

ADVANTAGES AND DISADVANTAGES OF INTERVIEWS AS A RESEARCH METHOD

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	ADVANTAGES	DISADVANTAGES
Structured interview	<ul style="list-style-type: none"> • Allows researcher to prompt interviewee by providing a set of example responses • Has the potential to be quick and easy to conduct • Specific data related directly to research topic is easy to obtain • Structured environment helps to reduce nervousness or fear 	<ul style="list-style-type: none"> • The researcher may generate bias by the communication style used to deliver questions or possible responses • There is limited opportunity for interviewees to go beyond the set questions unless prompted by researcher
Unstructured interview	<ul style="list-style-type: none"> • Allows for interviewee to offer their own response without being influenced by set responses • Detailed information can be obtained • The relaxed structure supports interviewees to be open and honest • Allows the researcher to change focus as the interview progresses 	<ul style="list-style-type: none"> • Interviewees can go off topic when responding • Has the potential to go longer than the allocated time • May be difficult to report findings and compare data due to various responses from interviewees
Both	<ul style="list-style-type: none"> • Can be done face to face or over the phone • The researcher can ask further questions to gain more in-depth information • Interviewees can be given a sample of questions to prepare for the interview • Allows researcher to collect people's ideas, opinions, values and beliefs about a certain topic 	<ul style="list-style-type: none"> • Can be time consuming for both researcher and interviewee • Can be difficult to arrange a suitable place and time between researcher and interviewee • Usually results in small numbers of people interviewed due to time restrictions • Limited amount of data collected may not accurately reflect the views of the wider population