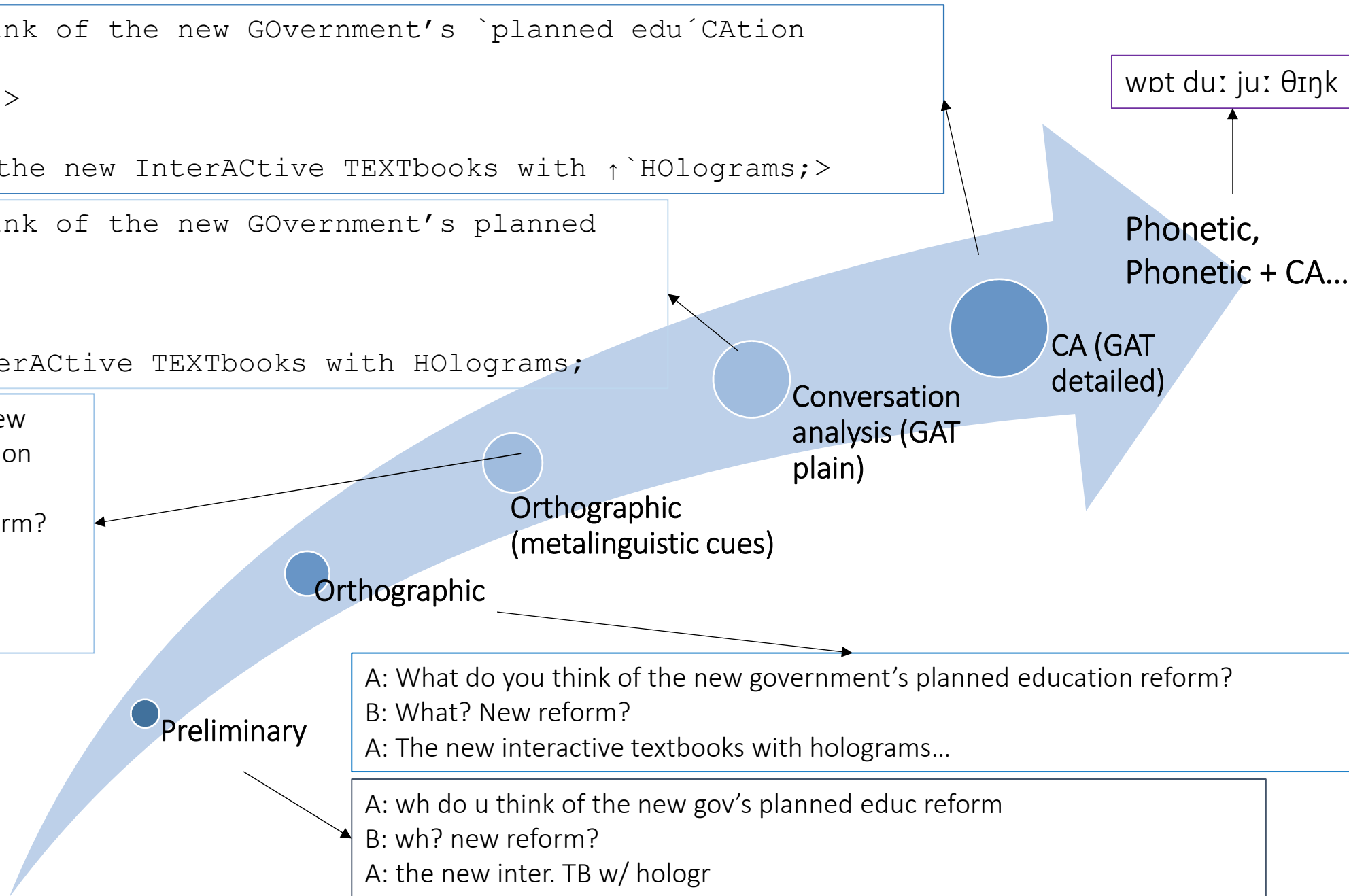
A: 'what do you 'think of the new GOVERNMENT's planned eduCATION reFORM;
B: wha:t? (.)
new [reFORM?
A: [the new InterACtive TEXTbooks with HOlograms;

A: What do you think of the new government's planned education reform?
B: (surprised) What? New reform?
A: (quiet) The new interactive textbooks with holograms...

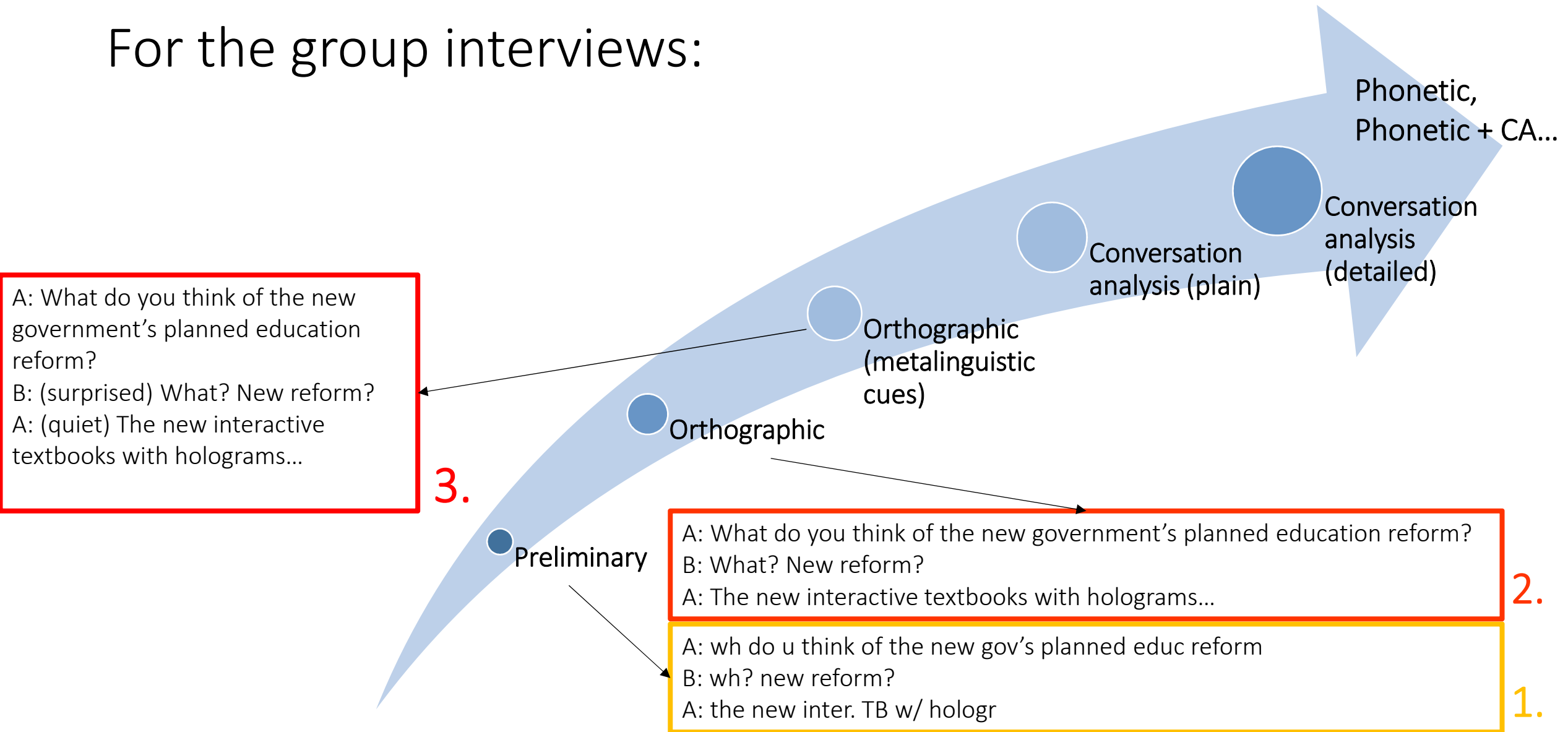
A: What do you think of the new government's planned education reform?
B: What? New reform?
A: The new interactive textbooks with holograms...

A: wh do u think of the new gov's planned educ reform
B: wh? new reform?
A: the new inter. TB w/ hologr

wɒt du: ju: θɪŋk



For the group interviews:



Watson automatic speech-to-text: <https://speech-to-text-demo.ng.bluemix.net/>

Voice Model:

US English broadband model (16KHz) ▼

Keywords to spot:

check,this

Detect multiple speakers



Record Audio



Upload Audio File



Play Sample 1



Play Sample 2

Text

Word Timings and Alternatives

Keywords (1/2)

JSON

Speaker 0: Terms in Texas.

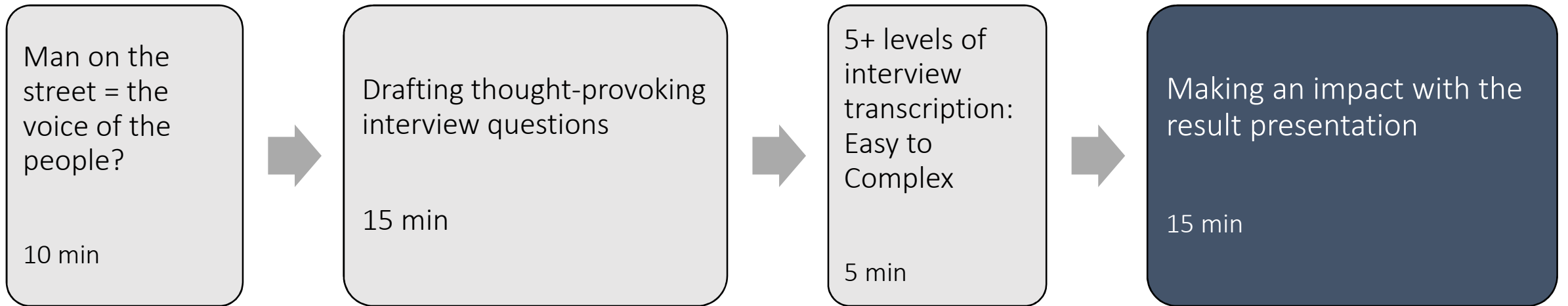
Speaker 1: One.

Speaker 0: Two.

Speaker 2: Three.

Speaker 1: Yes.

Speaker 2: What's okay.



Creating appealing academic presentations I: Content

- Fieldwork results
 - Why did you choose this focus?
 - Why is this a controversial topic? What contradictory opinions were you expecting?
 - How is this topic covered in the media? Are most people familiar and concerned with it? Or is it a niche / target group topic?
 - In what ways did the respondents' statements illuminate conflicting truths? (+ give a short profile of respondents + support with quotes)
 - What are your impressions from the task?
- Conclusions
- Referencing
 - As in REAL papers – APA; (author + year: p.) in slide + full reference at the end
 - Web content with URL (shortened!) & access date
 - Interviewees & interviewers – names or pseudonyms, abbreviated after the first mention

Creating appealing academic presentations II: Design

(based on Fandrey 2017)

- Think graphically (graphs, images, SmartArt...)
- Text brevity – every word matters!
- Use colour smartly
 - e.g., general text, **important** aspects, special **attention** (but avoid complicated colour coding schemes)
 - if in doubt, consult a colour contrast visibility chart
- Unclutter slides
 - avoid long sentences that go across multiple lines
 - font > size 16
 - white space is your friend (especially in the corners)
- Referenceability
 - slide numbers
 - date, occasion, presenters' names and countries (affiliations) on at least one of the slides

Bad model:



Creating appealing academic presentations III: Presentation

- Distribute your contributions equally in the group
- No pressure – we are all one community :)



Group presentation at the Summer School in Ohrid 2013: *Academic Writing for Graduates from SE Europe*

References

- Aritonovska, N. (2019, 11 Aug.) Heaps of construction debris and waste at the bottom of Lake Ohrid [Купишта градежен шут и отпад на дното од Охридското езеро]. *Sitel*. Accessed on 19 Aug. 2019 at <https://sitel.com.mk/kupishta-gradezhen-shut-i-otpad-na-dnoto-od-ohridskoto-ezero>
- Blazhevaska, K. (2019, 21 Jun.). Ohrid Lake Day: A prideful or shameful occasion? [Ден на Охридското Езеро - повод за славење или за срамење?]. *Deutsche Welle*. Accessed on 19 Aug. 2019 at <https://tinyurl.com/y2e77xk7>.
- Dunn, K. (2005). Interviewing. In Iain Hay (ed.), *Qualitative Research Methods in Human Geography*. 2nd ed. Melbourne: Oxford University Press, pp. 79–105.
- Fandrey, A. (2017). *Academic slide design. Visual communication for teaching and learning*. Minneapolis: Scale & Fine. Accessed on 18 Aug. 2019 at <http://www.academicslidedesign.org/download/>
- Joveska, M. (2019, 14 Feb.) A new minimum wage increase will drive investors away [Ново зголемување на минимална плата ќе ги истера инвеститорите]. *Sitel*. Accessed on 19 Aug. 2019 at <https://sitel.com.mk/novo-zgolemuvanje-na-minimalna-plata-kje-gi-istera-investitorite>.
- Magazin (2019, 10 Apr.). Increasing minimal wage or buying votes? [ЗГОЛЕМУВАЊЕ НА МИНИМАЛНА ПЛАТА ИЛИ “КУПУВАЊЕ“ НА ГЛАСОВИ]. Accessed on 19 Aug 2019 at <https://tinyurl.com/y4hod8z5>.
- McLeish, R. (2005). *Radio Production*. 5th ed. New York & London: Focal Press.
- Myers, G. (2004). *Matters of opinion: Talking about public issues*. Cambridge: Cambridge University Press.
- NetPress (2019, 16 Aug.). Mass emigration from the Western Balkans: the EU has received 228 000 people in the last year. [Масовно иселување од Западен Балкан: Лани ЕУ примила 228.000 жители од овие простори]. Accessed on 19 Aug. 2019 at <https://tinyurl.com/y5osqgwm>.
- Nova Makedonija. (2019, 09 Aug.). It is not known how many illegal buildings will be demolished in Ohrid. [Не се знае колку дивоградби ќе се уриваат во Охрид] Accessed on 19 Aug. 2019 at <https://tinyurl.com/y4q6a4u9>
- n.d. (2017). Lake Ohrid Importance. *Presentation at Summer School 2017 Ohrid: Digesting Crises in Europe*. Accessed on 18 Aug. 2019 at <https://www.tu-chemnitz.de/phil/english/sections/ling/NEWS4SEE/Lake%20Ohrid%20Importance.pdf>
- Ohrid Municipality (2019, 26 Jun.). Upon UNESCO recommendation, Ohrid municipality prepares illegal building register. [ПО ПРЕПОРАКА НА УНЕСКО ОПШТИНА ОХРИД ИЗГОТВИ РЕГИСТАР НА НЕЛЕГАЛНИ ГРАДБИ] Accessed on 19 Aug 2019 at <https://tinyurl.com/yyb86aky>.
- Rasinger, S. M. (2008). *Quantitative research in linguistics: An introduction*. London: Bloomsbury Academic.
- Sally, A. (2009). *Interviewing for journalists*. 2nd ed. New York: Routledge.
- Tanevski, Sasho. (2019, 08 Aug.) The EU loses its popularity in Macedonia. [ЕУ ја губи популарноста во Македонија]. *Nova Makedonija*. Accessed on 11.08.2019 at <https://tinyurl.com/y5jjgpar>.
- Wray, A., Bloomer, A. (2012). *Projects in linguistics and language studies: A practical guide to researching*. 3rd ed. London: Hodder Education.
- Zhang, Y., Wildemuth, B. M. Unstructured Interviews. In Barbara M. Wildemuth (ed.), *Applications of Social Research Methods to Questions in Information and Library Science*. Santa Barbara: Libraries Unlimited, pp. 239-247.