

Field of Psychology and the Qualitative Interview Method.

A qualitative interview is a technique used in psychological research to gather detailed information about participant's experiences and perceptions. The main goal is to explore participant's thoughts, feelings, and actions related to a particular topic, providing rich and detailed data about their experiences.

In HCI, they are used to gather information about user's experiences with technology. For example, surveys can be conducted among users to understand their needs and expectations, usage patterns, and issues they may face when working with a particular user interface. Additionally, interviews can also help designers understand the factors that influence technology adoption and usage.

The advantage of high-quality interviews is that they can provide rich and detailed data about the user experience. They allow researchers to delve into complex issues and obtain information about user's perspectives. Additionally, they can be adapted to the specific needs and characteristics of each user and context. However, interviews can also be costly and require careful planning, adequate interviewer preparation, and careful participant selection. Additionally, interviewer bias can influence participant's responses, and interviews may not be representative of the general population.

Thus, a qualitative interview is a technique used in psychological research to gather detailed information about participant's experiences and perceptions. HCI is designed to understand user's experience with technology and provide information about their needs, expectations, and concerns. Although qualitative interviews can be a useful way to get a complete picture of the user experience, they also have limitations and should be used alongside other research methods to get a complete picture of the user experience.

Reference:

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