

Interview

It is one of the major techniques in gathering data or information.

It is a conversation between two or more people where questions are asked by the interviewer to elicit facts or statements from the interviewee.

Purposes and Uses of the Interview

The researcher could gain some insights about the study, the variables to be use, in making the hypothesis and generalize questions and the methods to be use statistically.

The researcher could add some more significance about the study.

The researcher could collect some factual data in order to be added for the support of the study.

Advantage of the Interview

Generating more valid and complete information

Interviewer can clarify points or questions which are vague to the interviewee

Seeing the sincerity in terms of answering the questions

Flexibility

Greater complex questions can be asked

Disadvantage of Interview

Respondents would be hard to be contacted

Time consuming

Inaccurate in terms of getting numerical data

Inaccurate due to bias data given by the interviewee in favourable with the study

Difficult to make conclusion

Types or Classes of Interview

Structured Interview

Semi-structured Interview

Unstructured Interview

Structured Interview

Description and/or Aim of interview:

Normally, structured interviews are done in a face-to-face format or via telephone using a standard set of questions to obtain data that can be aggregated because identical questions have been asked of each participant.

Nature of questioning route: fixed, given order, very standardized

Type of question format/structure:

Open-ended

Closed-ended with ordered response choices

Closed-ended with unordered response choices

Partially closed-ended

Role of probing: Little or none, perhaps only repeating or clarifying instructions

Semi – Structured Interview

Description and/or aim of interview: “More or less open-ended questions are brought to the interview situation in the form of an interview guide” (Flick, 1998 p. 94). From the beginning the focus is on gaining an understanding based on textual information obtained. The level of depth of understanding that the researcher pursues is used to characterize this type of interview.

Nature of questioning route: flexible, but usually a given set of questions is covered, varying levels of standardization

Type of question format/structure:

Open-ended, yet directed at obtaining particular information (content, topic, aspects of theory, etc.)

In some cases, closed-ended style of questions are used

Role of probing: Get the participant to expand upon their answer, give more details, and add additional perspectives

Unstructured Interview

Description and/or Aim of interview:

Normally, unstructured interviews are done in a face-to-face format and some would say you are trying to get participants to share stories. The researcher starts from a position of wanting to be sensitive to how participants construct their views and perspectives of things. Therefore, a goal is to allow the participant's structure to dominate.

Nature of questioning route: ask questions to get people to talk about constructs/variables of interest to the researcher.

Type of question format/structure:

- Open-ended – descriptive

- Reactions to a given situation presented by the researcher

Role of probing: Simply to get the participant to talk about a topic area, normally probing questions are not directed, but rather asked to encourage the participant to keep talking or to get back to the subject of interest.

Interview Instrument

Interview Schedule

It is like a questionnaire.
Used when the researcher knows all the items to be included in the interview about the research problem.

2. Interview Guide

- It only provides ideas and allows the interviewer to freely pursue relevant topics in depth.
- The items provide for flexibility in the manner, order, and language of questioning.

Steps in Interview

Set the feeling tone for the interview

Set up Equipment

Prepare the Person

Start the Tape Recorders

Let the Interviewee Talk

Get Consent

Word/Name list

What to avoid in Interviews

Being unprepared

Dress in a wrong manner

Don't argue with the interviewee's answer in the questions

Don't talk irrelevant manners

Don't unduly pressing the respondent to make a reply

Don't appear too high above the respondent in education, knowledge and social status.

Don't talk about irrelevant matters