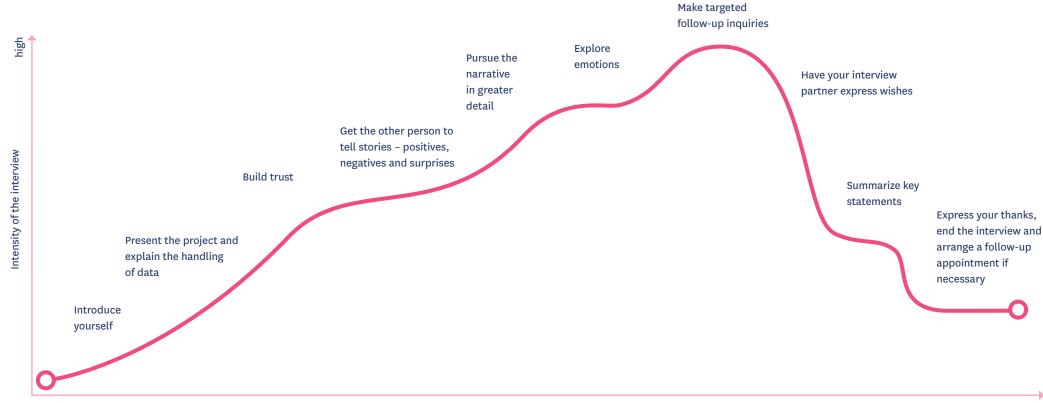


Structure level

What subject areas or assumptions are we dealing with? What is the objective of our investigation? What are we trying to understand through this interview?



(**+**)

Time General questions

Positioning on the topic
e.g. "What do you associate
with ...? Why?" or "What is the
significance of ... to you?" Why?"

Experiential questions

Positive/negative experiences
e.g. "Tell me about your
experience of ...", "What was
your best/worst experience of ...?
Why?", "What was surprising for
you regarding ...? Why?"

Follow-up questions

Conscious/unconscious attitudes, developments, contradictions

e.g. "In connection with ...
can you give me a more detailed
description?", "What has changed for
you over time?" "Why?", "How did
you feel about that? Why?"

Wish questions and conclusion

Wishes, goals, visions
e.g. "If you had magic powers,
what would you like to change
...? Why?", "Is there anything else
you'd like to share that we haven't
talked about?"

approx. 45 min



