

DR. RAMENDRA KUMAR SINGH

Assistant Professor  
P.G.Dept. of Psychology  
Maharaja College, Arrah



# INTERVIEW METHOD

B . A .Part- 1  
Psychology ( Hons.)  
Paper-1



## INTERVIEW METHOD

- The word “interview” refers to a one-on-one conversation with one person acting in the role of interviewer and the other in the role of the interviewee.
- “Interview is a process of social interaction between interviewer and interviewee.” **Good & Hatt.**
- “A face to face interpersonal situation in which one ask questions from the other to get answer a social problem.” **Kerlinger.**



# TYPES OF INTERVIEW

## STRUCTURED INTERVIEW –

- All respondents are asked the same questions with the same wording and the same sequence.
- Interviewees are free to answer as they wish.
- A questionnaire with open-ended questions of a lesser degree of standardization.



# CONT..

## UNSTRUCTURED INTERVIEW-

- Neither the content nor the form of questions is predetermined.
- The timing of interview should be determined by the respondent.
- The interviewer raises the topics, encourages the respondent to elucidate further and leads them back to the main point.



# CONT..

## SEMI-STRUCTURED INTERVIEW –

- The interviewer normally has a list of questions, which serves as a set of guidelines.
- The interviewer is free to develop any themes arising during the interview.
- Flexibility within a predetermined scheme.



## MERITS OF INTERVIEW

- Useful to obtain detailed information about personal feelings, perceptions and opinions.
- Through personal interaction the interviewer can observe the respondent's reactions, body language, and facial expressions.
- Through questioning, in depth information can be obtained.



## MERITS CONT..

- Through personal interaction, clarifications and explanations can be made.
- Questions can be restructured to eliminate ambiguity.
- Non- response percentage is very less, participant rate is high.
- Interviewees are not influenced by others.





## DEMERITS OF INTERVIEW

- This method is very time- consuming .
- It can be costly.
- There is a possibility of biased analysis and interpretations.
- If the interviewer is not skilled, trained in the art, he/she may not able to conduct successful interview session with proper control.



## DEMERIT CONT..

- Information received is difficult to analyse because same set of questions may receive diverse responses.
- Establishing proper rapport with the large group is very difficult requirement.
- It is subjective and artificial.
- Interpretation is difficult.

