



METHODS OF DATA COLLECTION

INTERVIEW METHOD

PGDHRD 2nd Sem
Paper- 202

Research Methodology and Statistics (Theory)

Dr. M H Jafri

INTERVIEW METHOD

- A method of collecting data which involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses.
- The presentation of verbal stimuli is on the issue of interest
- Can be conducted either
 - face to face
 - telephone or online



FACE-TO-FACE / PERSONAL INTERVIEW

- It requires a person - the interviewer, asking questions generally in a face-to-face contact to the other person or persons
- This method is particularly suitable for intensive investigations
- Could be:
 - Structured
 - Unstructured



STRUCTURED INTERVIEWS

- Use of a set of predetermined questions and of highly standardized techniques of recording
- Follow rigid procedure laid down, asking questions in a form and order prescribed.
- The information is then organized, tabulated and the data analyzed
- Much qualitative research is done in this manner.



UNSTRUCTURED INTERVIEWS

- No planned sequence of questions to be asked of the respondent and standardized techniques of recording information
- Characterised by a flexibility of approach to questioning
- The main purpose is to explore and probe the phenomenon of interest
- It is also preferred in order to understand the phenomenon in its totality.



ADVANTAGES OF INTERVIEW METHOD

- More information and that too in greater depth can be obtained
- Flexibility and opportunity to restructure questions, if needed, specially in case of unstructured interviews
- Opportunity to clarify doubts, by repeating or rephrasing the questions
- The researcher can also pick up nonverbal cues from the respondent
- The language of the interview can be adopted to the ability or educational level of the respondent



DISADVANTAGES OF INTERVIEW METHOD

- Respondents might feel uneasy, nervousness etc.
- Expensive and time consuming method
- Geographical limitations
- Possibility of the bias of interviewer
- Proper rapport with respondents is difficult to achieve.



REQUIREMENTS FOR GOOD INTERVIEW

- Should be free from bias
- Development of trust and rapport
- Motivating Individuals to Respond
- Unbiased Questions
- Active / attentive Listening
- Evincing keen interest in respondent's responses
- Repeating and/or clarifying the questions posed,
- Paraphrasing some of the answers to ensure their thorough understanding,
- Recording the responses accurately is equally important



TELEPHONE INTERVIEWS

- Data / information are collected by contacting respondents on telephone
- Not a widely used method
- But plays important role in industrial surveys
- Is cheaper than personal interviewing method; the cost per response is relatively low
- More flexible and faster
- Replies can be recorded without causing embarrassment to respondents
- All geographical reach is possible
- However, respondents can terminate the call at any time and no opportunity to observe non-verbal aspect

