

Invitation to participate: semi-structured interviews

Example text to be emailed to those asked to take part in the project via semi-structured interviews.

Dear _____,

I am a social scientist working with NOAA Fisheries' Southeast Fisheries Science Center and am leading a project (with Hayley Lemoine/Adriane Michaelis) that aims to understand aquaculture perceptions in the Gulf of Mexico and Southern California. Would you be interested in contributing to this project by taking part in an interview?

The interview will take less than 30 minutes, and includes questions that focus on your knowledge of aquaculture in the region, as well as opinions of it. Participation is voluntary, but your input will help to create a broader regional survey and assist NOAA Fisheries in better understanding local perspectives on aquaculture. I'll be in the _____ area from ___ to ___ if you are available to meet in person, but we can also schedule a virtual interview at another time if preferred.

Please let me know if you are interested/available for an interview, or can recommend someone who might be. I'd also be happy to answer any questions on the project.

Thank you,

[Adriane/Hayley]