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Topic :- Tools and Techniques of data collection.

Sub topic :- Interview

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INTERVIEW METHOD

DEFINITION

1) Interview method is a method of data collection in which one person (interviewer) asks the questions from another person (respondent) which is conducted either face to face or telephonically.

2) An interview is a conversation between two or more people (interviewer & interviewee) where questions are asked by interviewer to obtain information from the interviewee.
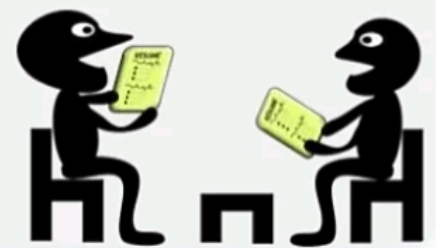
CHARACTERSTICS OF INTERVIEW

- The participants, the interviewer and respondents are strangers.

- The relationship between the participants is a transitory one.

- Interview is a mode of obtaining verbal answers to question put verbally.

- Investigators records information's.

- Interviews can be conducted over telephone also.

- It is not always limited to a single respondents.

- It is not a standarized process. It can be modified according to the situation.

BENEFITS OF INTERVIEW

❖ Provide in depth and detailed information

❖ Permits greater depth of response

❖ Data form illiterate subjects

❖ Higher responses

❖ Clarify misunderstandings

❖ Ask questions at several levels

❖ Helps to gather other supplementary information

❖ Use of special devices

❖ Flexible and adequate

❖ For people who are unable to write their responses interview is imporatant.

Types of interview

- ❖ **Structured Interview**
  (Directive interview)

- ❖ **Un-structured Interview**
  (Non directive interview)

- ❖ **Semi-structured Interview**

- ❖ **In Depth Interview**

- ❖ **Focused Group Interview**

- ❖ **Telephone Interview**

Interviewing process

Preparation of interview

⬇

Pre interview introduction

⬇

Developing rapport

⬇

Carrying the interview forward

⬇

Recording the interview

⬇

Closing the interview

ADVANTAGES OF INTERVIEWS

- It is useful to obtain information about people feelings, perceptions and opinions.

- It allow more detailed questions to be asked.

- High responses rate is achieved

- Respondents own words are recorded.

- Ambiguities can be clarified.

- Meanings of questions can be clarified.

DISADVANTAGES

- It is time consuming and costly.

- High degree chances of interviews bias.