

For any query on the subject, email at: messagerakesh@gmail.com



Notes Prepared By:

RAKESH AGARWAL

M.Com, MBA, FIII

E-mail: messagerakesh@gmail.com

WhatsApp No: 8486118428

Coaching Available for: Bank P.O./ Clerk, SSC, Railway, MAT, CA, CS, B.Com and M.Com. For details, call 8486118428 or email at info@prepNext.com

Basics of Academic Project Preparation

Miscellaneous - 1

Q: Explain the role of interview in data collection.

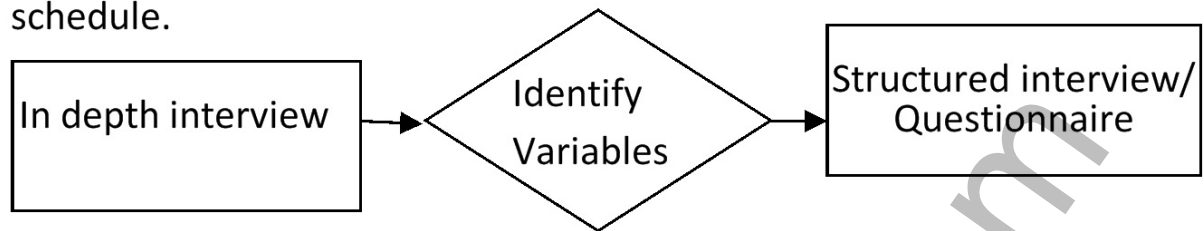
(www.prepNext.com)

Ans:

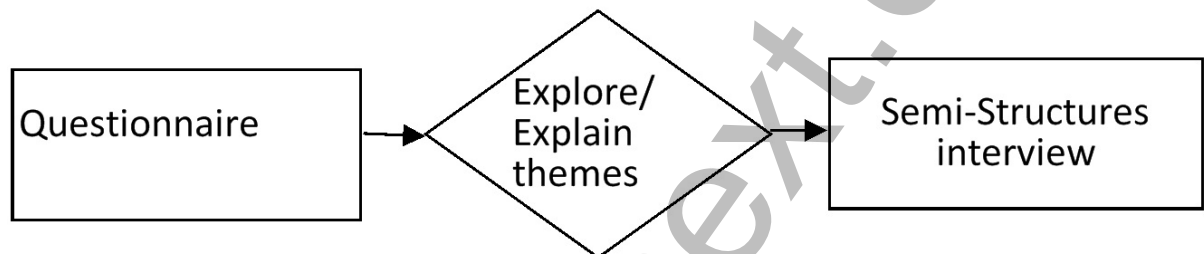
The main objective of an interview is to obtain accurate data or information as far as possible. It plays a vital role in gathering information in research work. The various types of interview may be used to complement each other, and to help in the data collection process:

Please WhatsApp your suggestions/ feedback at: 8486118428

(a) In-depth interviews may be used initially to identify variables. Data gathered is then used to design questionnaires or interview schedule.



(b) Semi-structured interviews may be used to explore and explain themes that have emerged from the use of questionnaire.



(c) Semi-structured and in-depth interviews may be used as a means of validating findings from questionnaires administered.



The role of Interviews in collecting data is explained below:

1. Flexibility: Unstructured Interview offers the flexibility to adapt questioning according to the responses of interviewees, to clarify questions, to probe answers more deeply with supplementary questions as appropriate, or to explore issues that emerge from the respondents.

2. More Informative Data: Data obtained, particularly from semi-structured and unstructured interviews, can be much richer and informative than data obtained from other methods. In-depth detail can be obtained from the interviewee.

3. Capture emotions and behaviours: Face-to-face interviews can capture an interviewee's emotions and behaviours.

4. Additional Information: Social cues, such as voice, intonation, body language etc. of the interviewee can give the interviewer a lot of extra information that can be added to the verbal answers of the interviewee. This level of detailed non-verbal observation can show an otherwise hidden interrelatedness between emotions, people, objects.

5. Greater Insight: The interviewers can gain insight into people's interior experiences, specifically how people perceive, how they interpret their perceptions, and how events affect their thoughts and feelings.

6. Tailor-made Questions: Interviewers can tailor the questions they ask to the respondent in order to get the information they need. They can make it clear to the respondent when they need more examples or explanations

Q: What do you understand by Interviewer Effect?

(www.prepNext.com)

Ans:

The **interviewer effect** (also called **interviewer variance** or **interviewer error**) is the distortion of response to a interview which results from differential reactions to the social style and personality of interviewers or to their presentation of particular questions.

The appearance as well as the behaviour of the interviewer is likely to have an impact on the response of the interviewee. These include:

- (a) Gender, age and ethnic origins of the interviewer
- (b) The personality of the interviewer
- (c) The occupational status of the interviewer
- (d) The appearance and manners of the interviewer
- (e) The neutrality of the interviewer

Interviewees make judgments, from their first impressions, about whether the interviewer can be trusted. If the interviewee does not trust the interviewer, they just seek to get the interview over as quickly as possible, without giving much details.

It is common sense that the interviewer should dress in an appropriate way which is in keeping with the interview setting as well as the expectations of the interviewee. Thus, if the interviewer is interviewing a CEO of a public listed company, he is likely to wear smart business wear. If he is interviewing workers on a building site, he is likely to wear helmet, boots and informal clothes.

Interviewer effects need to be mitigated in order to collect reliable data. The use of fixed-wording questions is one method of reducing interviewer bias.

Q: What interview skills are needed for successful data collection?

(www.prepNext.com)

Ans:

The key elements of interviewing skills are:

1. Attentiveness: The interviewer needs to maintain the thread of the discussion and continue to listen closely while writing notes or reading body language.

2. Listening Skill: This is both the hardest as well as the most important skill in interviewing. Interviewers must not only listen to what the participant is actually saying, but they must also listen to the “inner voice” or subtext of what the participant is communicating. Good listening skills require more focus and attention to detail than what is typical in normal conversation. The interviewer should listen to the replies carefully and should not be distracted if the respondent sounds boring.

3. Making the participant feel comfortable: Interviewing process often requires the participant to divulge personal or emotional information in the presence of a complete stranger. The participants should be made to feel comfortable. Then only they will lower their guard and speak their mind.

4. Considerate and Tactful: Participants should feel comfortable and respected throughout the entire interview. Thus, interviewers should avoid interrupting participants whenever possible. While the participants may digress in their responses and the interviewer may lose interest in what they are saying at one point or another, it is critical that they be tactful in their efforts to keep the participant on track and to return to the subject matter in question.

5. Allowing the interviewees have their say: Situations where a dominant personality dominate the discussion should be avoided.

6. Adept at using checks: This involves summarizing what has been said at strategic points during the interview. This allows the interviewer to confirm or correct the details of the discussion.

7. Adept at asking follow up questions: It is important that the interviewers also ask follow-up questions throughout the interview process. Such questions might encourage a participant to elaborate further and are important in acquiring a more comprehensive understanding of the subject matter.

8. Ability to tolerate silences: This gives the interviewee the chance to develop their responses. Experience should help the interviewer to avoid fearing that silence means the failure of the interview.

9. Non-judgmental approach: Interviewer should avoid allowing his personal values to intrude or to show emotions like disgust, surprise or pleasure through facial gestures.

10. Adept at using prompts: The interviewer should budge the interviewee gently into revealing their knowledge or thoughts on a specific point. This gets the interview going without leading the interviewee.

11. Adept at using probes: The interviewer should have the probing-skill so as to delve more deeply into a topic. This may be necessary because the interviewee's response appears incomplete or inconsistent. However, the interviewer should avoid an aggressive stance. The interviewees should not be "probed" in such a way that makes them feel uncomfortable

12. Sensitivity to feelings of interviewees: Social courtesy is one aspect to be considered. The aim of the interviewer is to get the best out of an interview. So, he should foster a situation where the interviewee is more open with providing data.

13. Wary of leading questions: Leading questions are questions which suggest or imply an answer. Leading questions run the risk of altering the validity of the responses obtained as they discourage participants from using their own language to express their sentiments. Thus it is preferable that interviewers ask open-ended questions instead. For example, instead of asking "Did the experience make you feel sad?" - which is leading in nature - it would be better to ask "How did the experience make you feel"- as this suggests no expectation.