

EMPATHY INTERVIEW TIPS

Goal: To gain a deeper understanding of a user's experience of the issue you are working on.

Norms for Empathy Interviews:

- Explain the process to the interviewee(s) and why the interview is taking place
- Allow time for any questions they have about the process
- Seek to understand, not confirm
- Let them know that they are the expert in their own experience so whatever they think/feel is helpful for you to hear

<u>DOs</u>	<u>DON'Ts</u>
<ul style="list-style-type: none"> • Start with positive/fun questions. <ul style="list-style-type: none"> ○ "What's something you're really good at?" ○ "I really love ____ about student." ○ "What's everyone's favorite thing about student?" • Build rapport and diminish perceived differences in "status." Be genuine. • Ask open-ended questions. • Encourage specific examples with "tell me about a time when..." • Follow up with "Why..." or "Tell me more about..." • Encourage expressing emotions. <ul style="list-style-type: none"> ○ "How did that make you feel?" ○ "Are there other times you felt that same feeling?" ○ "What kinds of situations elicit that feeling for you?" • Embrace silence for reflection. • Encourage the student/parent's personal perspective. <ul style="list-style-type: none"> ○ "How/Where does this show up in your day to day life?" ○ "How does this relate for you?" • Capture feedback while maintaining engagement. 	<ul style="list-style-type: none"> • Don't ask leading or rhetorical questions. • Don't make assumptions or speak on the interviewee's behalf. • Be wary of sharing personal experiences which may introduce bias. • Don't ask for hypothetical ideas. <ul style="list-style-type: none"> ○ This invites hypothetical responses that do not always correlate with the reality of how people will behave. • Don't try to sell your idea. <p><i>*What DOs come easily to you? * What DON'Ts are a challenge? Pick 2-3 DON'Ts to practice in your interviews</i></p>

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Resources:

CAMBIAReduction.org, ccee-ca.org, CASEL.org