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# Structured and Unstructured Interviews

### Structured Interview

A structured interview is a type of interview in which the researcher asks a set of premeditated questions to gather information about the research subjects.

1. A structured interview utilizes a standardized process of inquiry.
2. It is a quantitative method of observation.
3. A structured interview is easy to replicate.
4. This type of interview is sequential in nature.

### Unstructured Interview

An unstructured interview is a type of interview that does not make use of a set of standardized questions. Here, the interviewer does not generate any specific set of standardized questions for research, rather he or she asks different questions in line with the context and purpose of the systematic investigation.

Typically, an unstructured interview relies on spontaneity and follow-up questioning in order to gather detailed information from the research subject. In many ways, this type of interview can be viewed as an informal, everyday conversation because of its extremely colloquial style.

1. An unstructured interview is flexible in nature.
2. It relies on spontaneity in its method of inquiry.
3. An unstructured interview is a method of qualitative observation.
4. It is descriptive in nature.

## Difference Between Structured and Unstructured Interviews

### Sequence

The interviewer in a structured interview follows the sequence as he or she makes inquiries about the research subject. In an unstructured interview, the researcher does not follow any sequence but relies on spontaneity to direct the course of the conversation.

### Question Types

A structured interview makes use of close-ended questions, while an unstructured interview makes use of open-ended questions.

## Advantages and Disadvantages of Structured Interview

### Advantages

Data gathered through a structured interview is more objective and easier to analyze unlike the data gathered via an unstructured interview. This is because a structured interview requires the respondents to provide brief and relevant answers to the questions, unlike an unstructured interview.

### Disadvantages

The data gathered via a structured interview lacks depth and detail unlike the information gathered through an unstructured interview. This is because a structured interview restricts the interviewee to a set of questions and this prevents him or her from providing additional information that would prove useful in the research.

## Advantages and Disadvantages of unStructured Interview

### Advantages

An unstructured interview can be used to gather information on complex issues, unlike a structured interview. An unstructured interview is also more flexible and more comfortable than a structured interview.

### Disadvantages

An unstructured interview is more time-consuming when compared to a structured interview. Since it is not limited to particular questions or a sequence, conducting an unstructured interview takes up more time and more resources than a structured interview that follows a sequence.

# Interview Techniques

1. Structured/Unstructured Interviews
2. Situational Interviews
3. Behavioral Interviews
4. Job Related Interviews
5. Stress Interviews
6. One-to-One Interviews
7. Serial Interviews
8. Panel Interviews
9. Phone Interviews

## Situational Interview

* Focuses on individual’s ability to project what his behavior will be in a given situation.
* Interview can be both structured and situational predetermined questions requiring the candidate to project his behavior in a certain given situation.

## Behavioural Interview

* Here a situation is described, and the candidates are asked how they have behaved in such a situation in the past.

## Job Related Interviews

* Interviewers try to deduce what the candidate’s on-the-job performance would be like based on his answers about his experience.

## Stress Interviews

* Being asked more than one question at a time.
* Not given adequate time to answer the questions.
* Questions are asked rapidly, responses are criticized, and frequent interruptions are made.
* Checks how the candidate would react under stress.

## One-to-One Interviews

* Single interviewer and a single candidate at a time.
* This interview maybe structured, or unstructured.
* Easier to handle and generally more informal.

## Serial Interviews

* Applicant in generally interviewed by several different interviewers sequentially.
* Each one rate the applicant on a standard evaluation form.

## Panel Interview

* Comprises of more than 2 people interviewing a person for the hiring.
* It is most common mode of interview when hiring for senior level.
* More advantageous to the interviewer but more stressful for the candidate.

## Phone Interview

* Phone interviews are increasingly used for mass hiring.
* The interview is conducted entirely on the phone.
* This is highly effective in removing any biasness that might arise for the appearance or behavior of the applicant.

# Recruitment Techniques

## Recruiting internally

There are many great reasons to recruit internally. Firstly, it can work out cheaper than advertising externally or using agencies — you can just run an ad for free on your company intranet or message board.

Secondly, having a policy of regular internal recruitment **creates a strong progression path for your employees**. That’s great for staff morale, motivation and [retention](https://www.brighthr.com/articles/culture-and-performance/retention/). And when you do hire externally, you can promise excellent [progression opportunities](https://www.brighthr.com/articles/pay-and-benefits/progression/).

And thirdly, internal recruitment is useful for succession planning. Your present leaders aren’t going to be around forever, so it’s a good idea to develop current staff as their successors.

## Advertising externally

External advertising is the biggie. There are lots of options, with new methods emerging often. And every company needs to advertise externally sometimes — especially when you’re growing.

### Print advertising

Print isn’t actually dead. The print job ad might be the most traditional of all recruitment techniques. But so long as sector-specific journals and magazines are around, print ads are a great way to reach a well-defined segment of job seekers.

### Web advertising

The **strength of Internet advertising is proven by its growth** — it’s predicted to overtake TV as the biggest ad medium by 2019 (pwc, 2015).

Advertising on recruitment websites promises a potentially wide reach at low cost. Job seekers can use Google to find specific types of job at a range of the most popular recruitment websites. And it takes only a few minutes to set up an ad.

You can also advertise vacancies on your own corporate website, although ads may be less visible than those on major sites.

### Social media

Being active on social media services like Twitter allows you to ‘meet’ potential candidates in lots of ways: through shared connections, through shared discussion topics, and because it’s easy for job seekers to contact you. **A quarter of UK companies** are **recruiting via professional networking sites** like Linkedin (CIPD 2015).

Your social media activity also expands your employer brand, showing candidates what your organizational culture is like. That is great for attracting top talent, assuming your culture is good.

It works the other way too. You can use social media to screen candidates, assessing their suitability based on the content of their online posts.

### Talent search

The popularity of online recruitment has made talent search a feasible alternative to job advertising. Popular recruitment sites hold databases of thousands of CVs, which you can search using keywords to find potential candidates. There are pitfalls: the process can be time consuming, and stored CVs may not always be up to date.

Many recruitment agencies also offer specialized talent search services using their own database of job seekers.

### Using recruitment agencies

Speaking of recruitment agencies, the proportion of UK organizations that use them is growing: **40% now use a mix of in-house and outsourced approaches** (CIPD 2015).

A good recruiter is motivated (because they’re on commission), has recruitment skills and experience you may not, and can access a large network of potential candidates. Using a recruiter costs money, but it does keep your time free to do the things you’re best at.

For the best results, use a recruiter that understands and has contacts in your sector.