



MAHATMA GANDHI CENTRAL UNIVERSITY, BIHAR

(A Central University Established by an Act of Parliament)

Gandhi Bhawan, Bankat, Motihari, District – East Champaran, Bihar – 845 401

E-Vimarsh (Online lecture series)

Course- GPS6001 (Research Methodology)

Techniques of Data Collection
INTERVIEW

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What is Interview?

- The term interview can be dissected into two terms as, 'inter' and 'view'. The essence of interview is that one mind tries to read the other
- Interview is meant to record people's opinions, experiences, beliefs and ideas through face to face interaction between researcher and respondents.
- In an interview all formalities are laid down and the gate is opened for delivering into the intellectual, emotional and subconscious mind of the respondents.



Definitions

P.V. Young

The interview may be regarded as a systematic method by which a person enters more or less imaginatively into the inner life of a comparative stranger.

Goode & Hatt

Interviewing is fundamentally a process of social interaction.

Types of Interviews

- Personal Interview
- Telephone Interview
- Group Interview
- Structured Interview
- Semi-structured Interview
- Unstructured Interview
- Focused Interview
- Nondirective Interview

Process of Interview

Preparation of Interview

- **Role of Interviewer**
- **Training of Interviewer**
 - ✓ Describe the entire study
 - ✓ Explain the importance of Study
 - ✓ Teach about survey research
 - ✓ Explain the schedule
 - ✓ Explain the sampling logic and process
 - ✓ Walk through the Interview
 - ✓ Interviewer's Kit

Main Process of Interview

- Opening Remarks
- Gaining Entry
- Introduction
- Explaining the Study
- Asking the Questions
- Ask questions exactly as written
- Ask every question
- Controlling and Directing
- Recording responses

Closing the Interview

- Conclude the Interview
- Thank the respondent
- Don't be brusque or hasty

Merits of Interview method

- More information and greater depth can be obtained.
- Interviewer by his own skill can overcome the resistance.
- Greater flexibility
- Personal information can be obtained easily.
- Non-response generally remains very low.
- Sincerity, frankness, truthfulness and insight of the interviewee can be better judged.
- The language of the interview can be adopted to the ability or educational level of the person interviewed.
- Its appropriate to deal with illiterates person.

Demerits of Interview method

- Possibility of the bias of interviewer as well as that of the respondent.
- Expensive and Time Consuming
- It required specific skills.
- Headache of supervision and control of interviewers.
- The presence of the interviewer on the spot may over-stimulate the respondent.
- Effective interview presupposes proper rapport with respondents that would facilitate free and frank responses.
- Certain types of respondents may not be easily approachable under this method.

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Thank You



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