THE INTERVIEW

 The interview is a conversation between the researcher and the informant. Its main purpose is to collect data about people’s opinions and attitudes.

 Interviews enable participants – be they interviewers or interviewees – to discuss their interpretations of the world in which they live, and to express how they regard situations from their own point of view. In these senses the interview is not simply concerned with collecting data about life: it is part of life itself (Cohen et al., 2007, p.349)

The interview often includes more open-ended questions.

General guidelines:

- The interviewer should prepare a plan in advance.

- The interviewer should take into consideration the following factors: the objectives of the interview, the nature of the topic and the respondent’s level of education.

- He/ she must make the interviewee feel at ease during the interview.

- The questions should be well-formulated.

- The interviewer should have the ability to discuss and listen to help the interviewee to collaborate and participate in the conversation.

Advantages:

- The interview can provide more information.

- The interviewer has the opportunity to restructure the questions and can record the answers.

- The interviewer can control the sample.

Disadvantages:

- The interview may introduce bias.

- The interview is time-consuming.

- The respondent may give unreliable information.

References:

- Cohen, Louis, Manion, Lawrence, and Morrison, Keith. (2007). Research Methods in Education. New York: Routledge.

- Kothari, C.R. (2004).Research Methodology. India: New Age International Publishers.