

Dr. Ramendra Kumar Singh
P.G.Dept. of Psychology
Maharaja College, Ara.

Interview Method



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INTERVIEW METHOD

- The word “Interview” refers to a one – on – one conversation with one person acting in the role of the interviewer and the other in the role of the interviewee.
- It is a method of conversation with a specified purpose.

DEFINITIONS

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

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..

- In structured interviews questions are planned and created in advance, which means that all candidates are asked the same questions in the order.
- It is a method of quantitative research used for the purpose of the survey.
- In structured interview highly systematized techniques of recording is used.

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