



Lecture 8

Qualitative research. Interview

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Agenda

- Qualitative research features
- Interview sources
- Basic types of interview
- Common mistakes of interviewers
- Structure of interview
- Steps of qualitative data analysis



THE CHARACTERISTICS OF QUALITATIVE RESEARCH

- Increase the Value of Subsequent Quantitative Research
- Obtain Visceral Feedback Instead of Just Number Crunching Data
- Group Dynamics Enhance Results
- Customers are People, Not Pie Charts

Qualitative research methods can be sub-divided into the following types:

Depth Interviews

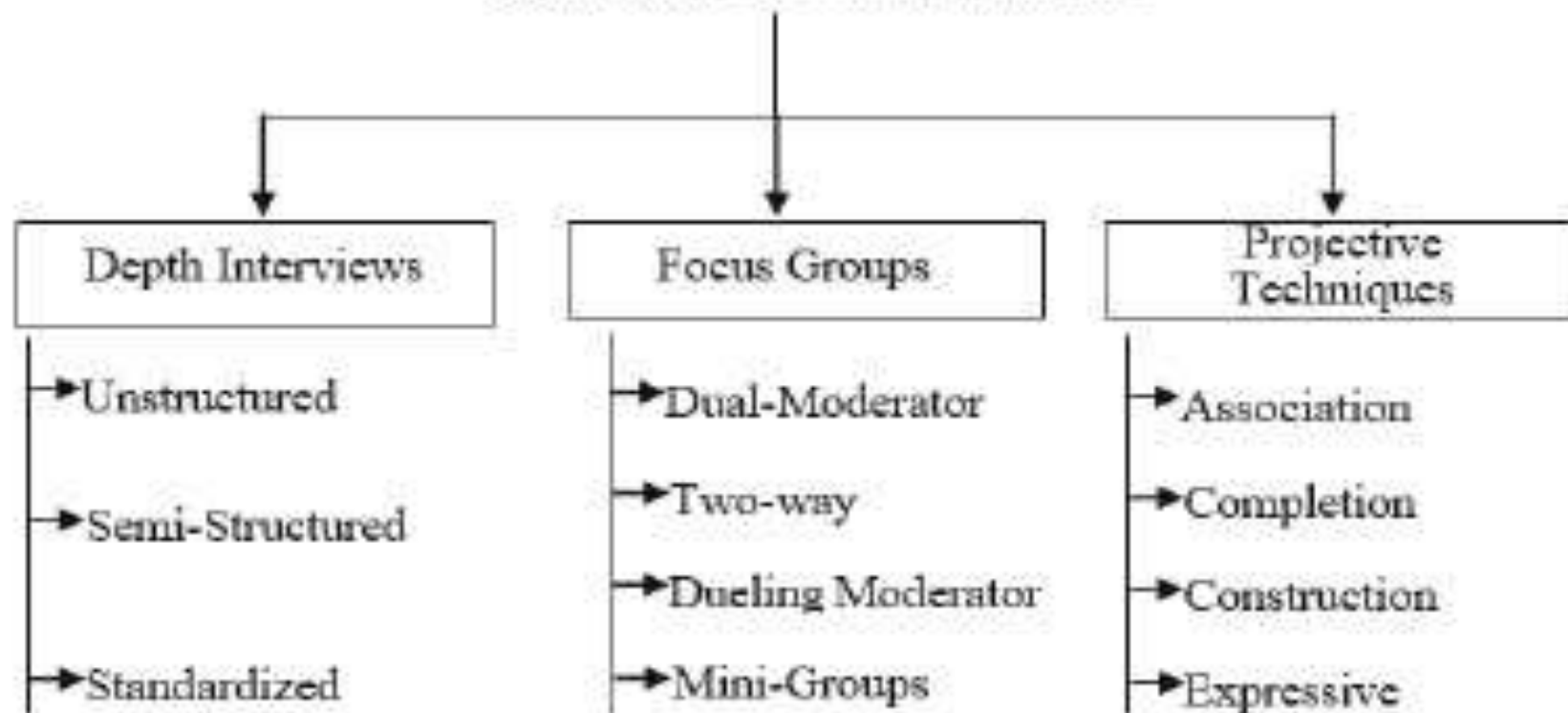
Focus Group Interview

Projective Techniques

- An **interview** is generally a **qualitative research** technique which involves asking open-ended questions for data collection.



Qualitative Research Methods



with the interviewer.

Customers are people, not pie chart

4 Basic Types of Interview methods

Open-Ended

Conversational, using questions that have answers without predetermined format and content.

Benefit:

Unexpected topics are often considered.

Drawback:

Time-consuming and hard to analyze.

Structured

Predetermined questions, often requiring precise answers (e.g., multiple choice).

Benefit:

Very easy to analyze responses by grouping similarities.

Drawback:

Clearly defined goals and precise wording are necessary.

Semi-Structured

Mixes open and closed questions, with a preplanned script and additional probing.

Benefit:

Improves analysis capability while opening the door to additional insights.

Drawback:

Probing and prompting may introduce bias.

Group

A facilitator guides and prompts discussion from a representative focus group.

Benefit:

Low cost, quick results, believable findings.

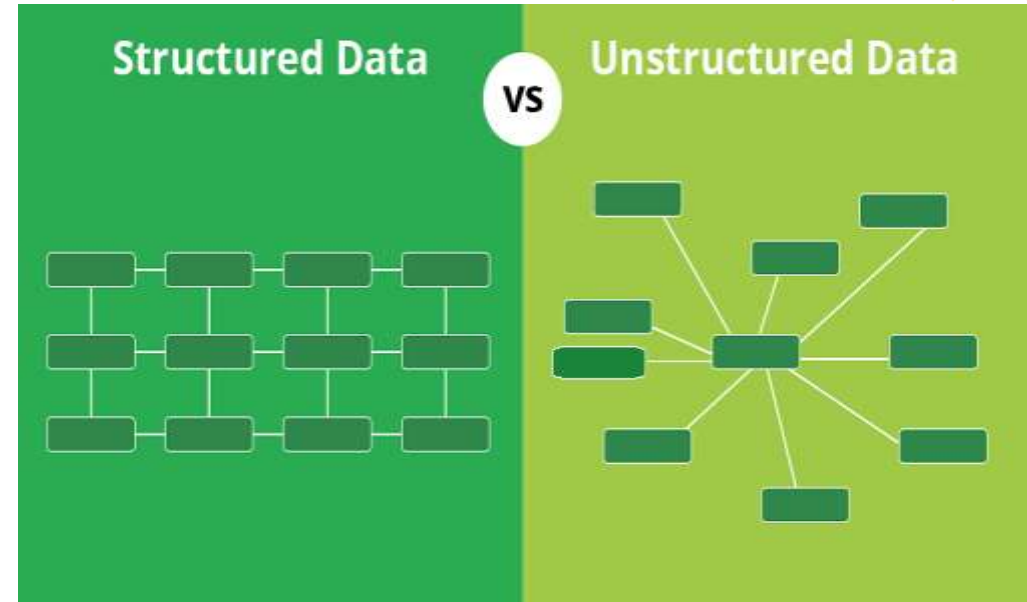
Drawback:

Groups are hard to schedule and to manage.

Unstructured Interviews

Unstructured interviews **do not use any set questions**, instead, the interviewer asks open-ended questions based on a specific research topic, and will try to let the interview flow like a natural conversation.

Bernard (2006) describes “informal interviewing” as an interview method “characterized by a total lack of structure or control”. UI adapts to changing topics.



Semi-structured interview

The semi-structured interview method combines some structured questions with some unstructured exploration. The semi-structured interview is useful for when you know something about a topic, but want to give users an opportunity to raise new issues.

Example:

Q: What do you think about activity X?

A: It was good.

Q: Why was it good?

Structured interview

A structured interview is a conversation where an interviewer asks an interviewee set questions in a standardized order.



Structured Interviews

- Tendency toward closed-ended questions
- Questions read verbatim or limited word choice
- Minimize clinical judgment to increase reliability
- Minimal training necessary

Semi-Structured Interviews

- Open & closed-ended questions
- Suggested Questions/ prompts
- Attempt to balance reliability & validity
- Moderate to substantial clinical judgment & training requirements

Unstructured Interviews

- Tendency toward more open-ended questions
- No required questions
- Maximum use of clinical judgment to increase validity
- Extensive training necessary

The sources of information for marketing interviews are mainly:

- company employees;
- present and former employees of competitive companies;
- clients;
- suppliers, intermediaries and other entities active in a given branch of business;
- experts representing a given branch of business.



DIFFERENT TYPES OF INTERVIEWS

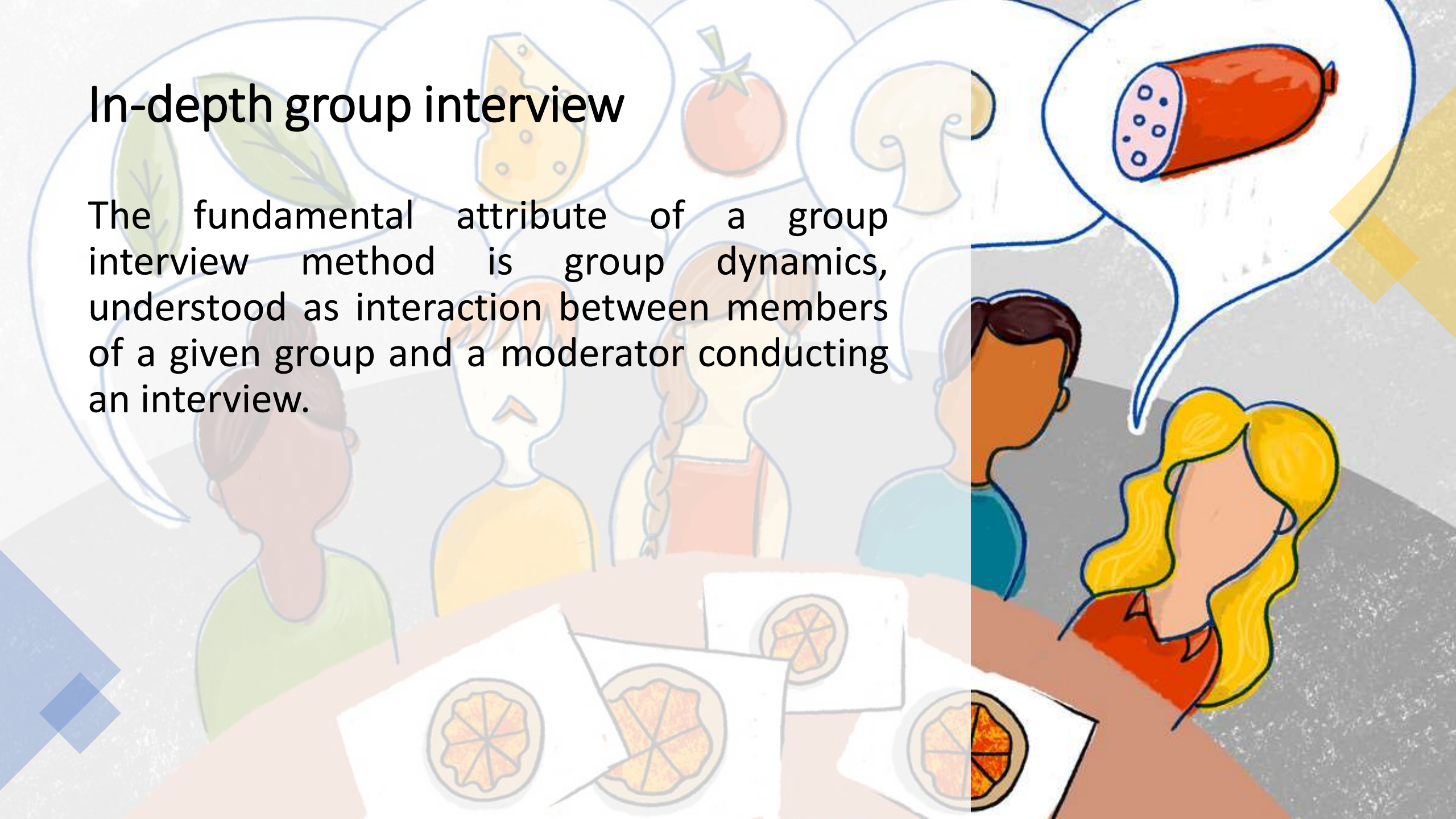
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- Virtual Interview
- Telephone Interview
- Lunch/ Dinner Interview
- Informational Interview
- Screening Interview
- Individual/ Face to Face Interview
- Small Group or Committee Interview
- Second or On-site Interview
- Task Oriented or Teasing Interview
- Career Fair Interview
- Behavioral Interview
- Working Interview
- Traditional Interview
- Serial Interview
- Case Interview
- Stress Interview
- Group Interview
- Puzzle Interview
- Video Interview
- Panel Interview
- Assessment Interview
- Questionnaire Interview



In-depth group interview

The fundamental attribute of a group interview method is group dynamics, understood as interaction between members of a given group and a moderator conducting an interview.

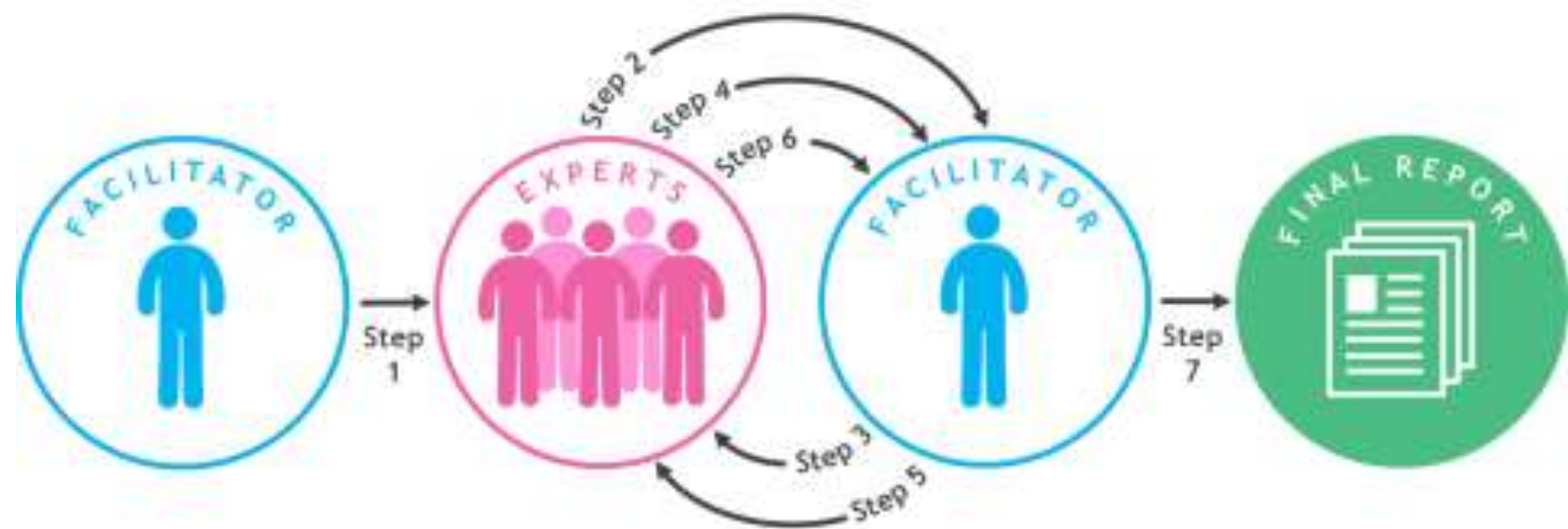


Advantages of group in-depth interview:

- synergy effect – a common group effort allows to generate a wider range of ideas;
- snowball effect – commentaries provided by some group members cause others to reply;
- stimulation effect - a group generates a higher level of motivation and enthusiasm to perform a given task;
- security effect – group participants have a higher level of security; it allows to disclose real motives and opinions;
- spontaneity effect – answers provided are more natural and spontaneous.

Delphi method

- The Delphi method is **a process used to arrive at a group opinion or decision by surveying a panel of experts**. Experts respond to several rounds of questionnaires, and the responses are aggregated and shared with the group after each round.
- This type of interview is used to determine chances or time of future events and for business forecasting. The suggested prognosis is obtained through conducting a series of personal interviews or through communicators among experts.



Facilitator seeks individual assessments from a pool of experts.

Experts respond to the request, receive feedback and revise their responses.

Facilitator compiles the responses and sends a revised set of questions to each expert. Several cycles of feedback may be needed.

Facilitator produces report on experts' responses, noting key outliers.

The main stages of one research cycle of the Delphi interview include:

1. Defining a problem,
2. Choosing a group of experts,
3. Preparing questions,
4. Meeting with an expert and/or sending a survey,
5. Analyzing returned answers,
6. Preparing another list of questions,
7. Another contact with experts,
8. Another analysis of answers, return to point 5,
9. Presenting results

The Delphi method has a lot of *advantages*:

- independence of opinions,
- anonymity of opinions,
- avoiding dominant personalities,
- controlled feedback, remote group communication,
- possibility of analyzing research results statistically

Disadvantages:

- this method is often expensive.
- lack of responsibility of some participants,
- time consuming,
- difficulty in finding experts.

Practices that assist in conducting effective interview

- Speaking in modest amounts (speak only when necessary, allowing the interviewee to present freely his/her thoughts).
- Being non-directive (the participant should be allowed to follow freely their own sequence of topics within the broader theme of the research study).
- Staying neutral (avoiding leading questions)
- Using an interview protocol.
- Analyzing when interviewing.

S

Situation

Introduce the situation to the employer and set the context

T

Task

Describe the task you had to complete, including the expectations and challenges it would involve

A

Action

Explain what you did, and how you did it

R

Result

End with the results of your efforts, including accomplishments, rewards, and impact

Structure of interview

INTRODUCTION [10 minutes]

- Introduction of a moderator – explaining his/her role; explaining the idea of research and the role of a group interview, why we have met here and what will we do?
- The moderator presents the research aim.
- Explaining the discussion rules including information about recording, the question of using data

WARM-UP [15 minutes]: Introductory questions. Questions related to the subject, concerning general experiences. They should not be too serious, deep, threatening)

PROPER DISCUSSION [60 minutes]: Research area 1, Research area 2...

SUMMARY [10-15 minutes]: Summarizing questions, questions about the future.

Qualitative data analysis steps

- The first step, which aims to prepare raw data for further processing, requires transcription of taped interviews (i.e. putting them in a written form) and combining all written materials into a single, ordered database.
- The second step in analysis – called coding or indexing.
- The third step – detailed description of codes indices.

