

# Guideline

for

# Interviews with Parents

(Endline only)

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## **WHY? : MONITORING & EVALUATING COMMUNITY IMPACT**

Women Win seeks to deepen and broaden our monitoring and evaluation framework and tools around community impact. Involving the community in the empowerment of adolescent girls and young women is crucial to ensure that the objectives of our sports and life skills programmes are relevant and successful. That is why Women Win has designed tools that effectively engage community members, including an interview guide for parents and caregivers.

In order to measure community impact we have identified parents as key informants that provide comprehensive insights into the impact of sports and life skills programmes on their daughters. Parents are ideally positioned; they often spend substantial time with their daughters, they can observe them in a range of different community settings and they know first-hand about their daughter's role in the family. Furthermore, we believe that there is a link between how a girl is viewed within her own family and throughout the broader community.

Interviews provide Women Win with evidence about why our work is needed and how we make an impact on communities. It also gives us information about how we can adapt and improve our programmes to better fit the communities we work in. They will be used in conjunction with our other community impact tools including community event reports, Most Significant Change stories for girls and other community members, and focus group discussions.

**For more information or support contact the Women Win Impact team: [Impact@womenwin.org](mailto:Impact@womenwin.org)**

## **HOW? : Important information for interviews with parents**

- The purpose of conducting these interviews is to capture whether parents perceive any changes in their daughter's knowledge, attitude and behaviour following her involvement in sports and life skills programmes. It also aims to identify if there have been any changes to the girl's condition or status, both within the family and the broader community.
- The interviews can be conducted **ONLY** following the completion of the programme.
- Before planning and conducting the interviews, please consult the Women Win Impact team
- It is recommended that your organisation hire an external consultant with experience in qualitative M&E to carry out the research. If you decide against this, and choose to conduct your own research, then this guideline, Women Win Data Analysis Guide and our Impact team are available for support and guidance.
- You should use a sample of at least 20 parents (see step 1.4).
- If you are being funded to roll out the Community Impact Assessment, you are expected to produce one report with the main findings as well as at least three Most Significant Change stories from selected parents.

## **STEP 1: PLANNING & PREPARING FOR THE INTERVIEWS**

Getting what you want from an interview can be harder than you think - what people say and what they actually do are often very different things. Establishing an in-depth understanding of a particular experience or intervention might take some time, and requires a series of questions and activities as part of a conversation. Even a short interview can provide a huge amount of information, with masses of material quickly piling up when you start speaking with several people. Below are some practical steps that should be taken to ensure that the interview process is well planned.

- 1.1 Translation:** The Interview Guide and consent forms should be translated into the local language that is easiest for participants to understand. You may also want to translate this Instruction Guideline and other resource materials for local staff and your external researcher. Please consult with the Women Win Impact team before undertaking any translations, as we might already have your language available
- 1.2 Context sensitivity/appropriateness:** Certain topics will be more sensitive in certain locations or settings. It is advisable to consult with local staff and partners to ensure that no questions included in the guideline are inappropriate or have the potential to cause conflict among research participants.

*If you need to alter the Interview Guide or remove any questions, please discuss with the Women Win Impact Team so we can also be prepared for differences in the data!*

- 1.3 Select interview participants:** The interviews must be conducted with parents of girls who attended the programme for the first time and have just finished or are about to finish your organisation's sports programme. It is also important that you select parents whose daughters have completed the baseline questionnaire. The sample size will differ based on the total number of participants in your programme. Depending on your organisation's structure, you may select your interviewees differently. You can randomly select parents among all your sites. But if there are important differences between the sites (context, program format and content, numbers) where you work and you think it is important to compare them, you can for example take two or three sites for a comparative analysis. However please make sure you have enough representation from different sites to be able to draft conclusions, statements, recommendations by verifying (and triangulating) results.
- 1.4** Although Women Win acknowledges it may be very resource consuming to conduct and analyse a large number of interviews, it is necessary to have **at least 20 parent interviewees.**

*If you would like further assistance to decide on your sample size and selection, do not hesitate to contact Women Win's Impact Team!*

**1.5 Create a name/code key:** After the interview participants have been selected, create a list of all of their names and their respective daughters. Then assign each name a code number. The interviewer will use this code number when filling out the interview guide. This list (name/code key) will be very important when entering data in Salesforce, because the assessments created in the system will have to match the girls' names.

## **STEP 2: CONDUCTING THE INTERVIEWS**

If your research is being funded by Women Win, please contact our Impact team for final approval before conducting interviews. The following is a list of important factors that should be considered when conducting interviews.

**2.1 Timing:** Schedule ample time and choose a quiet and appropriate setting to conduct the interview. **Do not plan more than three interviews per day per interviewer**, as the interviewer can get tired and will need time to transcribe the data. It is expected that each interview will take at least an hour.

**2.2 Materials:** If possible, tape-record all discussions. Ask participants for permission to tape and be prepared to take detailed notes in case they do not agree. Test all equipment before each interview. Make sure you have all materials you need and use the name/code key to identify the interview guide, rather than using the participants' names.

**2.3 Getting started:** Before beginning, first introduce yourself and explain the purpose of the interview. Tell participants how long you expect the interview to take, and that all information they give is confidential (their names will not be used in connection to any quotations). **Make sure you have obtained informed consent before starting the interview.**

**2.4 Maintain a neutral attitude:** Avoid giving the impression that you have strong views on the subject under discussion.

**2.5 Probe:** Some questions in the interview guide have “yes” or “no” answers, but these should be followed with open-ended questions for more explanation. When probing, avoid questions that can be answered with “yes” or “no”. Questions that begin with “how” are very effective. Avoid questions beginning with “why” as they can make participants defensive. Potential probes are listed for you in the interview guide.

Interviewers should keep the following points in mind:

- Anticipate possible emotional reactions and how you will handle them. **The best way to prepare is to practise before you do the actual interview.** It is wise to run a mock interview with your team to get a sense of how to frame the questions for better response. This is especially useful if several people will be conducting the interviews.
- Begin the interview by explaining about the study; its goal and objectives and how the interview fits into the overall goal of the programme. Reiterate that the conversation is confidential– no names or references to identify the respondent will be made.

- The interview should be conducted in a conversational manner. You can make the participant feel more relaxed by using with ‘warm-up’ questions that are not directly related to the research topic. You can skip some of the probing questions if participants share specific details in their responses, or if the interview is taking too long.
- Participants should feel that their views and experiences are valued by the interviewer and the programme. Encourage participants to talk freely. If you feel the interview is losing focus, find a way to steer the conversation back to the topic without cutting the participant off. Questions have been provided to guide the process; however you may feel more comfortable changing the wording or order of the questions to make the interview feel more natural.

This video shows two contrasting examples of “bad” and “good” interviews:

<https://www.youtube.com/watch?v=9t-hYjAKww>

### **STEP 3: TRANSCRIBE THE INTERVIEWS**

- 3.1** After completing each interview, take time immediately afterwards to write down any additional notes or observations including body language, if anyone else was in the room and any other stand out features of the interview.
  
- 3.2** If you have a recording, transcribe it as soon as possible afterwards. When transcribing, make sure you write down the exact words that the participant said. Be aware that transcription typically takes 4–6 hours for each hour of speech.
  
- 3.3** If you were not able to record the interview, and instead took detailed notes in the field, you should type up these notes immediately afterwards. It is much easier to do this directly following an interview rather than after you have spoken to several different parents.
  
- 3.4** During the interviews, if certain parent stories make a strong impression on you, write up short summaries that same day. These can form the basis of your Most Significant Change (MSC) stories. Identifying the MSC stories as you go may save you time later on.

## **STEP 4: COMPLETE POST-INTERVIEW ACTIVITIES**

**4.1 Data Management:** The completed interview guides, notes, transcriptions, audio, Informed Consent Forms, name/code number key should be kept in a confidential location, preferably in a locked cabinet. If these documents are to be transported at all, the name/code number key should be stored separately from the interview guides.

**4.2 Data Input:** The local organisation's project staff will then input the quantitative data from the interview guide into their Salesforce system, using the "C. Assessments" Tab. The person conducting the data entry will use the name/code number key to associate the interview guide of the parent with the daughter's name in Salesforce.

**4.3 Data Analysis and Report Writing:** After all steps above have been completed, the data is ready to be analysed and a report with the findings should be written. Both quantitative and qualitative data should be used. Salesforce dashboards can support the quantitative data analysis and coding should be used for the qualitative one. Triangulation should be done, not only with the data collected through the parents interviews, but also considering programme implementation activities, quarterly reports, base and endline results from participants' questionnaires, etc. The Women Win Data Analysis Guide is a good source of information on how to conduct the data analysis. Your final report should be submitted to the Women Win Impact Team by email.

**4.4 Most Significant Change (MSC) stories:** When carrying out a full (and funded) Community Impact for Women Win, we require you to additionally compose three to five MSC stories based on the parents' interviews. So from your probing and interview questions, you can transcribe and edit a MSC story. Each story should relate to only one parent and will illustrate changes in one or more of the following:

- girls' knowledge, attitude or behaviour;
- parents' attitudes towards girls/ their daughter;
- girls' status or condition related to sport and leadership.

The stories should be entered in Salesforce, using the "Assessments" Tab, and relating to the respective girl / daughter. For more information on Most Significant Change stories, please refer to the Women Win MSC Guideline.

**4.5 Debrief with the Women Win Impact Team:** Once you have completed your research, arrange a call with the Women Win Impact team. Ideally both a representative from the organisation as well as the person/people who carried out the interviews should be on the call. This provides a forum to clarify any questions that may have been raised, for partners to provide us with additional insights about the process, and to help us make improvements for future community impact initiatives.

## **APPENDIX 1**

### **Consent form for Parents**

#### **Purpose of the study**

Hello, my name is <NAME OF THE INTERVIEWER/RESEARCHER> and I am working with <NAME OF THE IMPLEMENTING ORGANIZATION>. Our organisation is working with girls in your community to implement a sport programme. In order to make our programme more impactful, we would like to understand your perspective on the programme and about the involvement of a girl from your home. During the interview we will be talking about the sports activities, about different leadership positions taken up by girls, and about other topics related to the programme. Your answers are very important to us as they will help us understand about the above mentioned aspects.

#### **Procedure**

The interview will take about 30-45 minutes, if you agree we can interview you now or come later at any time which is convenient for you. We have selected you to be part of the research as your views are going to be very valuable to improve upon. There is no right or wrong answer; we simply want to understand about participation of a girl from your home in those activities/programmes.

#### **Confidentiality**

I want to assure you that all the information provided by you will be kept confidential. All the answers provided by you will be mixed with the responses given by others and no one will be able to identify who has given any of the responses. Your answers will not be shared with any other member of your home or community. Confidentiality also depends on you not sharing any information from the interview with anyone else outside. We will ensure complete privacy during the interview so that besides you and the researcher there is no one in the same room/place.

#### **Voluntary participation**

It is completely voluntary to participate in this interview and nothing will happen if you choose not to participate. If you do not want to answer a question, you can choose not to provide an answer for that particular question or can leave the interview at any time.

#### **Risks**

We do not anticipate any direct risks to you as a result of participating in this study. We will take all care to protect you from being identified as a participant in this study and whatever is discussed here today will remain confidential. Some questions may cause discomfort, and you need not answer any question you do not want to.

#### **Benefits**

There is no direct benefit to you for participating in this study. However, your answers will help us to enhance girl's leadership quality and participation in various activities/programmes.

**Compensation**

We will not be able to pay you but we hope that you will agree to participate as we value your experience and suggestions.

**Right to refuse**

You can choose whether you want to or do not want to participate in this study. There is no penalty if you decide that you do not want to participate. Also, if you participate, you can decide not to answer certain questions or even decide to stop participating at any time.

If you have any question about the study you can ask me or can contact <Name of the programme coordinator> at the given number <insert the telephone number>.

**Agreement to participate**

I, the research participant, have read/been explained this form and any questions have been answered to my satisfaction. I agree to participate in the study.

Agreed..... → Sign below and proceed to Section 1 of interview.

Disagree..... → Thank him/her for their time, sign below and stop the interview.

Researcher's signature: \_\_\_\_\_