Made for minds.

DW Akademie

# Interview Guide Format Evaluation

## Jordan, Lebanon, Morocco, Palestine, Tunisia

Instrument of analysis 2019/20 | DW Akademie | P&C

Name of program under investigation:_____

Name of TV / radio channel:_____

Name of interviewee:_____

Function of interviewee:_____

Date of interview:_____[dd/mm/yyyy]

Starting and ending time of interview:_____[hh:mm:ss-hh:mm:ss]

Name of evaluator:_____

**INSTRUCTIONS:**

1. THE INTERVIEWEES SHOULD BE STRONGLY INVOLVED IN THE PROJECT, ESPECIALLY IN THE DEVELOPMENT PROCESS OF THE FORMAT. PLEASE CHOOSE THEM ACCORDINGLY.
2. THE INTERVIEW SHOULD BE CONDUCTED AFTER THE CONTENT ANALYSIS.
3. PLEASE AUDIO RECORD THE INTERVIEW AND TAKE NOTES IN A SEPARATE DOCUMENT IN ORDER TO BE ABLE TO REPORT WHAT ANSWERS WERE GIVEN FOR EACH QUESTION.

| **Question 1** | **Format Description** | **Research question:**<br>What are the goals of the format(s)? |
|---|---|---|
| *1.1* Please describe the format(s) that you have developed in your own words. | | |
| *1.2* What do you mean to achieve with the format(s)? | | |

| **Question 2** | **Format Development** | **Research question:**<br>Was the youth involved in format development? |
|---|---|---|
| *2.1* Can you tell us more about how the format was developed?<br><br>- Who was involved?<br>- In what way did you involve the youth?<br>- Was youth involved developing the basic idea of the format?<br>- Was youth involved when testing the format before going on air?<br>- Was or is youth involved in determining what topics are chosen?<br>- Was or is youth involved in determining what guests take part in the format, if any?<br>- Is youth feedback taken to improve the format? | | |

| **Question 3** | **Self-appraisal** | **Research question:**<br>How is format judged according to own criteria? |
|---|---|---|
| *3.1* You said earlier that your goals with the format were X, Y and Z. Looking back, would you say you reached the aims you were going for?<br><br>- What about X, did you manage to meet the goals?<br>- What contributed to your success / failure in meeting the goals?<br>- What about Y… | | |

| **Question 4** | **Strengths** | **Research question:**<br>What strengths does the format have? |
|---|---|---|
| *4.1* What would you say are the specific strengths of your format, if you compare it to other youth formats at your station or of other competitors? Can you give us some examples from previous episodes of the program, comparing them to other existing programs at your station or of other competitors? | | |
| *4.2* According to our own content analysis, the strengths of your program lie in … [mention strengths you found, cite numbers if possible]. Tell us more about how you managed to be successful in those areas. | | |

| **Question 5** | **Weaknesses** | **Research question:**<br>What weaknesses does the format have? |
|---|---|---|
| *5.1* What would you say are the specific weaknesses of your format, if you compare it to other youth formats at your station or of other competitors? Can you give us some examples from previ- | | |

| |
|---|
| ous episodes of the program, comparing them to other existing programs at your station or of other competitors? |
| *5.2* According to our own content analysis, the weaknesses of your program lie in … [mention weaknesses you found, cite numbers if possible]. Tell us more about why you think your format does not fare so good in those areas. |

| **Question 6** | **Lessons Learnt** | **Research question:**<br>What lessons have they learnt? |
|---|---|---|
| *6.1* In retrospect, what lessons have you learnt from developing and broadcasting the format? Is there anything you would do differently if you were to do it again? | | |
| *6.2* Do you have any advice for DW Akademie, what they could do differently to improve this kind of media development project in future? | | |