**Quality Criteria for Interviews:**

1. the extent of **spontaneous, rich, specific, and relevant answers** from the interviewee
2. the **shorter the interviewer’s questions and the longer the subjects’ answers**, the better
3. the degree to which the interviewer **follows up and clarifies** the meanings of the relevant aspects of the answers
4. the ideal interview is to a large extent interpreted throughout the interview.
5. the interviewer **attempts to verify his or her interpretations** of the subject’s answers in the course of the interview
6. the interview is “self-communicating”—it is **a story contained in itself** that hardly requires much extra descriptions and explanations

[Kvale, InterViews, pg. 145]