

THE INVESTIGATIVE INTERVIEW

It's a livin' thing
(Jeff Lynne)

By Bruce Pitt-Payne

CFI *INSIDER*

DON'T GET DUPED
an interview with Dr. Tim Levine

EFFECTIVE QUESTIONING TECHNIQUES FOR INVESTIGATIVE INTERVIEWS

by Eduardo Pérez-Campos Mayoral, Carlos Perezcampos Mayoral,
Rocío Martínez Helmes, Eduardo Perez Campos, Eli Cruz Parada

ELITE TRAINING DAYS
SPEAKER LINE UP

LETTER FROM THE EDITOR
by Tony Paixao, CFI, CFE

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Letter from The Chair of the **ADVISORY BOARD**

Did you have a good day today? Simple enough question right? But is it the right question to obtain information? That would be a resounding “NO”! A much better option that enables the person to elaborate is stating, “Tell me about your day”. As interviewers we would all agree that open ended questions are the best way to obtain more information.

Just like the days back in school, during the seminar was our time to relax and enjoy life as we prepare for our next round of learning in the fall. As we have gotten older that time is shorter and shorter to recharge. We all truly hope you have been able to get out and relax over the summer. Make this a priority! Stating the obvious here, this helps all of us refocus and keep pushing to learn more in our profession.

Coming soon we will have IAI's Elite Training Days in October (12th & 13th), along with a Master Class presented by Wicklander-Zulawski the day before (11th), for those that want to learn the evolving processes that WZ has been working on over the last year. There is still room in both events and we hope to see you there. You can [register here for the ETDs event](#) and the Master Class by WZ. We are excited to see everyone in person and continue working towards the 3 pillars of IAI: Educate, Network and Advance.

Have a wonderful time the remainder of the summer and remember to get out and relax a bit and recharge! I plan on hitting Yellowstone in July with the family. Nothing says recharge like the beautiful scenery and wildlife there. See you all in person soon.

L. Wayne Hoover, CFI
Chairman – IAI Advisory Board

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jamesballard@goshencity.com

Bryan Barlow, CFI, Chicago Police Dept.
bryan.barlow@chicagopolice.org

Don Berez, CPA, CFE, CFI,
Georgia Southern University
berez@georgiasouthern.edu

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ray.cotton@gmail.com

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Eric_L_Chase@carmax.com

Joe Davis, CFI, CPP, LPC, Walmart
joe.t.davis@walmart.com

Dan Doyle, CFI, Bealls Inc.
dand@beallsinc.com

Cary Jones, CFI, Visionworks
cjones@visionworks.com

David Lund, CFI, Dick's Sporting Goods
david.lund@dcsq.com

Rick Manning, CFI, FBI (Ret.)
pike4five@comcast.net

Debbie Maples, CFI, Sales Force
dgaxiolamaples@gmail.com

Mike Marquis, CFI, TJX
mike_marquis@tjx.com

Dr. David Matsumoto, Humintell
dmatsumoto@humintell.com

Steven May, CFI, DTIQ
smay@dtiq.com

Chris McDonald, Murphy USA
Christopher.mcdonald@murphyusa.com

John Millner, CFI, Illinois State Senator (Ret.)
millnerinc@aol.com

Melissa Mitchell, CFI, MAPCO EXPRESS
melissa.mitchell@mapcoexpress.com

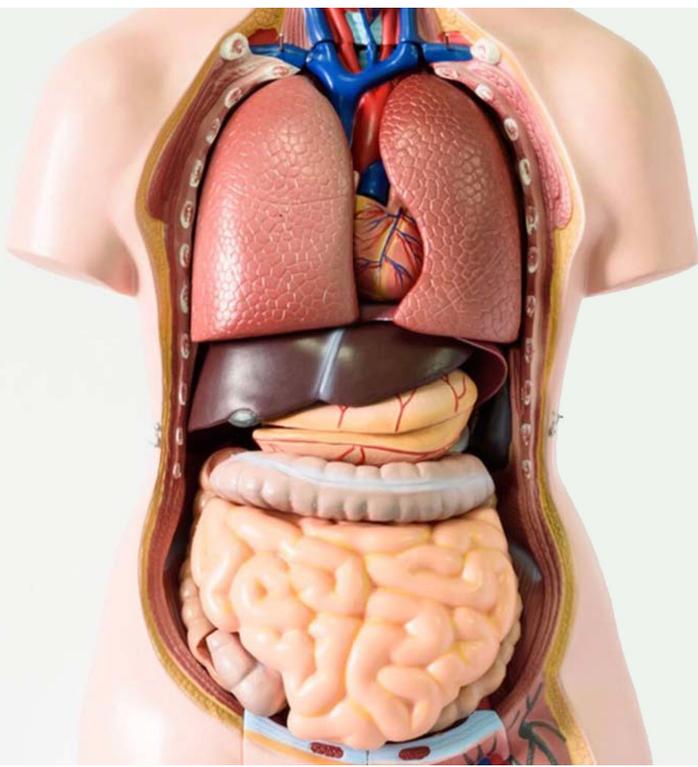
Walter Palmer, CFI, CPP, CFE, CAP Index
wpalmer@capindex.com

Shane Sturman, CFI, CPP, WZ
ssturman@w-z.com

Mark Sullivan, CFI, Grant Thornton
mark.sullivan@GT.com

Douglas Wicklander, CFI, WZ (Ret.)
dwicklander@w-z.com

David Zulawski, CFI, CFE, RETIRED
dzulawski@w-z.com



THE INVESTIGATIVE INTERVIEW

It's a livin' thing
(Jeff Lynne)

By Bruce Pitt-Payne

I'm often asked why I refer to what I do as *investigative interviewing*, as opposed to the many other monikers, such as *forensic interviewing* or *interrogation*. Do I favour the term because it sounds more professional, perhaps because it's a fad, or for a deeper semantic reason? Aside from my use of an overtly rhetorical question, the title and photograph have probably provided some clues to my views on this topic. The short answer is that I am an **investigator** who conducts **investigations** and **interviews** people within the confines and acceptable boundaries of an **investigation**. Assuming that you have caught on to the leitmotif of my role, I'm sure it won't be necessary for me to try to use a form of the word "investigate" that often again in one sentence. I thought it was time to sit down and write about this topic as Shakespeare's line, "A rose by any other name would smell as sweet", would not apply here. An investigative interview is defined by the investigation within which it must exist. It simply cannot live outside an investigative body; it would lack purpose as investigation is its life blood, and *raison d'être*. Before we go further, let's examine what it is not.

Forensic Interview:

I no longer use the term forensic interview as the word "forensic" often refers to the use of scientific tests and techniques used to solve crime. Although parts of an investigative interview are supported by science, the word *forensic* triggers thoughts of

scientific methods such as DNA analysis or blood-spatter, where the focus is predominantly on physical clues. This term also makes me think of the word "evidence", which is often mistaken to be the only goal of an interview. Since evidence is information that is admitted in Court, the term detracts from the copious information that would help an investigator understand what happened, despite being ruled as inadmissible at trial. For example, if you were interviewing a person who had not witnessed an event, but he mentioned what a true eyewitness had told him, this would be considered to have been inadmissible hearsay evidence. This information would; nonetheless, be instrumental to the investigation as it would dictate the need to locate and interview the eyewitness, who would, then, be able to give *viva voce* evidence at trial. A final bone of contention with this term is that it speaks to the interview as an entity separate from the other aspects making up an investigation. You will see later, that this is often a fatal flaw in the process as any individual piece of evidence or information could not be fully appreciated or weighed if not assessed in concert with all the other evidence and information.

Before going further, I would like to speak more about the word "scientific" as it applies to interviewing, as I don't want to leave anyone with the impression that being scientifically-proven, or scientifically supported is the only reason to justify the use of a

Continued...

certain interview framework. Whereas, I do consider certain parts of an investigative interview to be supported by scientific research, it would be misleading to make that claim for all of the components. For example, whereas research has been able to show that the Cognitive Interview could lead to obtaining information that is more complete and reliable than other models, there has not been the same research to support the use of theories surrounding the efficacy of Conversation Management. Notwithstanding the dearth of scientific evidence, it would also be misleading to suggest that it doesn't work. All we have to do to understand this is to imagine ignoring the concepts proposed as suggestions or "good practice" to see its value. Imagine conducting an interview without building any rapport. Think about the negative effect of poor listening skills. Moreover, since aspects of Conversation Management, such as rapport-building, are aligned heavily with the Cognitive Interview, it would not be hyperbolic to link the research to support both.

Interrogation:

To understand why I do not favour the term interrogation, I must start by letting you know my definition of this word.

An often accusatory, guilt-presumptive interview for which the primary, if not sole purpose, is to have that person tell you he committed the alleged offence (a confession) often veiled in the guise of striving to obtain the truth.

To the mature, educated investigator, this approach is dangerous as it has all the hallmarks of false confessions, involuntary confessions, and, in some cases, wrongful convictions. Although, many interrogation models employ a component that emphasizes the use of rapport and empathy, it is the underlying goal of obtaining a confession that categorically rips it from the inherent protections and safeguards of a true investigative interview. Abraham Lincoln once asked, *"If you call a dog's tail a leg, how many legs does it have?"*, and his answer was, *"Four, because calling a tail a leg doesn't make it one."* I believe the modern day equivalent would make reference to putting lipstick on a pig. I'll be blunt here; an interrogation is an investigative interview that has its whole face covered in lipstick. Often, the biasladen, confession-oriented interrogator, who has been heavily

jaundiced by the presumption of guilt, either willingly or unwillingly conducts this interview without full appreciation or consideration for other information or evidence. Predictably, this leads to the pursuit of case theories that had been built on a foundation of mere hunch, speculation or guesswork. In turn, this often allows the interviewer to creep into the realm of either tunnel vision or simple expedience. Interrogations are often self-serving and selffulfilling, and; therefore, far from investigative.

Investigative Interview:

An investigative interview is a conversation with a purpose, which is to achieve certain goals and objectives that are either directly or indirectly related to an investigation. It is not to make friends. It is not to hire people. It is to find out information relevant to whether something happened or not. It takes an understanding of the investigative process, the legal framework within which it lives, and the types of evidence required to prove or disprove an allegation.

Goals:

To obtain complete and reliable information that might lead to a better understanding of what, if anything, happened. This should not be confession-driven.

Objectives:

To obtain as much detail as possible about, but not limited to topics such as, people, locations, actions, conversations, times and objects.

Investigation:

An investigative interview lives within an investigation and would not have purpose without it. It is a part of the process, but never the whole. The interview and the investigation has a relationship akin to an organ like the heart and the human body within which it thrives. The two must work in concert with each other or both will cease to function. When removed from each other, both would die.

This means that an interviewer must be an investigator, and one who understood what was required to prove or disprove an allegation. She must be fluent with the elements of the investigated offence (the required ingredients of the recipe), and know how to satisfy them with relevant verbal and physical evidence.

She must be one with the investigative process and understand how the interview fits within it. This means that she must fully accept that an interview is only **part of** the process and not **the** process. She would not perceive herself to be “the Closer”. She must be a savvy investigator.

An investigative interviewer would rely on information and evidence to support or contradict any case theories, as opposed to favouring pseudo-scientific deception-detection techniques. Any case theories would live or die based on the inclusion of any new piece of information obtained. She would know how to assess credibility and reliability based on comparing and contrasting the interview information with other information and evidence in an objective manner. There would be no room for expediency.

Conclusion

An investigative interview is not just a new expression for an old technique. It is a framework that provides a voice to an interviewee in the form of a conversation based on mutual respect and equality. It is a plant with roots that would only take in the soil of a well-nourished investigation. It could only be conducted by an investigator. It is an interview framework that is part of a larger and more complex investigative framework. It is a living thing.

I am indebted to Dr. Eric Shepherd and Dr. Andy Griffiths for inspiring me to write this paper.



Now Accepting Nominations for the 2021 CFI of the Year

Directions:

**Deadline extended for CFI of the Year to Aug. 6th!
The IAI Advisory Board will choose 3 nominees
who will receive 2 free registrations to attend
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in Nashville, TN. They will be
announced at Elite Training Days.**

**Submissions can be sent to
Emily Kuhn
ekuhn@certifiedinterviewer.com**

DON'T GET DUPED

An Interview with Dr. Tim Levine

Dr. Timothy Levine has dedicated his professional career to providing professional investigators with the research and perspectives necessary for them to enhance their careers. Dr. Levine has been studying communication and deception for over 30 years. Dr. Levine has held professor positions at the University of Hawaii, Indiana University, Michigan State University, Korea University and currently at the University of Alabama at Birmingham. To date, he has published 146 academic journal articles and he is widely accepted as one of the leaders in his field. His work has been referenced in countless research articles, textbooks and books. Perhaps most notably, Malcolm Gladwell's book *Talking to Strangers*. His book *Duped* represents a thorough reference of all things deception related and details his work around Truth Default Theory. Dr. Levine was kind enough to share his time, and a few of his insights with us. Below are the highlights of our conversation.

The following questions were asked by Michael Reddington, CFI, and all answers were provided by Dr. Tim Levine.

Q: What drew you to researching deception?

A: As you can probably imagine, I get that question a lot. I really got started on deception simply because I had three professors in my PhD program who studied it and I got assigned to one of them as a research assistant. I got a lot of exposure in graduate school to deception research, and I was really fortunate to study under one of the founders and some early leaders in the area. What became apparent to me was that the current thinking about deception was not aligning very well with the results of the studies. I was a young, ambitious academic who wanted not just get a professor job, but really to make a splash in my field. I was interested in persuasion. I got to meet Robert Cialdini as a graduate student and hang out with him at a reception a little bit. I just love persuasion. That's what I went to graduate school to study and my advisor for my PhD program had actually worked with Cialdini for a while Arizona State. That's why I picked Michigan State because of their persuasion work. But it seemed to me that persuasion research had its act together in a way

that deception research didn't. There was a lot of persuasion research was much more advanced and the theories were better. I thought if I'm going to go make a splash, I should be studying the topic where there's big findings left to find and not the topic where people are mostly just tying up loose ends. When I encountered deception research it seemed to me that that's where the big puzzles were. Every deception study I learned about, and every deception study I conducted, led to more questions than answers. To mix metaphors, I just started pulling on strings and finally I started getting places and pieces of the puzzle started to fit together. I think the story of my book, *Duped*, is about trying to put the puzzle together, and that took a lot of studies and a lot of trial and error. Once I found results that held up, I started putting them together and it was this really fun jigsaw puzzle. I think the topic could have been anything. I needed something to study where the answer wasn't already known and where there was room to come up with an answer that wasn't already out there. It was kind of intellectual opportunism that really brought me to deception.

Q: With all of the studies you've reviewed and conducted, how have you seen deception research evolve over the last 30 years?

A: If we go back 30 years, the really big influential stuff was Paul Eckman, and leakage, and clues. Also, Bella DePaulo's early work which I would contrast with her work in the late 1980's and 1990's. Her early work was very wrapped up in the idea of trying to find predominantly non-verbal cues for deception and behaviors that if you spotted would be tells of deception and hold across people and across situations. Then, around 1990, Judee Burgoon and David Buller came onto the scene and they had a particular idea of how deception worked under the label of Interpersonal Deception Theory. Their work became increasingly technology focused when Judy moved into the business school at the University of Arizona. They started doing increasingly complex, almost artificial intelligence, kind of machine learning. Then Aldert Vrij came around and kind of the whole legal criminal psych camp from Europe started focusing on cognitive effort rather than emotions. They just completely rejected

that. They're absolutely convinced that telling lies is more cognitively effortful than telling the truth, and that verbal cues, as opposed to nonverbal cues are more diagnostic. My work, tends to kind of reject the whole cues thing altogether. I focus on demeanor, which affects what people believe, and content which is what gives away whether someone should be believed or not, in combination with the situation and the prior knowledge that you bring to the table. I think deception research has become more fractured than ever. There was a time when I pretty much thought I'd read everything that had been published and that's nowhere even close to being true anymore.

Q: What might you say has been the most surprising conclusion that you've come to with your research?

A: I think there are two that stand out. One of which is more applicable to your audience, and one is more applicable to the general public. I think everybody who is even a little familiar with deception detection research knows about the 54% finding. It shows up in almost every study that's

ever been done. I think of findings that hold up as falling along a continuum from temperamental to robust. So, you can have a really good finding that holds up, but only in a narrow bandwidth of circumstances. If all the stars align, then it is a good finding. Whereas a robust finding is one where you can do it in America or you can do it in China. You can do it with males, or you can do it with females. People can be suspicious, and it comes out or people cannot be suspicious and it still comes out. The finding pretty much always comes out the same way. The 54% finding had the illusion of being very robust. You could turn off the video or turn on the video. You could use students, or you could use experts. It could be strangers, or it could be people that know each other. You can give them access to baseline information or not. You always find slightly better than chance. Well, it turns out that the slightly better than chance finding isn't nearly so robust. There are a couple particular things you have to do to get it. One is you have to ask people to guess whether people are lying or telling the truth. If you don't give them any kind of knowledge that the task is about detecting deception, then deception doesn't even come to mind most often.



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If you are a professional interrogator and you're interviewing a suspect, you know to be on guard for deception. If you are in the supermarket and you ask somebody where's the coffee and they say, on aisle three, truth or lie doesn't come to your head. I don't think people realized just how often the idea of being deceived doesn't even occur to us. And this is the whole idea behind the Truth Default Theory. The other thing about the 54% finding is that it only applies when there is an equal probability between truth and lies. There are two things researchers were doing that we almost didn't know they were doing. One is they were always showing an equal number of truths and lies. And second, they were always asking people, "do you think this is a truth or a lie." It turns out 54% is a product of doing both of those things. If you showed people all truths or all lies the finding would not be 54% anymore. If you did not ask them if someone was lying it wouldn't come to mind most of the time. So that was a big surprise. It probably shouldn't be a surprise. It's only a surprise if you know the research findings first and then realize the power of these two limitations, or these two design features, that just transcend all the studies.

Q: As you look back over your research, what would you say might be the most important conclusion that you've come to?

A: I think another really important finding was people are more gullible than they think they are. That is probably a good thing because most people really are honest. Most store clerks won't send you to the wrong aisle intentionally. I think my demeanor findings are really important as well. This is the idea that cues do not travel alone. They travel in constellations, they are given off in constellations and they are perceived in constellations. These constellations do not affect whether you should be believed, but they do affect whether you are going to be believed. I think knowing that if you do, or don't do, the 11 things that comprise honest and dishonest demeanor it would be incredibly useful to politicians who want to get elected. This would also be incredibly useful to salespeople who want to have their customers trust them. This would be incredibly useful to travelers who want to get through TSA without going through secondary screening. I try to practice them when I'm going through customs. I certainly practice them if I ever get pulled over by a police officer. I try to practice them in the classroom when I'm teaching because I want my students to believe what I'm teaching them. I just think that there's a lot of practical

value in the do's and don'ts related to coming off as a believable and credible person. Knowing that how someone is coming off might not be diagnostic of their internal states can be really important. So many people fall for friendly extroverts. They have such a huge advantage. If you're hiring someone you need to remember that there's more to the job than just being a friendly extrovert. This has such a powerful impact in interviews and interviewers get sucked into it and forget to look at the candidates' resumes and their qualifications. People fall victim to the friendly extrovert. If it's you, you want to be the friendly extrovert. But if it's a decision that matters you want to consider more than the fact that the person you're talking to is a friendly extrovert.

Q: From your book *Duped*, can you please provide us with a brief overview of Truth Default Theory?

A: The first thing I'd say about Truth Default Theory is that truth default is actually only a small part of the theory. The basic idea of the Truth Default Theory is what I was talking about earlier. Unless you have a reason to think that somebody might be deceptive the thought usually doesn't come to your mind. In our everyday interactions we tend to believe people. Even if we do have a reason to suspect them, we're more likely to give them the benefit of the doubt. By and large people tend to get tricked by liars. I haven't found what some other researchers have regarding the experts predisposition to lie bias. They believe experts in the field are lie biased. I think the research says they are just less truth biased than non-experts. We'd rather believe people than not. Then there's this idea of triggers. These are the things that first get us to wonder if we are being told the truth and the second set of triggers which cause to determine we've been lied to. Some triggers have more usefulness than others. The behavioral triggers probably have less of validity than some of the content and evidence-based triggers. Then there's also the whole other side to a Truth Default Theory where most people are pretty honest and most lies are told by a few prolific liars. People lie for a reason. When they don't have a motive to lie, everybody's honest. When people do have a motive to lie some people will still be honest in spite of the fact that honesty is not in their interest. Lying can be very predictable and this is actually a very good way to go about detecting deception. It's not definitive, but it can really help. Two of the huge paths to detecting deception accurately are considering the evidence when it's available (and plausibility when it's not) and trying to encourage people to tell the truth.

Q: How would you recommend interviewers approach deception detection during their interviews?

A: It's really important to go in open-minded. It's also really important to go in on with as much information as possible. If you go in cold, and don't know what you're looking for, my guess is you're handicapping yourself and forcing yourself to rely on your situational familiarity. If you're investigating bank fraud, it really helps to know a lot about bank fraud and how it really plays out. I wouldn't presume that a really good bank fraud investigator would be a really good homicide investigator. Within homicides I think probably domestic homicides play out very differently than other types of homicides. It doesn't mean that there's aren't exceptional cases though, so you've got to remain open-minded. My context is academic research and I would like to think I'm pretty good at spotting fishiness in academic research simply because I read so much of it and I do so much of it. This really helps when I'm reading other deception work. I kind of know if you do the study this way, this is probably how your results are going to be, so I know when warning bells come up. When these warning bells come up, I don't think cheater or fraud. I think, that's odd, I wonder what's going on? It doesn't necessarily mean they're committing fraud. Somebody wins a lottery and the odds are against them. It's a combination of really knowing your ground, remaining open-minded, and not locking in on a single interpretation too quickly.

Q: How do you believe an interviewer's mindset affects their ability to obtain the truth?

A: I think there is a difference between going in seeking truth and going in to close the case. On one end you want to get to the bottom of what's really going on. On the other end you want to find fault and whether they are guilty or not is not really what you're looking for. Even if you go in looking for the truth we know from psychology that one of the biggest biases humans fall victim to is confirmation bias. Once we have an opinion, we want it to be right. Personally, this is the thing that really worries me most about my own research, because I'm really worried that I may start to drink my own Kool-Aid. Being aware of confirmation bias puts you in this weird cognitive never, never land that's not very comforting, but that ties into my open-mindedness. I think the best thing investigators can do is be committed to the truth and having some self-awareness of vulnerability. This includes confirmation bias, truth bias, and fallibility,

and those aren't a hundred percent safeguards but I think they'll probably take you an awfully long way.

Q: How do you believe an interviewer's communication style may impact their ability to get the truth?

A: I think in general you get more with honey. If you can establish rapport it will be a huge benefit. Communicating empathy is also important. You don't really have to empathize with the person, but if they think you are, then they're much more likely to open up to you. I think it's absolutely critical to use your own style. Watching the experts in my studies really convinced me that it's not a one size fits all situation. There's not only one way to be good. I think different people can be good at being themselves, and I think there's different themselves who can be very good. Generally open-minded flexible, friendly, rapport-based interviewers are going to be more successful. But I think there is room for variation so long as you're committed to the truth and you're good in your own skin. I think if you're trying to use a style that's not actually yours it's probably not going to work as well.

Q: How do you believe interviewers can use their observations to their advantage during the interview process?

A: One of Eckman's ideas I really like is the idea of hotspots. I have absolutely no objection to using cues as hotspots. If you see somebody looking distracted you should try to figure out why they're distracted. If you see somebody looking anxious or reacting to a question, you should try to figure out why they're reacting to it. I think if you locked in and said this means deception then that's going to make you wrong. If you go in understanding that the cues won't be the same for everybody and they might not mean what you think they mean, you have a better opportunity to determine what they likely mean. It seems to me that if something's catching your attention and your professional radar is saying this might be important, then you should pay attention to it. The experts in my research definitely used cues. They would see cues, but they wouldn't jump right to deception. Every time there was a cue they would continue with the conversation and then they would cycle back to the issue that triggered the cue several minutes later. And they were really good about fine tuning their questions to figure out what was going on. They were exceptionally observant. The

other advantage of doing this is now you can start assessing consistency. We know that consistency isn't necessarily diagnostic but it is one of those great things that should be treated like a hotspot. Humans just aren't consistent beings. We contradict ourselves all the time without being deceptive and sometimes liars have the straightest stories. Nevertheless, when you observe an inconsistency, it's good to circle back and try to figure it out.

Q: What are the biggest questions that you would still like to try to answer through your research?

A: One of the studies I would really like to do is to see if we can train honest demeanor. It seems to me that that it would be pretty valuable if we could train it. As a professor I think there are two key questions that dominate communication and that people really don't have great answers to. The first question I have is how do we really communicate? I don't think I've ever seen a really super satisfying explanation on how I can take these ideas in my head, translate them into words, say them to you, you understand them and then you respond to me. How really does that work? Understanding it to the extent, let's say, that we understand the combustion engine. We know why cars move. We know how rockets work. But we don't understand communication at that level. And the second question I have is what makes good communicators good at communicating? Those are, the two things that I wish I knew. Those are the two really big questions. If somebody solves those if we could have a C Q communication portion that was as good as the IQ test, that would be pretty amazing.

Q: Is there any data that professional interviewers may be able to share with you that would benefit your research?

A: I would love videotapes of real interrogations where the truth has been adjudicated. I mean those would be gold if they are available.

Q: Where should our members go to find more of your work and, or reach out to you if they are interested?

A: Thank you for asking. They can visit my [website](#) to see more of my work. All my contact information is there as well. Of course they can buy my book [Duped](#) for the full scope of my work.



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Effective Questioning Techniques for INVESTIGATIVE INTERVIEWS

By Eduardo Pérez-Campos Mayoral, Carlos Perezcampos Mayoral,
Rocío Martínez Helmes, Eduardo Perez Campos, Eli Cruz Parada

Introduction

Obtaining a testimony is a routine job for crime investigators. During investigations, professionals may need to obtain objective, truthful, and accurate testimonies of the facts from victims, witnesses, and suspects. To achieve this objective, investigators use investigative interview techniques that are characterized by respect for the fundamental rights of the interviewee, rapport, and the use of effective questioning techniques.

Although many intrinsic factors distinguish a good investigator, for example, patience; there are other considerations of an extrinsic nature such as the development of questioning skills that are essential for a good performance and a successful outcome of the interview. Adherence to good investigative interview practices suggests that obtaining information through open-ended questions is vital. Open-ended questions are the technical pillars of a good interview. Learning to question effectively is as important for communication, as is learning to read, is producing knowledge. A well-crafted sequence of open-ended questions maximizes the quantity and quality of information collected; besides, it creates a harmonious interaction in which people feel connected and valued during the interview process.

Unfortunately, many investigators do not use effective questioning techniques as demonstrated through a research, which included the participation of various professional profiles related to the administration of justice (police, prosecutors, and judges), where only one in ten questions asked was open-ended. The lack of use of open-ended questions is prevalent even among people who have attended training courses and those who consider themselves good investigators (Powell et al. 2010).

Open-ended questions vs close-ended questions

Closed-ended questions can be answered with "Yes" or "No" or with a limited set of possible answers (such as A, B, C, or all of the above). Close-ended questions are usually good for conducting surveys because they allow a higher response rate; after all, respondents do not have to write as much. In addition, responses to close-ended questions can

be easily analyzed statistically. On the other hand, open-ended questions are those that allow a free answer to be given.

In general, questions that require a yes or no answer, or questions about "who, what, when, where, why, or how?" can be used to clarify details and its use ought to be limited. Its objective is to extract detailed information about the event under investigation using a more direct approach. However, the objective of an investigative interview is to obtain a complete and detailed testimony of the events, which will be best obtained through open-ended questions rather than simple yes or no answers. In other words, if five witnesses are interviewed, it is not important to report that 80% of the witnesses answered "yes" to a certain question. The valuable information is that these five witnesses speak in detail about a particular topic, thus in a criminal investigation, qualitative knowledge is of great value. The objective of an investigator is to obtain precise narrative details about an event or situation, open-ended questions are better because they encourage an elaborate response and do not determine what specific information should be remembered.

Common examples of open-ended questions include "Tell me everything that happened", "Describe me the part where ...", this type of questions invite the interviewee to give a narrative response. The words "tell me" and "describe me" are useful, as they do not define specific functions. On the contrary, the question "tell me everything about what Eduardo was wearing" is not open-ended, because although it promotes elaborate details, it specifically defines what to remember, in this case, the clothes. One more example, the question "What happened when the cell phone rang?" is open-ended, although the question includes specific details, they are just used to get a narrative of what happened; the person is free to provide a variety of responses from his/her memory, responses that may or may not be related to the phone call. Thus, questions beginning with "tell me" or "describe me" are not open-ended if they focus on getting descriptive details rather than what happened. Descriptive details can be important; however, the focal point of a narrative recall is the

sequence of activities or actions primarily related to contextual details embedded in the true story (Snow et al., 2009).

Why is it important to ask open-ended questions?

The most important benefit of open-ended questions is that they allow the investigator to obtain more information, i.e., people can share motivations that were not expected and mention behaviors and concerns that were not known. When interviewees are asked for an explanation, they often reveal emotions, thoughts, and contexts.

Conversely, close-ended questions stop the flow of the conversation and eliminate the surprise, that is, what you expect is what you get (for example: what is your favorite color red, blue, or green?). These types of questions limit the answer to things that are believed to be true. Worse still, close-ended questions can predispose people to give a certain answer, therefore, professional investigators must plan the type of questions they will use in their interview, this type of skills can be easily learned with appropriate training.

How effective questioning skills are developed

Using open-ended questions is a practical skill, therefore, it cannot be learned by just reading articles or training alone. Changing the way investigators sustainably question is scientifically complex, as the pillars of an ideal training program include continuous practice, expert feedback, best practices examples, and quality control evaluation (Lamb, 2016). Effective training courses should not be lengthy or require unnecessary travel to other countries. Nor should they ignore the science behind learning, as training may not work.

Several existing training courses for professional investigators are based on a typical classroom model where a teacher trains a group of students learning at the same time during a specified period (Westera et al. 2019). Even in situations where this trainer was an expert on the subject, research suggests that this model is ineffective. Learning to be a good investigator involves many skills that must be taught in a certain order and at the proper pace (Powell, 2008). Some important issues include understanding the nature of questions and their effects, practicing choosing the most effective questions in various situations and with different types of interviewees. The best way to learn is through role-play, namely with a

trained actor who plays the role of the interviewee in a controlled environment, designed to emulate real-world situations (Ibidem); this design is known as simulated interview training. The benefit of simulated interviews is formidable; they provide standardized measures of performance and opportunities to practice question choice in increasingly challenging contexts. They are also a valuable source of feedback since investigators in training can observe the impact of questions in the responses of the interviewees.

Conclusions

While open-ended questions are believed to be ineffective among some investigators, this is not true. The fact is that with sufficient and adequate training in effective questioning techniques, investigators provide facilities for the interviewee to relate what happened in their way, improving the quality of the information obtained and the interviewee's perception of feeling heard, understood, and not judged. All people who remember confidential information deserve good investigators, and all investigators deserve quality training to develop this complex skill.

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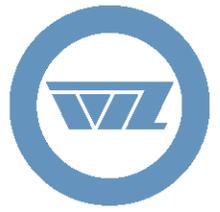
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CFI **ON THE MOVE**

APRIL - MAY - JUNE

APRIL

Brendan “Ben” Dugan, CFI was promoted to director of organized retail crime and corporate investigations at CVS Health

Gary Novello Jr, LPC, CFI was promoted to director of fraud strategy and analytics at Macy's

Justin MacIntyre, CFI, LPC was promoted to manager of corporate investigations at Bealls

Robin Cihlar, CPP, CFI, CBCI was promoted to senior risk manager (Czechia) for Amazon

Dave Siler, CFI will be retiring and ending his career in the Asset Protection industry. He has spent the last 11 years with Bartell Drugs as the Director of Loss Prevention. Before that, Dave spent more than four years with Sterling Jewelers as a Regional Loss Prevention Manager.

MAY

Robert Hough, CFI is now managing director of loss prevention, audit and firearms compliance at Dunham's Sports

Michael Lopriore, PCI, CFI was promoted to global security manager at Facebook

Leslie Allen, CFI was promoted to director field investigations at Foot Locker

Chris Batson, CFI, MBA was promoted to director of asset protection, total loss at Gap Inc.

Christian Ibbott, CFI was promoted to multi-area security manager at H&M

Matthew Koury, CFI was promoted to manager of asset protection operations at Old Navy

Adam J. Cabrera, CFI is now a regional loss prevention manager at Peloton Interactive

Abraham Gonzalez, CFI, LPC is now director - investigative systems and analytics (fraud and risk) at Saks Fifth Avenue

Shawn Weir, CFI was promoted to director of asset protection at Shoot Point Blank

Thomas Buck, CFI was promoted to district loss prevention manager at TJX Companies

Bryan Lee, MBA, CFE, CFI named Senior Loss Prevention Manager at Amazon

Ash Warren, MBA, ARM, CFI was promoted to Senior Manager of Safety for Burlington Stores

Greg Jobe, CPP, CFI was promoted to Sr. Manager Enterprise Loss Prevention & Safety at Office Depot

Oliver Niworowski, CFI promoted to Regional Loss Prevention Manager for Amazon

Mike Korso, CFI promoted to Sr. Manager of LP Intelligence for Ulta Beauty

Sean Finegan, CFI named Loss Prevention Manager for Insomnia Cookies

JUNE

James Mullaney, CFI promoted to Senior Regional Asset Protection Manager for Advance Auto Parts

Eric Pidgeon, LPC, CFI is named Director, EHS & Security for 1-800-FLOWERS.COM, Inc.

Elisha Toye, CFI Legacy is named Director Asset Protection Herald Square at Macy's

Tim LePelley, CFI was promoted to Senior Manager, Area Loss Prevention for Ross Stores, Inc.

Angela Ebert, CFI promoted to Loss Prevention Manager I for Amazon

CFIs **IN THE MEDIA**

Sarah Torrez, LPC, CFI - 99 Cent Stores and **IAI Sponsor Kris Vece, LPQ** - Protos Security took part in the “Women in Leadership: An Hour of Virtual Learning with the Loss Prevention Foundation” webinar

Dave Thompson, CFI and **Shane Sturman, CFI, CPP** wrote the article

“How am I Supposed to Rationalize This?”

[READ HERE](#)

David Lund, CFI, LPC received the Excellence in Leadership LPM Magpie Award

[VIEW HERE](#)

Tom Meehan, CFI wrote

“What Retailers Need to Know about the Global Chip Shortage”

[READ HERE](#)

WELCOME NEW CFIs

APRIL

Joseph Thomas III, Chinglong Poeung, William Roberson, James Cumberland, Jason Daniels, Fernando Maldonado, Robert Jones, Keith Mayhugh, Hugo Cortez, Aurea Karen Sánchez, Brian Thumm, Damien Needham

MAY

Todd Venne, David Moser, Peter Kim, Kimberly Coleman, Jason Friedman, Patrice Gilgan, Sean Pepper, Chad Jones, Scott Boris, Anthony Kaczmarek, David Auld

JUNE

Graham Watson, Christian Ibbott, Lauren Zieja, Eric Reimers, Kelly Sanders, Alexa R Friedhoff

Quote of the Quarter

**You must own everything
in your world.
There is no one else to blame.**
Jocko Willink



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LETTER FROM THE EDITOR

How is it already the middle of July, 2021? This year is flying by and as the days pass, we are drawing closer and closer to our Elite Training Days (ETD) conference this October in Nashville, TN! The IAI team has worked tirelessly to curate a presenter line-up that is second to none. Our goal this year is to make this ETD the biggest and best event IAI has ever hosted. In the spirit of moving the investigative interviewing industry towards a more collaborative, innovative, and evidence-based approach, we have sourced [speakers](#) that bring a diverse range of education and experience into the fold.

While we understand the caliber of presenters at any conference is one of the main draws for attendees, we also believe the networking experiences offered are essential to providing a unique and memorable experience. This year, IAI, in partnership with Axis Communications, will be hosting the first ever “Networking Experience”. This networking event will take place in downtown Nashville after Day 1 and will include drinks and appetizers for all attendees. Take a few minutes to check out all this year’s ETD has to offer, [here](#) .

While ETD will be the first in-person event of the year, we will be working off the momentum gained from our two previous Elite Training Event (ETE) webinars that took place this past winter and spring. Those two webinars alone provided IAI the opportunity to deliver top tier investigative interviewing training to more than 800 people! In addition to the newly created ETE webinar series, IAI will also be rolling out a new, members only, “Book Club Experience” along with a new “Case Study” webinar series (announcement with more details coming soon!). We are so excited to continue to improve, expand, and evolve IAI towards being the industry’s best destination in the investigative interviewing community.

We’ll see you in Nashville!
Tony Paixao, CFI, CFE



EDITORS

Joseph Nay, CFI, VXI Global Solutions
jnay@vxi.com

Cary Jones, CFI, Visionworks
cjones@visionworks.com

Tony Paixão, CFI, CFE, Wicklander-Zulawski
tpaixao@w-z.com

Stefanie Hoover, CFI, CONTROLTEK
stefaniehoover34@gmail.com

Emily Kuhn, IAI
ekuhn@w-z.com

CFINSIDER JOURNAL COMMITTEE

Joseph Carteret, CFI, Gap Inc.
Joseph_Carteret@gap.com

Joe Davis, CFI, Walmart
Joe.t.Davis@walmart.com

Larry Hughes, CFI, Westgate
larry.hughes@wegmans.com

Shane Jennings, CFI, Music & Arts Centers, Inc.
sjennings@musicarts.com

Paul Joeckel, CFI, Auto Zone
paul.joeckel@autozone.com

Kevin Larson, CFI, Kroger
kevin.larson@kroger.com

John Lowrey, CFI
jlowreyva@gmail.com

Mark Lukens, CFI, PetSmart
mlukens@petsmart.com

JD Mauricio, CFI, Luxottica Retail
JMaurici@luxotticaretail.com

James McLemore, CFI, Bealls
jmclemore@beallsinc.com

Michael Reddington, CFI, InQuasive, Inc.
mreddington@inquasive.com

Benjamin Robeano, CFI, Big Lots
brobeano@biglots.com

Greg Sharp, CFI
sal39759@yahoo.com

Kevin Stone, CFI
KStone@columbia.com

Alberto Testa, CFI, University of West London
at@alberto-testa.com

Sonja Upchurch, CFI
emetinterviewing@gmail.com

Steve Welk, CFI, Barnes & Noble College
swelk@bncollege.com

Joe Wojcik, CFI, Safeway
Joe.Wojcik@safeway.com

Elias Zavala, CFI
eliaszvl@yahoo.com