



Gathering Information

STEP TWO Informal Interview

INFORMAL INTERVIEWS

Interview people around you to gather their reactions, in the form of public opinion, about your topic. This is a brainstorming exercise, so you are allowed to interview people who are convenient to interview people whom you know or who are readily available. (Not like in Step 4 where you have to stretch beyond your comfort zone to interview people you do not know, but have recognized as experts on your topic during the course of your research).

The purpose of this exercise is to brainstorm: discover what's generally known and not known about your topic; discover what questions others may have about your topic (audience viewpoint); discover the possible misconceptions about your topic; etc. A good technique is to ask these interviewees some of the questions you've posed for your self and gauge their responses.

Identify the people you interview by name, title, gender, and age (or age bracket, doesn't have to be exact age).