

DR. RAMENDRA KUMAR SINGH

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

Interview method

B . A .Part- 2

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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.

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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.