**Teacher’s Name:** Ms. Khadidja HAMMOUDI

**Level:** LMD 3

**Module:** Research Methodology

**Course Title:** Interviews as Research Instruments for Primary Data Collection

The interview is one of the most important research instruments for the collection of primary data. It consists of a number of questions that are administered in a spoken form between the interviewer (researcher) and the interviewee (respondent). Generally speaking, interviews are used in order to elicit information related to attitudes, perceptions, interpretations and opinions.

Three phases are the stages any researcher adhere to while conducting an interview. First, the interviewer has to settle the objectives of their research and whether the interview is suitable and adequate as a research tool wit regard to the nature of the topic. Age, education, mood, language, background, time and context are all to be taken into serious consideration while planning for the interview. Later on, the questions can be planned (introductory questions, content questions, probes, closing questions); it is to be noted that the types of questions and their structuring denotes the type of the interview (structured, semi-structured, unstructured).

During the interview, the researcher has to know how to behave. S/he should listen more and speak less; avoid interruption; be patient and neutral; avoid being authoritative. The questions, during the interview, have to be clear, unbiased, simple, and non-threatening. Recording and note-taking can be used during interviews in order not only to save important answers but also to show the researcher’s interest.

The third phase is the end of the interview. The interviewee needs to feel and know that the end of the conversation is near. For this, a last question has to be mentioned in order to mark the end. Sometimes, the researcher can summarize the objectives of the work or even give the opportunity for the respondent to give their opinion or comment. The interviewer should express gratitude to the respondent and utter some logistics for further contact with the respondent.