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**Department of Journalism and
Mass Communication**

Topic: Research Tool- Interview

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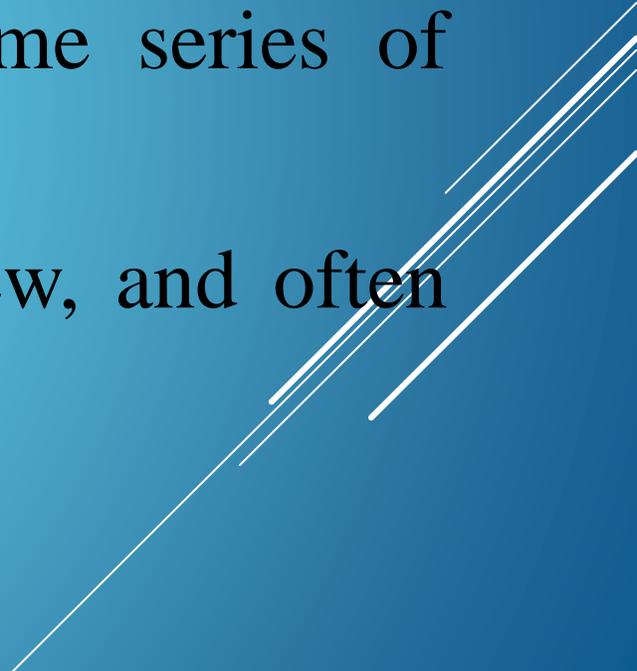
Introduction

- ▶ Interviewing involves asking questions and getting answers from participants in a study
- ▶ Interviewing has a variety of forms including: individual, face-to-face interviews and face-to-face group interviewing.
- ▶ The asking and answering of questions can be mediated by the telephone or other electronic devices (e.g. computers).

There are Four Types Of Interview

- ▶ Structured interview
 - ▶ Semi-structured interview
 - ▶ In-depth interview
 - ▶ Focused group discussion
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Structured Interview

- ▶ In structured interviews the questions as well as their order is already scheduled.
 - ▶ The interviewer asks each respondent the same series of questions.
 - ▶ The questions are created prior to the interview, and often have a limited set of response categories
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CONTI...

- ▶ **When to use:** At the time a clear topical focus and well-developed understanding of the topic at hand
- ▶ Prepare highly structured questionnaire that provides respondents with relevant, meaningful and appropriate response categories to choose from for each question
- ▶ Tool is best used when the literature in a topical area is highly developed
- ▶ Recording Interviews: There are a range of ways to collect and record structured interview data. Data collections methods include, but are not limited to - paper-based and self-report (mail, face to-face); telephone interviews where the interviewer fills in participants' responses; web-based and self-report. (Close ended questions)

Semi-structured

- ▶ It include a number of planned questions
- ▶ The interviewer and respondents engage in a formal interview.
- ▶ This is a list of questions and topics that need to be covered during the conversation, usually in a particular order. (Interview guide)
- ▶ Interviewer has more freedom to modify the wording and order of questions

CONTI...

- ▶ **When to use:** It is best used when you won't get more than one chance to interview someone and when you will be sending several interviewers out into the field to collect data.
- ▶ The semi-structured interview guide provides a clear set of instructions for interviewers and can provide reliable, comparable qualitative data.
- ▶ Semi-structured interviews are often preceded by observation, informal and unstructured interviewing in order (Open ended questions)

In-depth Interview

- ▶ It is less formal and the least structured
- ▶ In this interview, in which the wording and questions are not predetermined
- ▶ This type of interview is more appropriate to collect complex information with a higher proportion of opinion-based information

Unstructured Interviews

- ▶ It is formal interview in that interviewer and respondents have a scheduled time to sit and speak with each other and both parties recognize this to be an interview
- ▶ The interviewer has a clear plan in mind regarding the focus and goal of the interview. This guides the discussion.
- ▶ The interviewer builds rapport with respondents, getting respondents to open-up and express themselves in their own way

CONTI...

- ▶ **When to use:** It is recommended when the researcher has developed enough of an understanding of a setting and his/her topic of interest to have a clear agenda for the discussion with the informant
- ▶ Since unstructured interviews often contain open-ended questions and discussions may develop in unanticipated directions, it is generally best to tape-record interviews and later transcript these tapes for analysis.
- ▶ An extremely useful method for developing an understanding of an as-of-yet not fully understood or appreciated culture, experience, or setting.

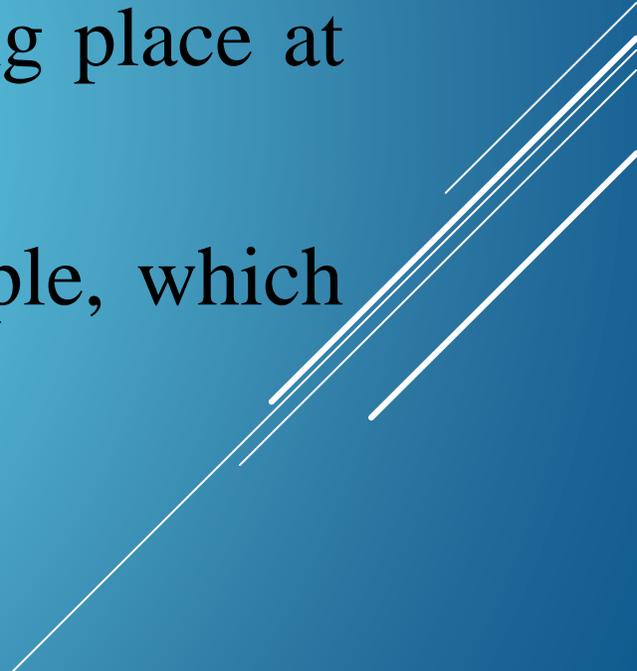
Focus Group Discussion

- ▶ Focus group is a structured discussion with the purpose of stimulating conversation around a specific topic
- ▶ This discussion gives us the possibility to cross check one individual's opinion with other opinions gathered
- ▶ The ideal size of the Focus groups: 8-10
- ▶ Preparation for the Focus Group: Identifying the purpose of the discussion

Other Interview Types

- ▶ Informal, Conversational interview
 - ▶ General interview guide approach
 - ▶ Standardized, open - ended interview:
 - ▶ Closed, fixed - response interview
 - ▶ Personal & group
 - ▶ Diagnostic & Treatment
 - ▶ Qualitative, Quantitative and Mixed interview
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Conclusion

- ▶ Interviewing is not a perfect method for all types of research
 - ▶ Participants can cancel or change the meeting place at the last minute
 - ▶ This process typically requires multiple people, which can also become expensive
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<http://youtu.be/YfDtEIDruZO>

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Thank you