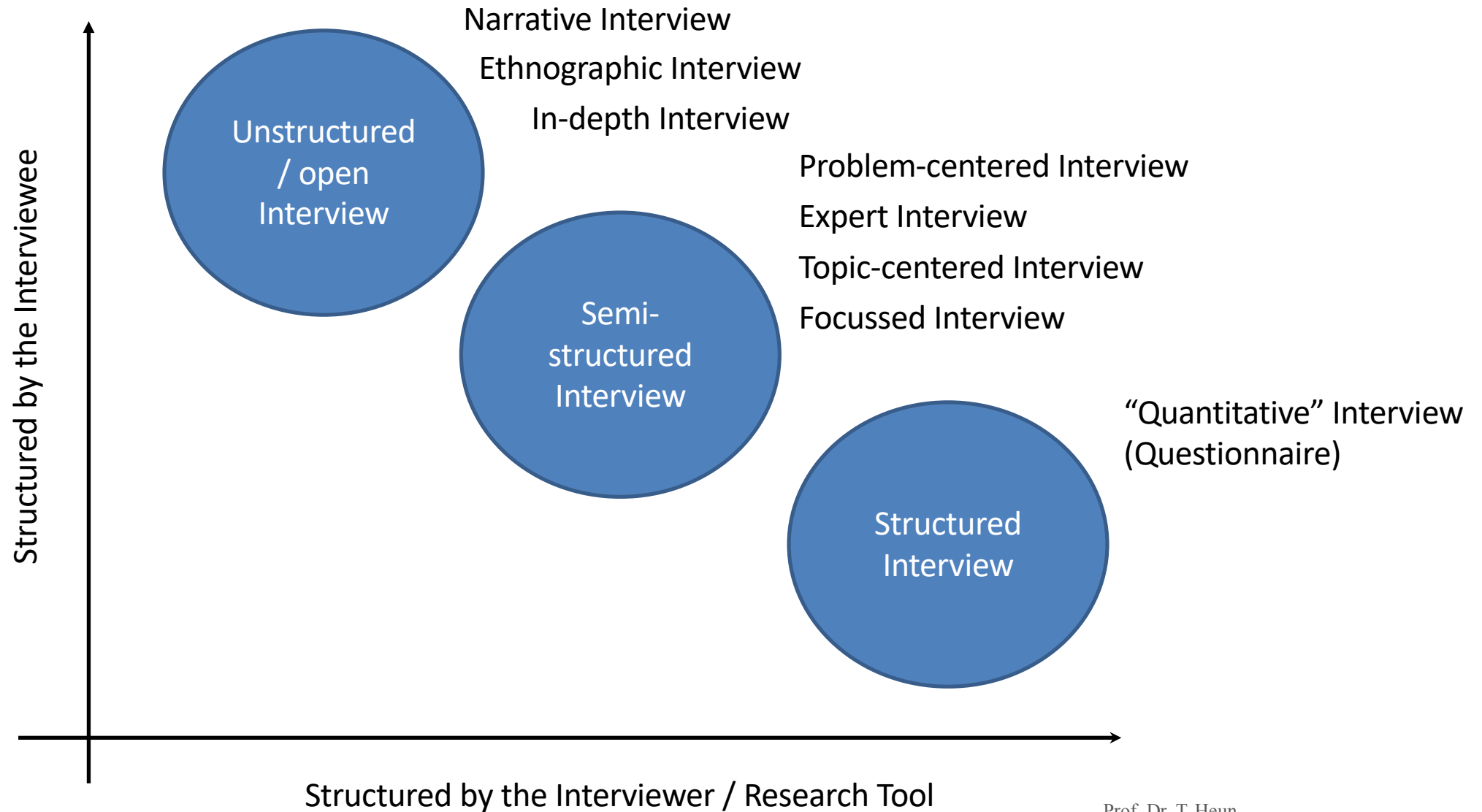


# The Universe of Interviews



# Selected Qualitative Interviews

## **Narrative Interview**

- Researcher is interested in holistic perspective of the interviewees subjective experiences. Often includes historical dimensions.
- Also: “narrative (auto-)biographical interview”

## **Ethnographic Interview**

- A way how to generate “thick descriptions” on how members of a group or organisation describe (“create”) their group/organisation/culture

# Selected Qualitative Interviews

## **In-depth Interview**

- The goal is to uncover hidden emotions, motivations etc.
- Researcher expects that interviewees are not aware (or willing) to share “true” drivers behind their behaviour
- The focus is on analysing the constructions of individual and social meanings through the interviewee
- Application of psychological questioning techniques to achieve breadth and depth

# Selected Qualitative Interviews

## **Problem-centered Interview**

- Clear focus on the construction of subjective meaning towards a specific topic
- Back and forth between preformulated hypotheses and data

## **Focussed Interview**

- Focus on how interviewees experience a specific stimuli (movie, picture etc.)
- Content analysis of the stimulus to identify “objective aspects” of the stimuli before conducting the interview