**What is a semi-structured qualitative research interview?**

A semi-structured qualitative research interview is based on open questions exploring

the theme of the research study, seen from the interviewed person’s (the interviewee)

perspective. It is a type of interview which is explorative by nature, and opens a range

of ways in which the research theme can be understood and worked with.

Most qualitative interview studies will be based on between 15-25 interviews,

depending on the research question.

Which type of questions can be answered by a semi-structured qualitative interview

study?

All research questions which aim at understanding how people experience, understand

or perceive something. It can be a given phenomenon, motivations for taking certain

choices, e.g. backgrounds for converting to organic farming, or experiences with

farming under different circumstances. It is important to always understand things in

their context, and learn from the study because it adds to a broader understanding of

the research question, and not because the results can be used to understand the

same phenomenon in a different context.

Practical info: How much time will a study take, and how will it be organised?

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We will take a talk with you, who want to have this study conducted, and

organize an interview guide, and select potential interviewees. We will consult

you before conducting the research. We suggest that we approach the

interviewees in a common letter, and after this, we work on our own, taking

phone contact with the interviewees, visit them for interview and conduct the

analysis. In this phase, we will only contact you if we face difficulties in the

environment or other unforeseen events. This planning phase will typically take

2-3 full days, depending on transport and theme.

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One interview will normally take 1½ hr. In addition to this, ½-1 hr. will be spent

with the interviewee before the interview, to have a tour around in his or her

farm, office or where he or she is based, to get a common understanding of the

background and context of this particular interviewee, and to introduce the

interview project.

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Depending on how in-depth an analysis you want, the interviews should be fully

transcribed. One hr.’s interview will typically take about 5 hrs to transcribe. After

this, it should be coded and meaning condensates will be created.

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It is impossible to give an estimate on the analysis and reporting. We will make

an estimate on this beforehand, and agree on the number of hours, which will

be part of the contract, and guarantee that the job will be done for the agreed

fee.