

Data collection tools: Questionnaires & interviews

LECTURE FOUR

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Interviews



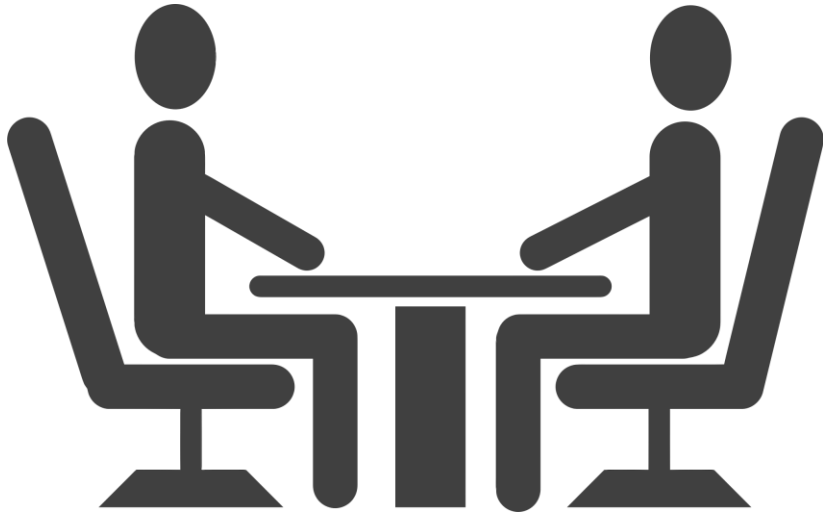
What is a research interview?

Research interviews are a `conversation initiated by the interviewer for the specific purpose of obtaining information and focused by him on content specified by research objectives”

(Cannell and Kahn, 1986).

Forms of a research interview

One-to-one format



Interviewer & interviewee

One-to-many format



E.G. Focus group/
Group interviews

Types of research interviews

1) Structured interviews

- **PREDETERMINED QUESTIONS** (i.e. questions are planned and created in advance).
- Questions are asked in **THE SAME ORDER** to all interviewees.
- The questions are **CLOSED-ENDED** (e.g. multiple choice, rating scales ...etc).

Example Q: Do you use **implicit** or **explicit** feedback in your English-speaking class?

Types of research interviews

2) Semi-structured interviews

- The questions asked are **PREDETERMINED**.
- **The questions are ASKED IN A FLEXIBLE ORDER**
- The researcher asks **OPEN ENDED-QUESTIONS** without limiting the answers of the interviewee.

Examples Q: What type of feedback do you use in your English-speaking class? And why?

Types of research interviews

3) Unstructured interviews

The questions can be **PREDETERMINED** or **ARISE DURING CONVERSATION**,

The questions are **ASKED IN ANY ORDER**,

The questions can be **OPEN-ENDED** or **CLOSED ENDED**.

Example: Let's talk about feedback.

Types of interview	Advantages	Disadvantages
Structured interviews	<ul style="list-style-type: none">• Quantifiable• Comparable across participants• Analysis is quick	<ul style="list-style-type: none">• Little room for unanticipated responses• Participants can feel constrained
Semi-structured interviews	<ul style="list-style-type: none">• Produce rich data• Comparable across participants	<ul style="list-style-type: none">• Analysis is time-consuming
Unstructured interviews	<ul style="list-style-type: none">• Produce rich data• Permits a deeper analysis	<ul style="list-style-type: none">• Analysis is very time-consuming• Data is not comparable across participants

Prompts and probes

a) Probes are conversational techniques used by the interviewer to get the interviewee to expand on their answers and delve deeper in a discussion about a particular topic.

Examples: “Would you like to add anything?”, “Could you say more about that?”, “Give me examples?”, “Why?”.

Prompts and probes

b) Prompts suggest to the interviewee the range of possible answers that the interviewer expects. It is used when the interviewer can see that the interviewee does not understand the question.

Example: **Question**: How do you compare the flexibility of online vs. the face-to-face teaching? –

Prompt “*do you feel restricted by time and place in online teaching compared to face-to-face teaching?*”

Dos and Don'ts of research interviews

<i>Dos</i>	<i>Don'ts</i>
<ul style="list-style-type: none">● Record the interview (audio/ video)● Listen and pay attention● Try to avoid putting across your own opinion and be aware of your own biases● Use probes and prompts to get rich and useful data● Use eye contact and stay engaged with the interviewee	<ul style="list-style-type: none">● Don't ask leading or biased questions● Don't use technical complicated language● Don't ask long and confusing questions● Don't use many closed-ended questions where answer is only 'yes' or 'no'● Don't speak too much or interrupt the interviewee

Transcribing interviews

Interview transcription refers to the process of writing down an interview that was recorded using audio-video recording tools. This process can also take place during the interview through real-time transcription.

Analyzing interview data

1	Interview 5 – Patient 5
2	
3	MC: Can you tell me how you feel about your experience of intensive care?
4	
5	Patient 5: Yes. I was admitted to hospital with a chest infection. It just got
6	worse and worse and I was struggling to breathe. I remember the doctor
7	coming to see me and I could tell she thought I was unwell. She stabbed me
8	in the wrist with a needle and then when she came back there seemed to be a
9	bit of a panic. I remember her explaining to me that I might need to go to
10	intensive care and I may end up on a ventilator, which I found really scary.
11	
12	MC: What did you find scary?
13	
14	Patient 5: It was that she would put me to sleep and I might not wake up.
15	
16	Red = Reason for admission
17	Yellow = Referral to ICU
18	Green = Patients perception of staff
19	Turquoise = Painful procedure
20	Blue = Treatment plan for admission and escalation
21	Pink = Patient expressing anxieties
22	

Pilot your data collection tools

Piloting the questionnaire or the interview helps the researcher:

- 1) Clarify the wording the questions.
- 2) Generate further categories for closed-ended questions.
- 3) Identify any redundant or irrelevant questions.