



Verantwortlicher Professor: **Prof. Dr. Florian Alt**

Definition

"A meeting in which someone asks you a series of questions as part of a research project"

(Macmillan Dictionary)

Motivation

- Get insights into other viewpoints
- Get new ideas
- Get an overall idea of a research topic

Interview vs. Focus Group

Interview

- Single opinion
- Question & Answer
- Good for sensitive topics

Focus Group

- Group norms
- Guided discussion





Types of Interviews

Quantitative research

Structured interview

Qualitative research

- Unstructured interview
- Semi-structured interview

Structured Interview

"Spoken questionnaire"





- Standardization
- Processing answers

- Inflexible
- Less insight into the interviewee's point of view

Unstructured Interview

"Guided Conversation"



- Flexible
- Rich answers



- No comparability
- Loss of focus

Semi-structured Interview

"Good balance"

- Combines advantages of both
- List of questions but free order
- Follow-up questions possible

Interview Guide

"What do I need to know in order to answer each of the research questions I'm interested in?"

My Sample Interview – Interview Guide

Date : Participant:

Question 1

Can you tell me about your experiences with smartphones?

Interview Guide

- Certain amount of order
- Not too specific
- Comprehensible language
- No leading questions
- Ask for "face sheet" information

Kvale's 9 Types of Questions

1. Introducing questions "Can you tell me about...?"

2. Follow-up questions "When you use ... how do you ...?"

Hint
Use open-ended
questions.
Avoid "yes"/"no"
questions.

3. Probing questions "Do you have further examples of this?"

Kvale's 9 Types of Questions

4. Specifying questions "What did you actually do when...?"

5. Direct questions "Have you ever...?"

6. Indirect Questions "What do you think your colleagues think about...?"

Kvale's 9 Types of Questions

7. Structuring questions
"I would now like to move on to a different topic ..."

8. Silence

...

9. Interpreting Questions

"Is it correct that you feel that ...?"

Tape Recording

- Limitations of our memory
- No distraction by taking notes
- Repeated examinations
- Opens data to public examination
- Reuse for other purposes



Tape Recording

- Participant is bothered
- Participant refuses
- Technical issues

Hint
In all cases: Still
go ahead with the
interview!



Tape Recording

Often, the most valuable parts of the interview are said after the recorder is switched off!



Get the right People

- Important for good results
- Work outline should contain information about target group
- Ask "insider" to get in touch with groups

Ethical Guidelines

- Respect local laws and guidelines
- Explain purpose of interview
- Inform about possible risks
- Prove Confidentiality
 - Be prepared
 - Be punctual
 - Don't name or refer to other participants

Hint

Remember to clear the room from all previous surveys and questionnaires.

Reimbursements

- Should cover travel expenses
- Everyone should receive reimbursement
 - Even when they did not participate!

Consent

- Ask for local template
- Read it, understand it
- Explain it to participants
- Get signature before the interview

Preparation: Location

- Quiet
- Private
- Available

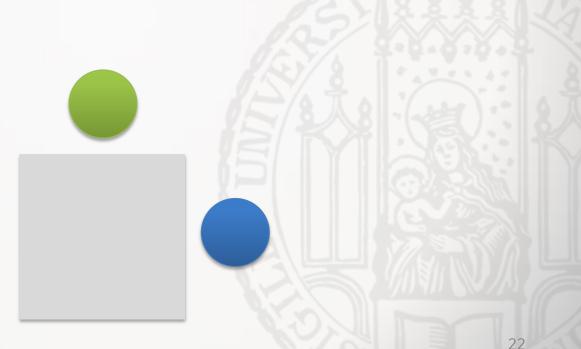
Hint

If you can't think of a good location, ask the participant.

→ Create a comfortable situation

Right before the interview

- Be on time
- Be prepared (consents, recording device)
- Sit in a 90° angle



During the interview

Take brief notes during the interview

My Sample Interview – Interview Guide

Date: 21.05.2014 13:00

Participant: 5

Ouestion 1

Can you tell me about your experiences with smartphones?

Surprised by question

Ouestion 2

Do you own a smartphone?

Seemed very unsure

Evaluation

Expand field notes

My Sample Interview – Interview Guide

Date: 21.05.2014 13:00

Participant: 5

Ouestion 1

Can you tell me about your experiences with smartphones?

Surprised by question

Participant answered very slowly and seemed unsure.

Ouestion 2

Do you own a smartphone?

Seemed very unsure

I saw the phone after the interview: old Nokia phone. Not a smartphone.

Evaluation

Transcribe recording and notes

My Sample Interview

Date: 21.05.2014

Participant: 5

Q1: Can you tell me about your experiences with smartphones?

A: Well have used quite a lot of phones in the 90s.

Participant seemed to be surprised by this question and answered very slowly.

Q2: Do you own a smartphone?

A: Hm - yeak - I do.

Participant was very unsure. After the interview he showed me

Evaluation

Define tags reoccurring answers

My Sample Interview

Date: 21.05.2014

Participant: 5

Q1: Can you tell me about your experiences with smartphones?

A: Well have used quite a lot of phones in the 90s.

ABC

Participant seemed to be surprised by this question and answered very slowly.

Q2: Do you own a smartphone?

A: Hm - yeak - I do.

CDE

Interviews

Participant was very unsure. After the interview he showed me

Takeaway Message

A good interviewer ...

- is prepared
- is gentle and polite
- asks the right questions
- is a good listener
- records the interview
- respects ethical guidelines

Discussion

- What types of interviews did you conduct?
- Did you make a mistake and what have you learned from it?
- Did something go wrong and how could it have been prevented?
- Which situations are inappropriate for interviews?

Literature

- Seidman, I. Interviewing as qualitative research: A guide for researchers in education and the social sciences. Teachers college press, 2012
- Keats, D. Interviewing: A practical guide for students and professionals. UNSW Press, 1999.
- Kvale, S. An Introduction to Qualitative Research Interviewing.
 London SAGE, 199