

**SEMESTER-V
PUBLIC OPINION AND
SURVEY RESEARCH
APPLS-503/SEC-3**

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TOPIC

Interview method in Research

- What is Interview in Research
- Definition of Interview
- Why Interview
- Stages of Interview
- Types of Interview

WHAT IS INTERVIEW

Interview is the verbal conversation between two people with the objective of collective relevant information for the purpose of research



https://s3.amazonaws.com/libapps/accounts/24850/images/interview_2.png

Definitions of Interview

An interview is a structured conversation where one participant asks questions, and the other provides answers

DEFINITION

According to McNamara, 1999

- Interviews are particularly useful for getting the story behind a participant's experiences.
- The interviewer can pursue in-depth information around the topic.
- Interviews may be useful as follow-up to certain respondents.

An interview is a qualitative research method that relies on asking questions in order to collect data

WHY INTERVIEW

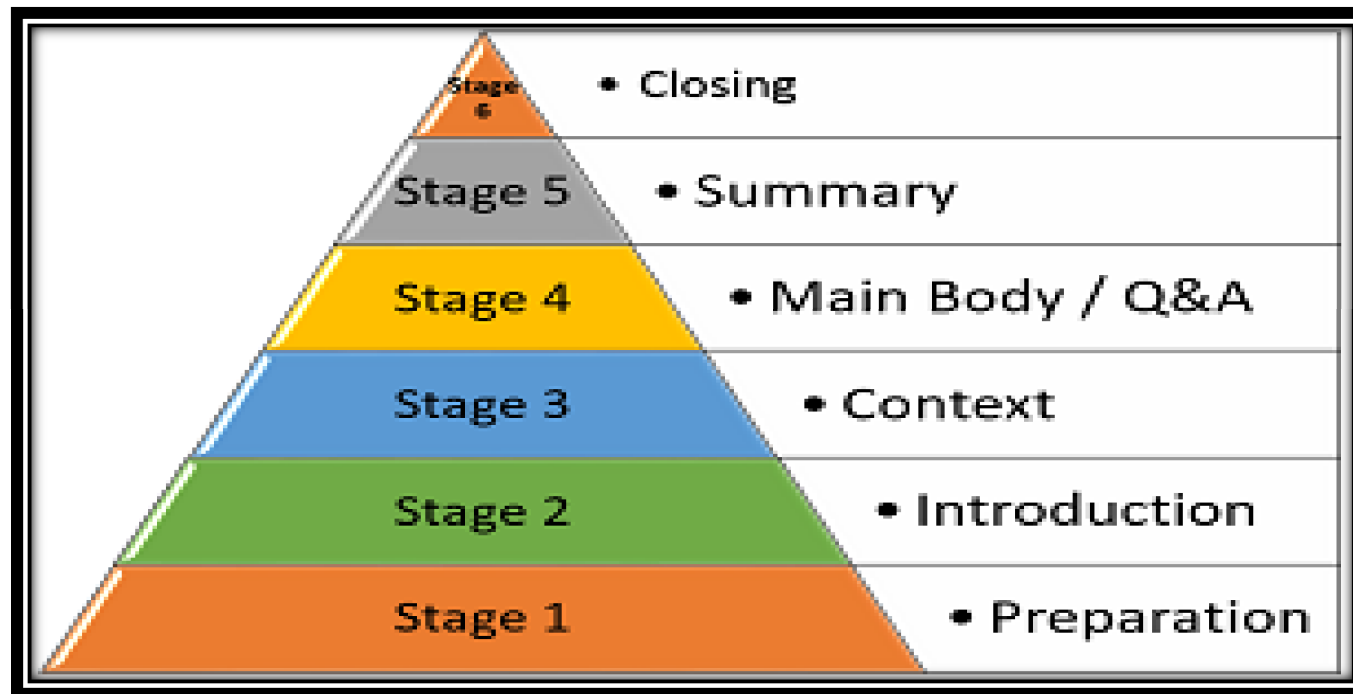
Why use an Interview?

- if you need QUALITATIVE DATA and not quantitative data
- if you want to gain IN-DEPTH information as to people's thoughts and feelings
- if you want to gain insight into the MEANING of a phenomenon to people



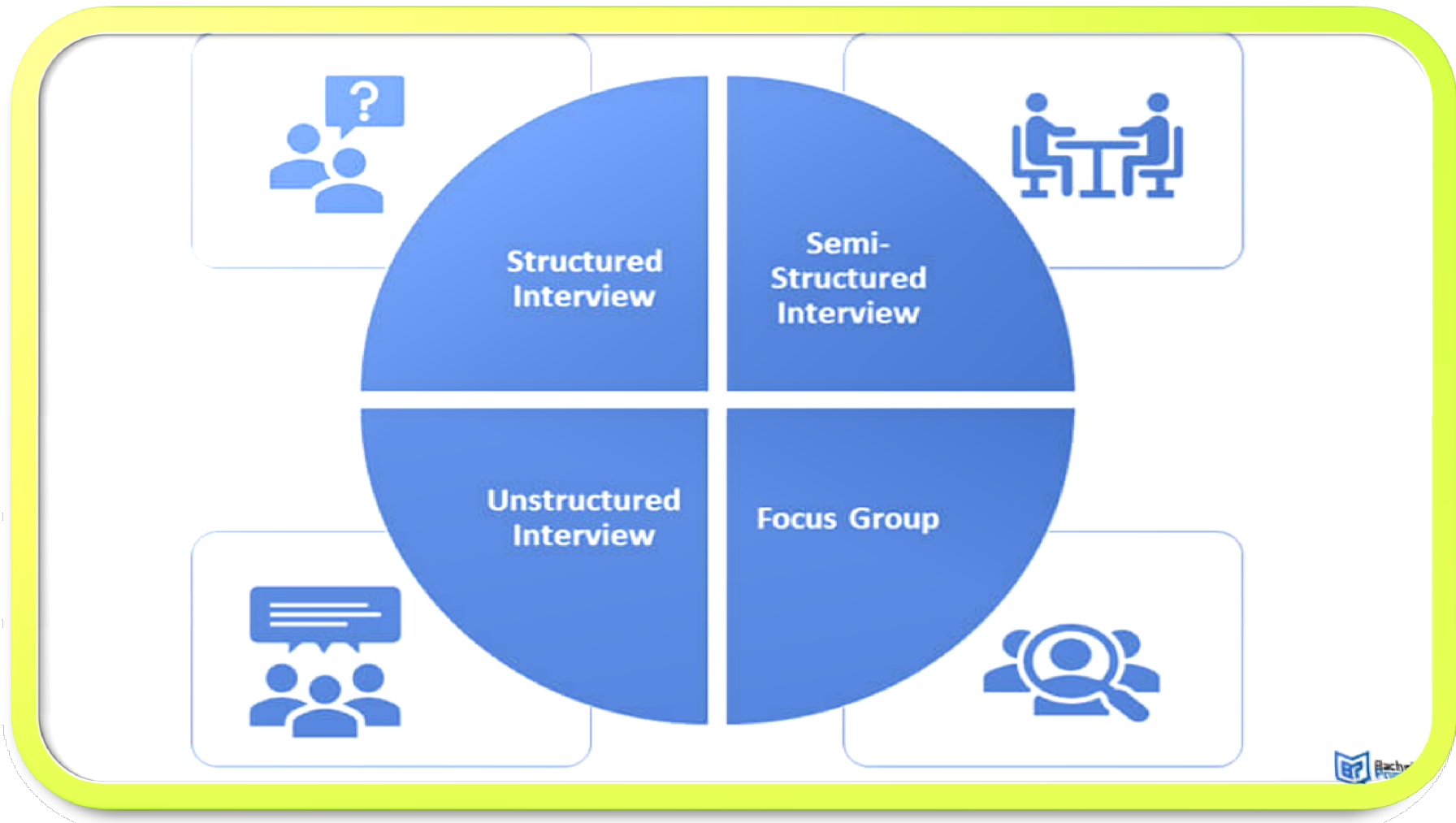
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STAGES OF INTERVIEW



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TYPES OF INTERVIEW



<https://www.bachelorprint.co.uk/wp-content/uploads/2023/07/Types-of-interviews-in-research.jpg>

Structured Interview – In this type, the interview is designed and detailed in advance. A structured interview is pre-planned, accurate, and consistent in hiring the candidates.

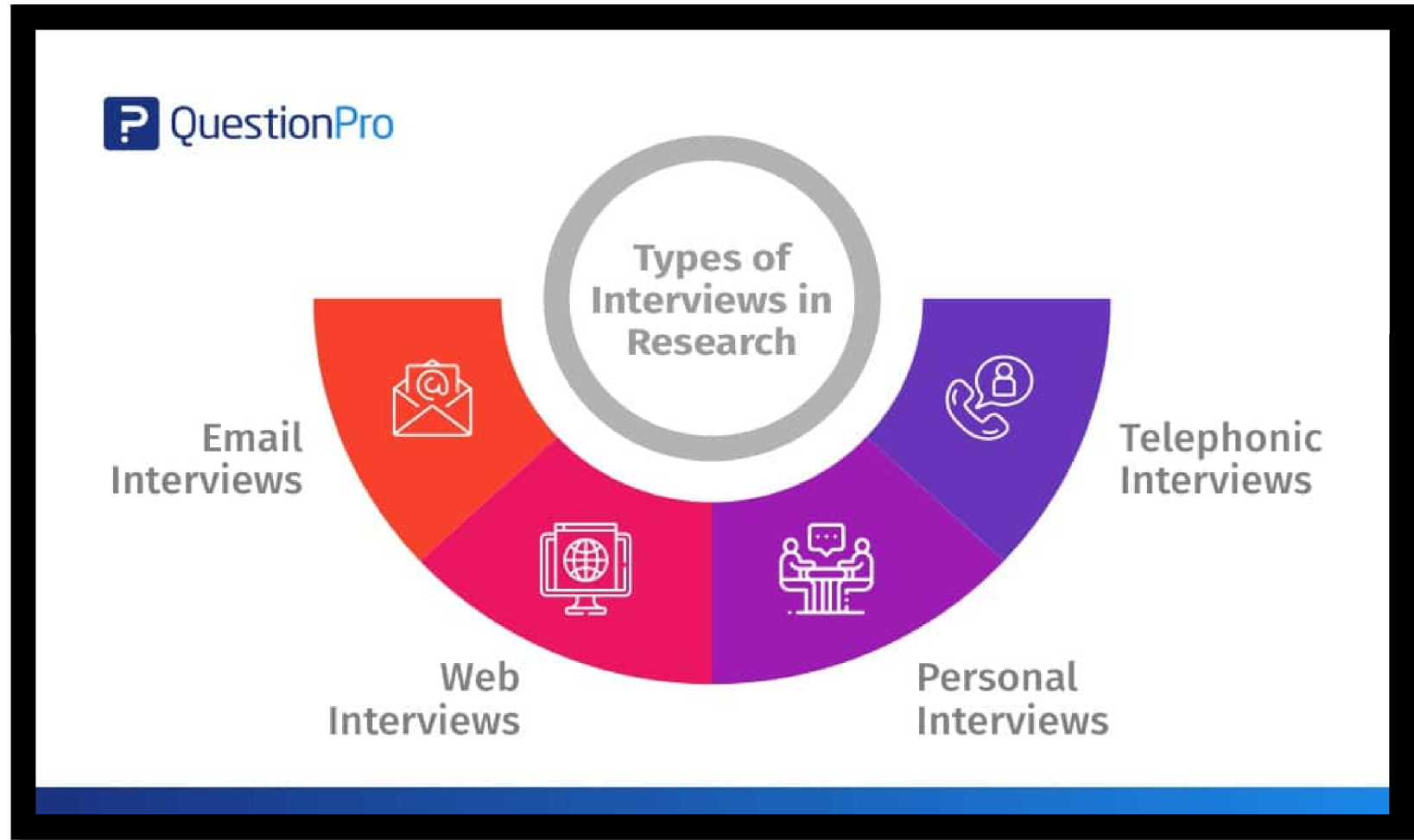
A **semi-structured interview** is a qualitative research method that combines a pre-determined set of open questions (questions that prompt discussion) with the opportunity for the interviewer to explore particular themes or responses further.



Unstructured Interview – This type of interview is an unplanned one, where the interview questionnaire is not prepared. Here, the effectiveness of the interview is very less and there is a tremendous waste of time and effort of both the interviewer and the interviewee.

Focus Group – A focus group is a research method that brings together a small group of people to answer questions in a moderated setting.

METHODS OF INTERVIEW



REFERENCE

- Research Methodology: Methods and Techniques- C.R. KOTHARI
- Research Methodology: Step by step guide for beginners- Ranjit Kumar
- <https://www.questionpro.com/blog/types-of-interviews/>
- <https://www.scribbr.com/methodology/interviews-research/>
- <https://research-methodology.net/research-methods/qualitative-research/interviews/>
- সামাজিক গবেষণাঃ অমিত ভৌমিক
- গবেষণা পদ্ধতি ও রাশিবিজ্ঞানের কৌশল- ডঃ দেবাশিষ পাল