

IPRES Tutorial 5: How to do research: Interviewing



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Agenda

- 1.) Check-in and recap
- 2.) In-class exercise
- 3.) Possibilities and Perils of Interviewing
- 4.) Wrap-up

Check-in (also Google doc)



Where we are

We talked about:

- The researcher, the research object and their relation (**Tutorial 1**)
- The quality criteria of research (**Tutorial 2**)
- (Prerequisites of) the research process: questions and answers (**Tutorial 3**)
- The research process itself: *Content analysis* (**Tutorial 4**)

Today:

- The research process itself: *Interview* (**Tutorial 5**)

Next time:

- Surveys, ethnography and open questions (**Tutorial 6**)

Interviewing: primer

- Last session: Inductive Qualitative Content Analysis
 - Extracting meaning from artifacts
- Today: Creating an artifact ourselves: Interview
- **Important:** Interview \neq everyday conversation
 - But: utilize social skills (no mechanic endeavour)

How to do interviews: a checklist

- Watch video:

<https://www.youtube.com/watch?v=9t-hYiAKww>

- Make notes: how should an interviewer be?

Group work: Interview each other

- Topic: **What is good parenting?**
- Everybody: write down 3-5 questions (5 min.)
- Groups of 3: **Interviewer**, **Respondent** and **Observer**
- **Take turns**: 5 min each interview
- Role of **observers**: keep an eye on the checklist and make notes!



Reflection

- **What** did you observe?
 - with others
 - with yourself
- **How** can you improve?
 - the preparation
 - the action
- **Why** was this the case?
 - preparation?
 - action?
 - respondent?

Why do interviews anyway?

Benefits and Drawbacks?

Why do interviews anyway?

- **Adaptability:** react to statements and adapt our questions - within and across!
- **Depth:** more than words: (facial) expressions, mood, feelings and interpretation
- **Understanding:** getting a feeling/insight into complexity

Perils

- Time and money
- “Subjective” - reliability and validity
- “Useless” or hardly analyzable answers

How to do interviews? Checklist

- Before:
 - Interviewing relationship
 - Preparation: what do we want to know?
- While:
 - How to ask questions? (Weiss 1994, pp. 74)
 - Managing the interview:
 - **Do's:** Monitoring, Transitions...
 - **Don'ts:** Intrusion, Talking too much, discouraging, suggestions, interrupting...
(see also Weiss 1994 and H&H, p.293)

How to do interviews? Checklist

- **Before:**
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 - Preparation: what do we want to know?

How to do interviews? Checklist

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- (see also Weiss 1994 and H&H, p.293)

How to do interviews? Checklist

- **After:**
 - Transcription
 - Data reduction (Structured vs. unstructured)
 - Coding
 - Analysis
 - Answering questions vs. finding questions (de/inductive)

see also H&H, pp. 304

Sources (all pictures CC license)

Image Wave Emoji: https://upload.wikimedia.org/wikipedia/commons/thumb/4/48/Emojiione_1F44B.svg/2000px-Emojiione_1F44B.svg.png

Image Rutte Interview: https://farm8.staticflickr.com/7012/6840565867_c962e3f587_b.jpg