

Interviews

The background is a solid light beige color. In the bottom right corner, there are several overlapping, wavy, light grey lines that create a sense of movement and depth, resembling stylized waves or a modern graphic design element.

Interviews

- Questionnaires often form the basis of interviews
- Very widely used
- 2 types
 - Structured/formal
 - Unstructured/in-depth/formal

Structured/Formal

- Based on pre-coded questionnaires – “interview schedule”
- Questions pre-set
- Questions asked in set order
- No “probing”

Advantages/disadvantages of formal interviews

Advantages

- Reduced non response
- No problems of illiteracy
- Reliable & comparable
- Good to obtain factual answers
- Statistical analysis easy
- Limited involvement of interviewer

Disadvantages

- Limits responses
- Limited depth of understanding
- More expensive than postal questionnaires
- Possibility of interviewer bias

Unstructured/Informal/In-depth

- “guided conversation”
- Interview schedule – covers topics to look at, possibly unstructured questions
- Informal, relaxed situation
- Feelings, opinions & confidences – eg. Oakley (1981) From here to maternity

Advantages/disadvantages of informal interviews


Strengths

- Validity of data because of flexibility
 - Development of trust
- Possibility of deeper probing
- Can clarify ambiguity
- Interviewer can develop ideas and adjust focus
- Can assess honesty & validity during interview


Weaknesses

- Time consuming
- Expensive
- Question of representativeness
- Less reliability & comparability

Interviewer bias

- Influence of an interviewer upon the answers given by the interviewee
 - Depends on how participants perceive each other
 - Dress
 - Sex
 - Age
 - Ethnic origin
 - status
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- The slide features a light beige background with several decorative, wavy, greyish lines that flow from the right side towards the left, creating a sense of movement and depth.

Effects of Interviewer bias

- Interviewee may try to give “right” answer
 - May be difficult to build trust
 - Argument that interview data is socially constructed
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Overcoming bias

- Interviewers carefully trained
 - Not to offer opinions
 - Not to show approval/disapproval
- Becker (1970) – aggressive interviewing
- Avoid face to face interviews – eg phone interviews