



Student activity guide

Which questions will generate the information I need?

Activity

Tools

1

This step focuses on selecting interview questions for the dairy farmer and completing the interview.

Your three main goals for this step are:

- Gather as much information about dairy farming as possible. By the end of the interview you should be able to discuss dairy farming using appropriate vocabulary
- Collect as many contacts as possible. The dairy farmer is also your first attempt to make contacts in the wider dairy industry
- Get a photo of the farmer or his/her farm

2

Set up a Tree Map in your Google Doc. Use Interviewing a Dairy Farmer as the main title.

Decide on your 'need to knows' for this step and record them as subtitles on the Tree Map. What do you need to know? For example, "We need to know what happens on a dairy farm."

This might be a good process to document with a few photos. Remember to save these on Evernote.

3

Turn your 'need to knows' into interview questions. These can be recorded as the steps under the subtitles on the Tree Map.

You will need a photo of the farmer or his/her farm/cows/milking shed etc. to be used later on in the mission. Don't forget to add this to your interview questions.

Review the questions to check they are phrased in the best way to get the information you need.

Build a digital form using Wufoo to record the interview questions and answers.

4

Complete your interview.

You will need to be very organised.

If you are conducting the interview on a farm:

- Make sure you know how long it will take to get there, where to park and other details
- Remember you are unlikely to have an internet connection if you are phoning or using Skype:
- Make sure you have a quiet place
- Check there is good reception
- Have a plan in-case the connection is cut

Record the answers in detail. Asking permission to film or record the interview might be a good idea so you can concentrate on the conversation. You can enter the notes on to the form afterwards.

Ask for further explanations if don't understand and rephrase questions that don't get you the information you expected.

Remember to thank the farmer.

5

Evaluate the information from your interview.

Use a Bubble Map to make a list of people that the farmer mentioned who can be approached as a contact in the dairy industry.

Review the information a second time to look for any connections to the dairy industry that you could follow up.

The farmer may not have mentioned a specific person but you might be able to find someone if you investigate further.

Remember that connections may not be immediately obvious. A mention of getting the machines serviced or a vet that is called out for sick animals could be a lead.

Tree Map



Google

Tree Map



Google



Tree Map



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Bubble Map



Google

W

SUCCESS CRITERIA

You can check you have completed the task successfully by:

- Choosing interview questions that will give you lots of information about dairy farming
- Conducting the interview in a planned and professional manner
- Identifying lots of potential contacts in the dairy industry from your interview information