



KEY INFORMANT INTERVIEWS

A Method for Conducting a Needs Assessment

DESCRIPTION

Consists of conducting in-depth interviews of around 15–35 selected individuals with firsthand information on a specific topic

HOW TO USE

1. Prepare study questions
2. Prepare the interview guide
3. Select the key informants
4. Conduct the interviews
5. Take detailed notes
6. Analyze and verify the data

SAMPLE QUESTIONS

- What is the problem/issue that needs to be addressed?
- What is the current state of the problem/issue and those involved?
- Whose interests are at stake?
- What do the stakeholders think about the problem/issue, its causes, and possible solutions?

USE WHEN

- Descriptive information and perspective of stakeholders is needed
- Quantitative data from other methods need to be interpreted
- Preliminary information is needed to develop a quantitative study

PROS

- Knowledgeable people are the source of information
- Allows for the discussion of new ideas/issues
- Easy and inexpensive

CONS

- Provides qualitative data only
- Improper selection of interviewers may lead to bias
- Hard to prove validity



REFERENCES

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