

Module 3:3 Doing Interviews

Tejaswinee Kelkar



7 Stages of Interviewing

1. Thematizing
2. Designing
3. Interviewing
4. Transcribing
5. Analyzing
6. Verifying
7. Reporting

**Sampling,
Selecting,
Access**

Task: Design and Conduct an Interview Study

Brief:

In today's class, you will design and conduct your own interview study. The aim of this study is to find out how people's relationship with music listening has changed since they started on the masters program and became busier. Did this affect their choice of music? Quantity? Time of listening? We will be designing this at every step of the interviewing process.

Types of Questions

- Background/demographic questions
- Experience/behaviour questions
- Opinion/values questions
- Feeling questions
- Knowledge questions
- Sensory questions

Thematizing

why: clarifying the purpose of the study;

what: obtaining a pre-knowledge of the subject matter to be investigated;

how: becoming familiar with different techniques of interviewing and analyzing, and

deciding which to apply to obtain the intended knowledge.

Focus Areas	
Introduction	
Future perceptions	

Thematizing

Subject Matter

Thematic focus

Emotional dynamics

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Designing

Structured, Semi-Structured,
Unstructured

Closed and Open Questions

Designing

Structured, Semi-Structured,
Unstructured

Closed and Open Questions

Focus Area	Example Questions
Introduction	
Conditions	
Future perceptions	

How many Subjects?

Too few: less generalizable

Too many: less detailed for
experiences

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Interviewing

- (1) Exploratory interviews can have little structure
 - (2) Hypothesis testing based interviews: more structure
 - (3) Inductively develop theory
 - (4) Deductively test implications of a theory
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Interviewing

- (1) Pilot Interviews
 - (2) respondents should be able to choose their own terms when answering questions
 - (3) avoid wording that might influence answers, e.g., evocative, judgmental wording
 - (4) questions should be asked one at a time
 - (5) questions should be worded clearly (this includes knowing any terms particular to the program or the respondents' culture); and
 - (6) be careful asking "why" questions
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Interviewing

- (1) choose a setting with little distraction;
 - (2) explain the purpose of the interview;
 - (3) address terms of confidentiality;
 - (4) explain the format of the interview;
 - (5) indicate how long the interview usually takes;
 - (6) tell them how to get in touch with you later if they want to;
 - (7) ask them if they have any questions before you both get started with the interview; and
 - (8) don't count on your memory to recall their answers
-

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Transcribing

Writing down

Paralinguistic utterances?

Gestures?

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Analyzing

1. Mode of analyzing
 - a. Thematic content analysis
 - b. Narrative analysis
 - c. Deductive analysis

Analyzing

1. Mode of analyzing
2. Thematic content analysis
3. Narrative analysis
4. Deductive analysis

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Verifying

1. Ascertain reliability
2. Ask what you didn't understand
3. Verify your report (after reporting)
4. Iterative stages of interviewing

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Reporting

Citation

Reporting Findings

Readers, familiarity

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The Interviewer Effect

The more attention is given to the pre-interview stages of thematizing and analyzing, the higher the likelihood of producing high-quality interviews. And the higher the interview quality, the easier will be the post interview stages of transcribing, analyzing, verifying and reporting the interviews, and the more likely it is that an interview inquiry will lead to significant new knowledge