

7. Interview is an interaction process. The interaction between the interviewer and the respondent depends upon how they perceive each other.

#### Types of interview

The interviews may be classified into (a) structured or directive interview, (b) unstructured or non-directive interview, (c) focused interview, and (d) clinical interview and (d) depth interview.

#### Structured, directive interview

This is an interview made with a detailed standardized schedule. The same questions are put to all the respondents and in the same order. Each questions is asked in the same way each interview, promoting measurement reliability. This type of interview is used for large-scale formalized surveys.

#### Unstructured or non-directive interview

This is least structured one. The interviewer encourages the respondent to talk freely about a given topic with a minimum of promoting or guidance. In this type of interview, a detailed pre-schedule is not used. Only a broad interview guide is used.

#### Focused interview

This is a semi-structured interview where the investigator attempts to focus the discussions on the actual effects of a given experience to which the respondents have been exposed. It takes place with the respondents known to have involved in a particular experience.

#### Clinical interview

This is similar to the focused interview but with a subtle differences. While the focused interview is concerned with the effects of a specific experience, clinical interview is concerned with broad underlying feelings or motivations or with the course of the individual's life experiences.

#### Depth interview

This is an intensive and searching interview aiming at studying the respondent's opinion, emotions or convictions on the basis of an interview guide. This requires much more training inter-personal skills than structured interviewing. This deliberately aims to elicit unconscious as well extremely personal feelings and emotions.

#### Advantages of interview

There are several real advantages to personal interview.

First, the greatest value of this method is the depth and detail of information that can be secured.

Second, the interviewer can do more to improve the percentage of responses and the quality of information received than other method. He can note the conditions of the interview situations,

and adopt appropriate approaches to overcome such problems as the respondent's unwillingness, incorrect understanding of questions, suspicion, etc.

Third, the interviewer can gather other supplemental information like economic level, living conditions etc. Through observation of the respondent's environment.

Fourth, the interviewer can use special scoring devices, visual materials and like in order to improve the quality of interviewing.

Fifth, the accuracy and dependability of the answers given by the respondent can be checked by observation and probing.

Last, interview is flexible and adaptable to individual situations. Even more control can be exercised over the interview situation.

#### Limitations of Interview

First, Interview is not free from limitations. Its greatest drawback is that it is costly both in money and time.

Second, the interview results are often adversely affected by interviewer's mode of asking questions and interactions, and incorrect recording and also be the respondents faulty perception, faulty memory, inability to articulate etc.

Third, certain types of personal and financial information may be refused in face-to face interviews. Such information might be supplied more willingly on mail questionnaires, especially if they are to be unsigned.

Fourth, interview poses the problem of recording information obtained from the respondents, no foolproof system is available. Note taking is invariably distracting to both respondent and the interviewer and affects the thread of the conversation.

Last, interview calls for highly skilled interviewers. The availability of such persons is limited and the training of interviewers is often a long and costly process.

#### Schedule

A schedule refers to set of questions related to a subject, printed or typed in a definite order. It is a device for securing information whereby a person is asked to answer the given set of questions.

The schedule is an important research tool which facilitates the collection of data from large, diverse and widely scattered groups of people. It can be used to collect quantitative data as well as for secure g information of qualitative nature. In most empirical studies the primary research tool is the schedule.

The schedule is administered by the research investigator. It is not self-administered. In the case of the schedule, the answers are obtained from the respondent in a face-to face situation. The responses or answers are noted down by the interviewer, Moreover, the interviewer can act as a stimulus or can furnish on the spot clarifications to the respondent if required. Thus, a schedule