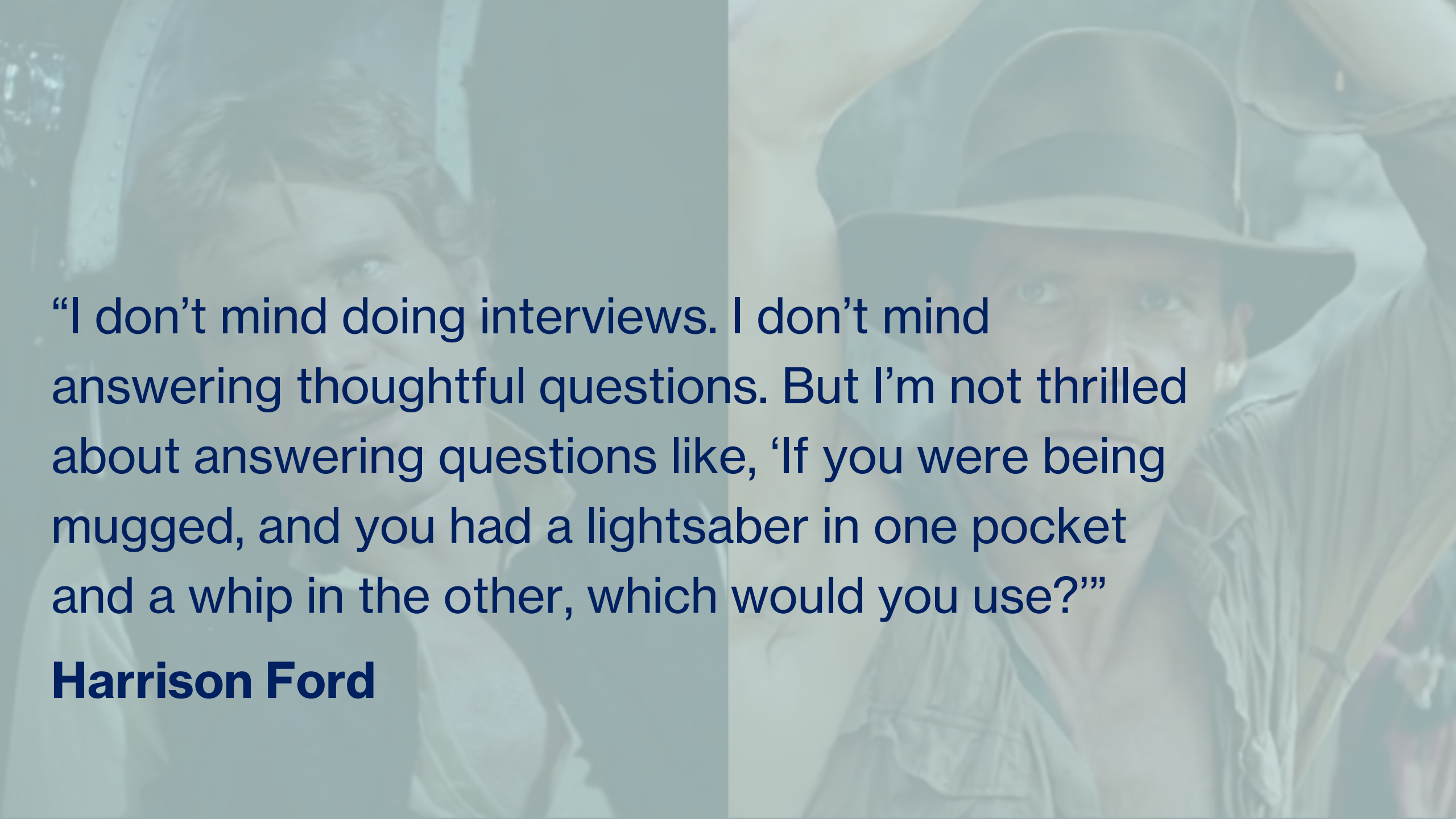


A woman in a business suit is seated and talking to a man whose back is to the camera. She is holding a pen in her right hand and a notepad in her left. The background is a blurred office setting with bookshelves and a plant.

Research Interviews

20th November 2023



“I don’t mind doing interviews. I don’t mind answering thoughtful questions. But I’m not thrilled about answering questions like, ‘If you were being mugged, and you had a lightsaber in one pocket and a whip in the other, which would you use?’”

Harrison Ford

Types of Interview

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- **Unstructured**

Unstructured

- The interviewer uses at most an 'aide memoir' - notes to jog the memory - rather than a list of questions.
- The interview may be like a conversation, with the interviewer responding to the interviewee and letting them speak freely.

Types of Interview

There are three fundamental types of research interviews:

- Unstructured
- **Semi-structured**

Semi-structured

- The interviewer has a list of questions or key points to be covered and works through them in a methodical manner.
- Similar questions are asked of each interviewee, although supplementary questions can be asked as appropriate.
- The interviewee can respond how they like and does not have to 'tick a box' with their answer.

Types of Interview

There are three fundamental types of research interviews:

- Unstructured
- Semi-structured
- **Structured**

Structured

- The interviewer asks the interviewee a series of specific questions, to which a fixed range of answers are possible ('ticking a box').
- This is the typical form of interview used in social survey research, and can provide quantitative data, as in a questionnaire.

Sampling

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Sampling

- When you design your project, you need to consider how many people you need to interview to make the research valid.
- If you are investigating a narrow but deep subject, you may not need to interview that many people.
- **You may be interested in the opinions and experiences of experts or people with direct experience.**

Preparation

- When preparing for an interview you need to keep in mind the following points:

Preparation

- When preparing for an interview you need to keep in mind the following points:
- **Make sure you introduce yourself and explain the aim of the interview.**

Preparation

- When preparing for an interview you need to keep in mind the following points:
- **Devise your questions so they help to answer your research question, and make sure all the questions are relevant**

Preparation

- When preparing for an interview you need to keep in mind the following points:
- **Try and have a sequence to your questions or topics by grouping them in themes that follow a logical sequence**

Preparation

- When preparing for an interview you need to keep in mind the following points:
- **However, also make sure that you can easily move back and forth between questions or topic areas**

Preparation

- When preparing for an interview you need to keep in mind the following points:
- **Make sure your questions are clear and easy to understand**

Preparation

- When preparing for an interview you need to keep in mind the following points:
- **Do not ask leading questions. Make sure people are free to give their own, honest answers.**

Questions

Kvale (1996) has identified nine types of question asked in qualitative interviews. Keep these in mind when you are composing your interview guide.

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- **Introducing questions:** 'Why did you...?' or 'Can you tell me about...?' Through these questions you introduce the topic.

Questions

Kvale (1996) has identified nine types of question asked in qualitative interviews. Keep these in mind when you are composing your interview guide.

- **Follow up questions:** Through these you can elaborate on their initial answer. Questions may include: 'What did you mean...?' or 'Can you give more detail...?'

Questions

Kvale (1996) has identified nine types of question asked in qualitative interviews. Keep these in mind when you are composing your interview guide.

- **Probing questions:** You can employ direct questioning to follow up what has been said and to get more detail. 'Do you have any examples?' or 'Could you say more about...?'

Questions

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- **Specifying questions:** Such as 'What happened when you said that?' or 'What did he say next?'

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- **Direct questions:** Questions with a yes or no answer are direct questions.

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- **Indirect questions:** You can ask these to get the interviewee's true opinion.

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- **Structuring questions:** These move the interview on to the next subject. For example, 'Moving on to...'

Questions

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- **Silence:** Through pauses you can suggest to the interviewee that you want them to answer the question!

Questions

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- **Interpreting questions:** 'Do you mean that...?' or 'Is it correct that...?'

Writing Questions

Step-by-step guide to writing question:

Writing Questions

Step-by-step guide to writing question:

- **Write down the larger research questions of the study. Outline the broad areas of knowledge that are relevant to answering these questions.**

Writing Questions

Step-by-step guide to writing question:

- **Develop questions within each of these major areas, shaping them to fit respondents. The goal here is to tap into their experiences and expertise**

Writing Questions

Step-by-step guide to writing question:

- **Adjust the language of the interview according to the respondent**

Writing Questions

Step-by-step guide to writing question:

- **Take care to word questions so that respondents are motivated to answer as completely and honestly as possible.**

Writing Questions

Step-by-step guide to writing question:

- **Begin the interview with a “warm-up” question – something that the respondent can answer easily and at some length**

Writing Questions

Step-by-step guide to writing question:

- **The last question should provide some closure for the interview**

Listening

- **A good listener is interested in what they are being told, and who helps to create a good environment for someone to tell their story.**

Listening

- A good listener is interested in what they are being told, and who helps to create a good environment for someone to tell their story.
- **As a listener, you will not only be listening to the substance of what is being said, you will also be aware of the non-verbal messages coming from the interviewee.**

Listening

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- Remember to maintain eye.
- If a participant's response seems unclear, do not be afraid to ask for clarification.
- Try to make the interview feel like a natural conversation.
- **Adopt an open posture (no crossed arms or slouching).**

Recording

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- **If your interviewees decline to be recorded your note taking would focus on writing down key points.**

Successful Interviewer

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A successful interviewer is:

- **Knowledgeable**

Successful Interviewer

A successful interviewer is:

- Knowledgeable
- **Clear**

Successful Interviewer

A successful interviewer is:

- Knowledgeable
- Clear
- **Considerate**

Successful Interviewer

A successful interviewer is:

- Knowledgeable
- Clear
- Considerate
- **Open**

Successful Interviewer

A successful interviewer is:

- Knowledgeable
- Clear
- Considerate
- Open
- **Steering**

Successful Interviewer

A successful interviewer is:

- Knowledgeable
- Clear
- Considerate
- Open
- Steering
- **Critical**

Successful Interviewer

A successful interviewer is:

- Knowledgeable
- Clear
- Considerate
- Open
- Steering
- Critical
- **Remembering**

Successful Interviewer

A successful interviewer is:

- Knowledgeable
- Clear
- Considerate
- Open
- Steering
- Critical
- Remembering
- **Interpreting**

Successful Interviewer

A successful interviewer is:

- Knowledgeable
- Clear
- Considerate
- Open
- Steering
- Critical
- Remembering
- Interpreting
- **Balanced**