

Interviews

Structured

- Set of identical questions asked in exactly the same way.

Semi-Structured

- An interview schedule which is adapted depending on replies of respondents.

Unstructured

- No pre-planned schedule - more like a conversation.

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Interview Skills:

- Create **rapport** and **trust** with respondents.
- Start with very **general questions**, then more **specific questions**.
- Avoid **leading** questions.

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Structured Interviews: Advantages

- Standardised data collection.
- High reliability.
- Transparent.
- Large numbers, quick, cheap.

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Structured Interviews: Limitations

- May lack validity.
- Lack of depth [questions may not cover respondent's experiences].
- Lack of flexibility.
- Meaning problem.

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Un / Semi Structured Interviews: Advantages

- Give more validity and depth.
- Better understanding of things from the respondent's point of view (verstehen).
- Allows for elaboration.
- Greater flexibility: can lead to the development of new ideas.

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Un / Semi Structured Interviews: Limitations

- Less standardised.
- Less reliable.
- Less transparent.
- More time consuming and expensive.

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Limitations of All Interviews:

- Investigator effects [researcher may influence respondents' answers].
- Interview effect [interviews may give 'socially expected' answers].
- Lack of ecological validity [cannot tell us how people *really* behave].

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