

## You Ace

### Semi-Structured Interview Plan

#### Planning the Interview

- once a potential interviewee has been identified, contact them to explain the purpose of the interview, the commitment required of them in terms of their time and to outline issues of research ethics (anonymity, right to withdraw, confirmation that the interview will be recorded)
- if they consent to the interview, proceed with arrangements
- allow up to 45 mins per interview (they may last less time but aim for at least 20 mins)
- the interview may be face-to-face, via Skype (or equivalent) or telephone. Exceptionally, written responses can be obtained from interviewees, but spoken interviews are generally much more effective.
- be sure to test your recording device for different scenarios (face-to-face, Skype, telephone)

#### Introduction

[script to be read out]

*“Thank you for agreeing to participate in this interview – your help is very much appreciated. Before we begin, I’d like to remind you that the data collected will only be used for the purposes of this research project. You will not be identified in any publications resulting from the research. Also, you retain the right to withdraw from the research.”*

*“This interview follows on from an earlier research phase exploring the attitudes of young people like you to entrepreneurship, social entrepreneurship and active citizenship. The aim of today’s interview is to explore how the needs of young people wishing to become entrepreneurs, social entrepreneurs or active citizens can be supported. We’re also interested to know what style of learning and support you would prefer – e.g. formal, informal, face-to-face or online.”*

*“In order to allow us to capture your answers, we will be recording the interview. Hopefully this is OK with you?”*

*“Finally, before we start, do you have any questions? If not, we can begin.”*

#### 1: Interviewee Basic Information:

- Gender: Male/Female/PNTS
- Age: [ask to tick band]
- Place of birth:
- Place where now living:
- Highest educational qualification:

#### 2: Entrepreneurship attitudes and needs

- What do you understand by the word ‘entrepreneur’?
- What is your attitude to becoming an entrepreneur yourself at some point in the future?
  - Why? (if they have not already done so, prompt interviewee to explain their answer)

- If you were interested in becoming an entrepreneur in the future, what needs do you think you would have in terms of training and support?
  - Why? (if they have not already done so, prompt interviewee to explain their answer)
  - Are there any other needs that you can think of? (prompt the interviewee to identify further needs – they may need to be prompted a number of times in order to get a full answer)

### 3: Social entrepreneurship attitudes and needs

- What do you understand by the term ‘social entrepreneur’
  - [if the interviewee does not know or has limited understanding, explain the term and the main differences compared to an entrepreneur]
- What is your attitude to becoming a social entrepreneur yourself at some point in the future?
  - Why? (if they have not already done so, prompt interviewee to explain their answer)
  - How does the idea of becoming a social entrepreneur compare to the idea of becoming an entrepreneur?
  - Why? (if they have not already done so, prompt interviewee to explain their answer – try to get a feel for whether they view it more or less positively)
- If you were interested in becoming a social entrepreneur in the future, what needs do you think you would have in terms of training and support?
  - Why? (if they have not already done so, prompt interviewee to explain their answer – try to get a feel for whether the needs would be similar to becoming an entrepreneur or if there are any different needs)
  - Are there any other needs that you can think of? (prompt the interviewee to identify further needs – they may need to be prompted a number of times in order to get a full answer)

### 4: Active Citizenship attitudes and needs

- What do you understand by the term ‘active citizenship’
  - [if the interviewee does not know or has limited understanding, explain the term]
- Now we understand the term, would you consider yourself to be an active citizen?
  - Why? (if they have not already done so, prompt interviewee to explain their answer – including any examples of being an active citizen)
- What is your attitude to becoming a more active citizen in the future?
  - Why? (if they have not already done so, prompt interviewee to explain their answer)
- If you were interested in becoming a more active citizen in the future, what needs do you think you would have in terms of training and support?
  - Why? (if they have not already done so, prompt interviewee to explain their answer)
  - Are there any other needs that you can think of? (prompt the interviewee to identify further needs – they may need to be prompted a number of times in order to get a full answer)

### 5: Learning Styles and Approaches

- If you were being trained and supported to help you learn about entrepreneurship, social entrepreneurship or active citizenship, what style of learning would you prefer?
  - Why?
- What are your views on online learning to support your needs in these areas?

- Why?
- What are your views on learning from educational games?
  - Why?
- What are your views on how formal the learning approach should be?
  - Why?
- What are your views on how flexible the learning approach should be (e.g. in terms of pace, topics covered, when the learning takes place)?
  - Why?
- Do you have any other thoughts on the style of learning you would prefer when learning about these topics?

#### 6: Close Interview

- Finally, do you have any other thoughts on any of the issues we have discussed?

*“Thank you very much for your help today, it is very much appreciated. If you have any questions about the research, do feel free to contact me.”*

[Plus any other informal closing comments as appropriate]