

## **RESEARCH METHODOLOGY**

### **LECTURE-20**

#### **The chief merits of the interview method are as follows:**

- (i) More information and that too in greater depth can be obtained.
- (ii) Interviewer by his own skill can overcome the resistance, if any, of the respondents; the interview method can be made to yield an almost perfect sample of the general population.
- (iii) There is greater flexibility under this method as the opportunity to restructure questions is always there, specially in case of unstructured interviews.
- (iv) Observation method can as well be applied to recording verbal answers to various questions.
- (v) Personal information can as well be obtained easily under this method.
- (vi) Samples can be controlled more effectively as there arises no difficulty of the missing returns; non-response generally remains very low.
- (vii) The interviewer can usually control which person(s) will answer the questions. This is not possible in mailed questionnaire approach. If so desired, group discussions may also be held.
- (viii) The interviewer may catch the informant off-guard and thus may secure the most spontaneous reactions than would be the case if mailed questionnaire is used.
- (ix) The language of the interview can be adopted to the ability or educational level of the person interviewed and as such misinterpretations concerning questions can be avoided.
- (x) The interviewer can collect supplementary information about the respondent's personal characteristics and environment which is often of great value in interpreting results.

But there are also certain weaknesses of the interview method. Among the important weaknesses, mention may be made of the following:

- (i) It is a very expensive method, specially when large and widely spread

geographical sample is taken.

(ii) There remains the possibility of the bias of interviewer as well as that of the respondent; there also remains the headache of supervision and control of interviewers.

(iii) Certain types of respondents such as important officials or executives or people in high income groups may not be easily approachable under this method and to that extent the data may prove inadequate.

(iv) This method is relatively more-time-consuming, specially when the sample is large and recalls upon the respondents are necessary.

(v) The presence of the interviewer on the spot may over-stimulate the respondent, sometimes even to the extent that he may give imaginary information just to make the interview interesting.

(vi) Under the interview method the organisation required for selecting, training and supervising the field-staff is more complex with formidable problems.

(vii) Interviewing at times may also introduce systematic errors.

(viii) Effective interview presupposes proper rapport with respondents that would facilitate free and frank responses. This is often a very difficult requirement.