

14. Appendix B - Analysis of Questions asked during Six WLB Interviews

Findings

- 242 questions were asked in total; ranging from 31 to 53 questions per interview with an average of 40 (broadly confirming the one CLQ per minute rule).
- 99% of questions met the criteria of 'clean'.
- 15 'standard' CLQs and 7 'non-standard' clean questions were asked.
- 10 'standard' CLQs accounted for 85% of questions.
- The other 5 accounted for just 3% of questions.
- That left 4% predetermined WLB research questions (e.g. When your WLB is at its best, that's like what?)
- And 7% non-standard but still clean questions.
- Only 2 questions, less than 1%, were content-leading.

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5	Interviewee 6	TOTALS	Categories	%age
RESEARCH QUESTION									
WLK (Not) Best (now) like what?	1	1	2	2	2	2	10	10	4
CLEAN QUESTIONS									
What kind of?	7	8	6	4	4	9	38		
Where? / Whereabouts?	6	8	5	1	1	11	32		
Anything else?	5	7	3	5	3	7	30	100	41
How do you know?	5	7	1	3	5	4	25		
Like what?	3	4	4	1	3	5	20	45	19
When ... what happens to?	3	3	5	2	3		16		
Relationship between?		7			2	1	10		
Same or different?	1		1	2	1	3	8	34	14
Then what happens? W H next?	1		6	2	2	3	14		
Where come from?		4	2	3	2		11		
Just before?					1	1	2	27	11
How many?		1				2	3		
What's between?	2						2		
What determines?	1					1	2		
How far?	1						1	8	3
NON-STANDARD CLEAN									
What's that like?		1		3	3		7		
How do you [limit] / [match]?					1	1	2		
Is X like Y?		1				2	3		
What does it [feel] like?						1	1		
That's [recharg]ing what?				1			1		
With what [pace]?				1			1		
What is it that needs [recharg]ing?				1			1	16	7

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5	Interviewee 6	TOTALS	Categories	%age
CONTENT-LEADING QUESTIONS									
<i>Then did you regain ...?</i>	1						1		
<i>Where is tipping [point]?</i>					1		1	2	1
TOTALS	37	52	35	31	34	53	242	242	100
CHOICES									
multiple questions	count depending on which one(s) answered								
repetition in one question	count as one								
repeat only interviewees words	ignore								
recaps as a question	ignore								
small variation in question/syntax	ignore								
Discussion before and after interview proper	ignore								
STATISTICAL ANALYSIS									
	Low	High	Average						
Number of questions	31	53	40						
Most common 10 questions	204	84 %							
+ 'research question'	214	88 %							
+ other standard CLQs	224	93 %							
+ non-standard clean	240	99 %							
15 'standard' CLQs and 7 non-standard clean questions were asked.									
99% of questions meet the criteria of 'clean'. 10 standard CLQs accounted for 85% of questions.									
4% were predetermined WLB research questions, 3% were specialised CLQs, and 7% were non-standard but still clean.									
Only 2 questions, less than 1% were content-leading.									

85% of questions asked (in order of frequency) were these 12:

CLEAN QUESTIONS	%age
What kind of?	16
Where? / Whereabouts?	13
Anything else?	12
How do you know?	10
Like what?	8
When ... what happens to?	7
Where come from?	5
Relationship between?	4
Same or different?	3
Then what happens? (50:50)	3
W H next?(50:50)	3
Just before?	1
	85

Conclusions

This analysis confirms and quantifies my original view that "The initial interviews constituted an authentic application of Clean Language, both at the micro level (questioning technique/staying clean) and as a modelling process. The interviewer remained faithful to a clean methodology and has set a benchmark which any future research using Clean Language should seek to emulate."

Commonly interview methods have been classified as: unstructured, semi-structured and structured. These categories essentially say how much of the interview format is pre-set (none, some, all). They say nothing about the quality of the questioning techniques employed. Clean Language can be used in all three types of interview and gives both a qualitative and a quantitative method of determining the content-leading or cleanness of the interview. This is a major boost for qualitative research.

Notes

The analysis used the following criteria:

- Multiple questions within the same question were counted as one question (usually the last one asked).
- When the interviewer repeated/recapped *only* the interviewees words these were not counted as a question (even when the interviewee took it as such).
- Small variations of question wording and syntax were counted as the 'standard' question, except where it altered the meaning of the question (e.g. 'That's like what?' and 'What's that like?' were considered different questions).
- Discussion before and after interview proper was ignored since it was mainly about research procedure and not WLB.