



DR. RAMENDRA KUMAR SINGH

Assistant Professor

P.G.Dept. of Psychology

Maharaja College, Arrah

A 3D rendered office scene. In the foreground, a green office chair with a black base is positioned on the left. Behind it, a yellow chair is partially visible. In the center, a dark brown wooden desk holds a laptop displaying a webpage. To the right of the desk, a white office chair with a red backrest is positioned. The background is a simple, light-colored wall. The text is overlaid on the desk area.

INTERVIEW METHOD

B.A. Part- 1

Psychology Sub.

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.

Definitions cont..

- ▣ “ Interview is a scientific method through which a person enters into the life of a stranger.” **P.V.Young.**
- ▣ “ 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.



Thank You

shutterstock.com · 668593321