

INTERVIEWS UNDERSTANDING PEOPLE

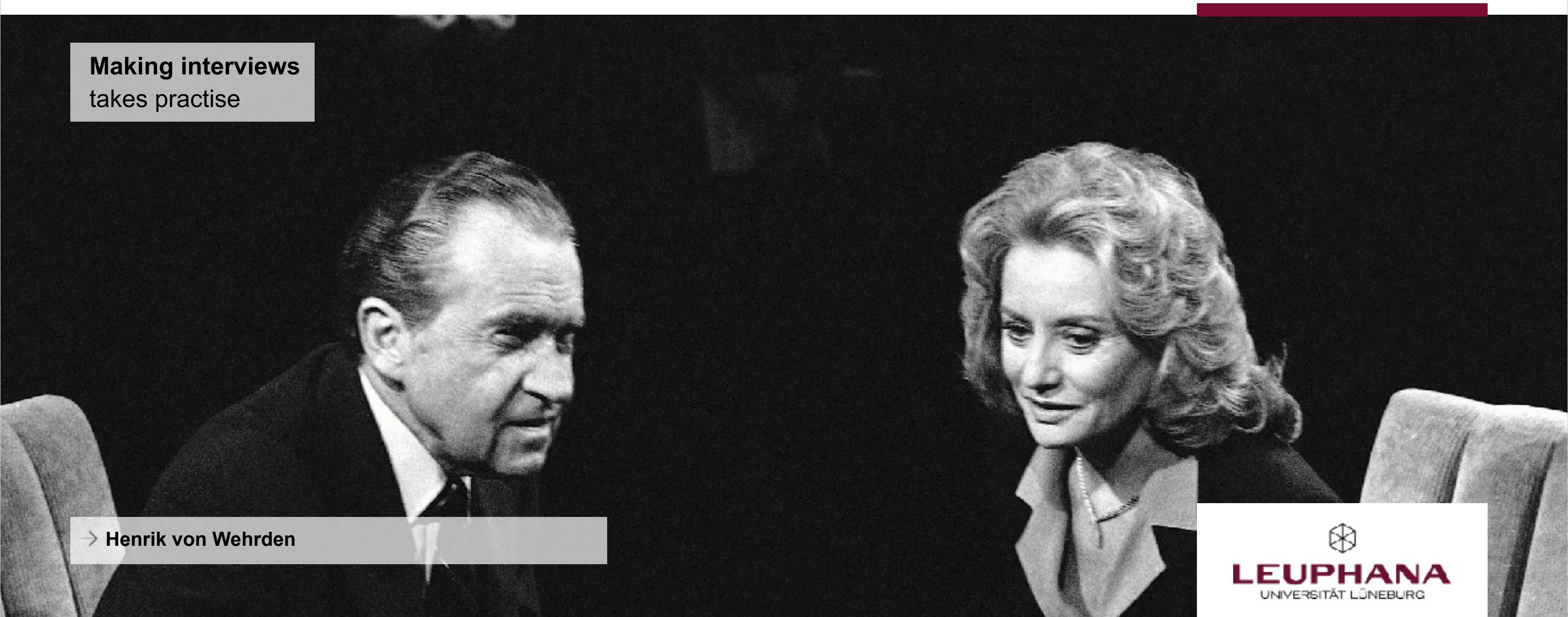
Scientific interviews
unlock new perspectives

→ **Henrik von Wehrden**



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INTERVIEWS IN SCIENCE POSE A REVOLUTION OF KNOWLEDGE



Making interviews
takes practise

→ Henrik von Wehrden



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SCIENTIFIC INTERVIEWS

History of interviews

Types of interviews

Selection of interviewees

Communication & preparation

Documentation & storing

Analysis & presentation

Ethical considerations



HISTORY OF INTERVIEWS

Blurry rooted in journalism (e.g. Marguerite Martyn)
Guerilla Journalism (Studs Terkel)
An introduction to social research (Odum & Jocher)
The collection of data by interviewing (1950s)
“Methods in social research” (Goode and Hatt)
Recording devices
Critiques of method (Christie and Johada)
Wider critique of settings and bias
AI transcriptions



Methods in Social Research

WILLIAM J. GOODE
*Associate Professor, Department of Sociology
Columbia University*

PAUL K. HATT
Northwestern University



TYPES OF INTERVIEWS



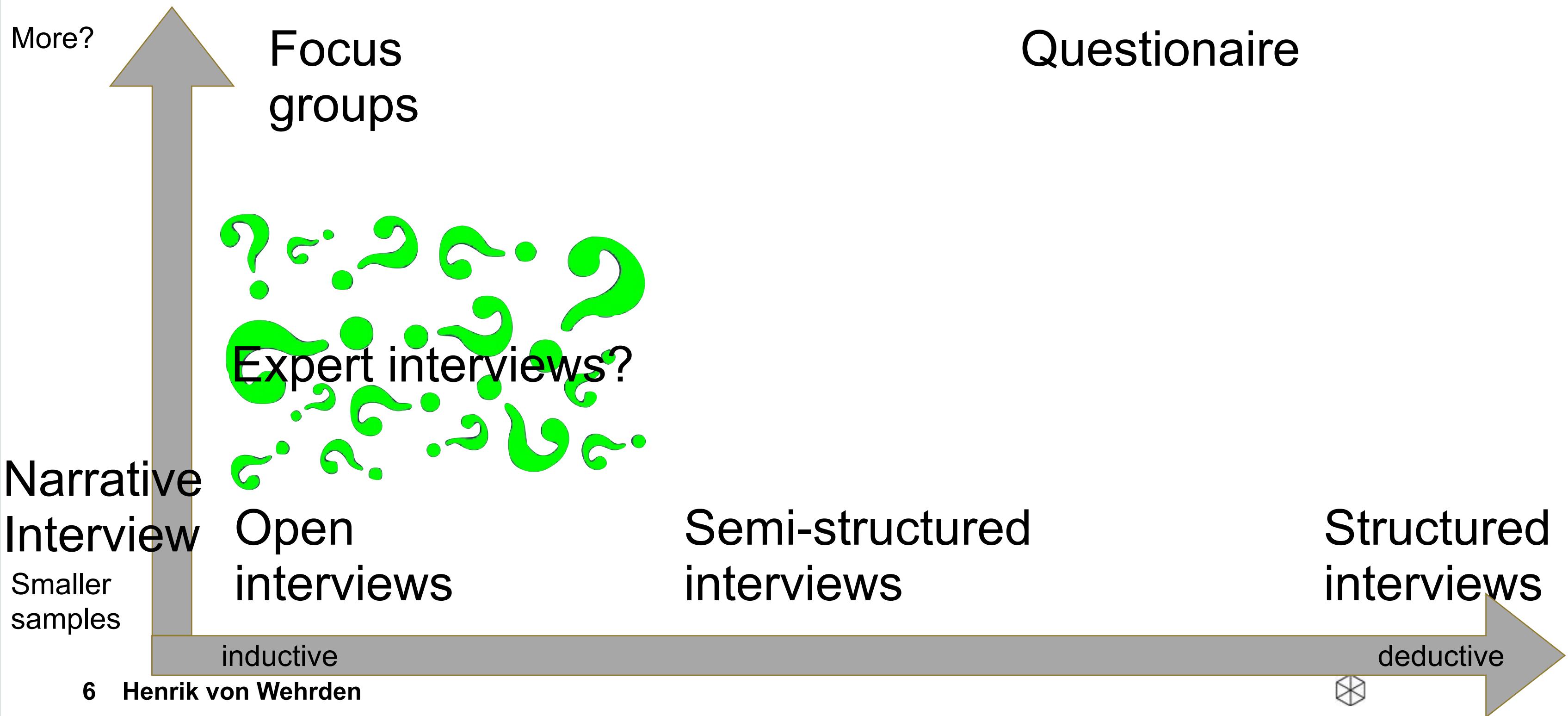
Open
interviews

Semi-structured
interviews

Structured
interviews



TYPES OF INTERVIEWS



OPEN INTERVIEWS

Ideally as non-structured as possible

Usually inductive

Sometimes considered to be unbiased (lol)

Depend on trust

Usually open ended

Take the longest time

Recorded or filmed with consent

Saturation is key



SEMI-STRUCTURED INTERVIEWS

Prepared usually with a question list

Individual interviews contain more similarities

Settings need to be more comparable

Usually faster - and more samples

Recording and faster transcription

Saturation may be a critical argument



STRUCTURED INTERVIEWS

Demand strong contextual preparation

Usually deductive

Comparability is key

May best fastest, hence large sample

Interviewees are treated comparably

Demand the same documentation throughout

Interviewers needs to train to reduce sample bias



SELECTION OF INTERVIEWEES

Often the biggest struggle

Good to know people or trust

Ideally representative or contextualized

Sample size based on literature

Initial communication opens doors

Information about study



COMMUNICATION & PREPARATION

Practice

Room setup

Scheduling

Language barriers?

Info on study again

Informed consent

Prepare for exit-strategies

Safety first



DOCUMENTATION & STORING

Use 2 devices

2 interviewers may be better than 1

Sensitive data offline

Data needs to be handled sensitively

Data plan, store for at least 10 years



ANALYSIS & PRESENTATION

Quantitative vs. qualitative

Takes much longer than interviews

Coding takes experience

Use software solutions

Choose representative examples

Consider an independent analyst



ETHICAL CONSIDERATIONS

Always informed consent

Ethics check

Data security

Data storage

Publication may demand consent again



FUTURE OF INTERVIEWS

AI is a gamechanger

Rights of interviewees increasingly recognized

A skill for your future

Experience will still take time



SUMMARY

- Interviews are a staple of modern science
- Different disciplines have diverse traditions
- Experience goes a long way
- Transcription are your job, and need experience as well
- Documentation and transparency are key



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