



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 34

Strategies for Report Writing **Part II**

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Personal Interview

Process of seeking information directly through a conversation with an individual.

- Conversation with a purpose
- Direct exchange of information
- Voice, Facial Expression and general behaviour overt.



Importance

- ✓ To gather information about people's attitudes and feelings
- ✓ To learn from people with intimate knowledge of a problem
- ✓ To supplement information gathered from questionnaire.

Advantages of Interview

- ✓ Interviewer can control the situation.
- ✓ Interpret questions.
- ✓ Clear up misunderstandings.
- ✓ Can secure fully and accurately most representative replies.
- ✓ Can receive first hand impressions which will throw light on the data procured by his questions.

Hints on how to conduct interviews

- Have clarity about time and information.
- Standardize your questions.
- Bring the interviewee back to the point.
- Be unobtrusive in note taking.

Contd.

- Avoid arguing.
- Assume a subordinate role.
- Listen attentively.
- Avoid embarrassing questions.

Contd.

- Seek appointment in advance.
- Be courteous and tactful.
- Take advantage of immediate feedback.

Questionnaires

- To survey large number of people
- Mail a questionnaire to all members.
- Save time.
- Seek clarifications.

Advantages

- ✓ Convenient for the respondent
- ✓ Chance to deliberate and look up information
- ✓ Bias of interviewer is eliminated.
- ✓ Reach a specific segment of population.
- ✓ Respondent need not be identified.
- ✓ Questions can be standardized.

Disadvantages of Questionnaire

- ❖ Difficulty in securing replies in the nature of questions.
- ❖ In case response is small, data unable to give a true picture.
- ❖ Representative sample not to be obtained.
- ❖ Uncertainty in getting returned by respondents.

Contd.

- ❖ Inadequate answer
- ❖ Answers of some questions meaningless or some left unanswered.
- ❖ Complex and confidential information not readily given.
- ❖ Cost per mailing low but the cost per return high.

Types of Questions

- Personal
- Close ended
- Rating Scale Questions
- Open Ended Questions
- Multiple Choice Questions



Tips on Framing Questionnaire

- ✓ Make questions as simple as possible.
- ✓ Arrange your questions logically.
- ✓ Keep the questionnaire short.
- ✓ Place tricky question at the right place.



Contd.

- ✓ Avoid leading questions.
- ✓ Divide your questionnaire.
- ✓ Keep your questionnaire free from errors.
- ✓ Make your questionnaire attractive.

To sum up

“To be able to ask a question clearly is two-thirds of the way to getting it answered.”

— John Ruskin

