**Chapter 4 Berg Lune 8th edition**

**Pages 105-162**

**Interviewing**

An interview is just a conversation with a purpose which purpose is to gather information.

Interviewing is perceived as a social performance

**Types of Interviews**

* Standardized
  + Predetermined questions
* Semistandardized
  + Probe beyond predetermined questions
* Unstandardized
  + Conversation with probes

Tips:

Consider what kinds of questions to ask and what sort of answers you expect to receive when choosing what kind of interview to use

**Plan your interview**

* Brain storm/free write concepts or areas of relevant
* Form questions
  + If doing an unstandandardized interview this brainstorm will suffice as a guide
* Language of interviewers MUST be understandable to interviewee

**Types of questions:**

* Essential- concern the central focus of study
* Extra- related to essential questions but worded differently, checks reliability
* Throwaway- questions used to build rapport (age, gender, DOB, etc)
* Probe- used to get details, more stories

**Conducting the interview (see page 119, Lune Berg 8th edition)**

* Start with easy questions, work towards harder ones
* Build rapport with interviewee
* Use transitional phrases to move to different topic areas within interview
* Return to any questions/areas skimmed over earlier in interview, clarify

**Ten Commandments of Interviewing**

(page 150-151, Berg, Lune 8th edition)

1. Never begin an interview cold- chat, small talk
2. Remember your purpose- stay focused
3. Present a natural front- be relax, natural flow
4. Demonstrate aware hearing- appropriate nonverbal responses
5. Think about appearance- dress appropriately
6. Interview in a comfortable place- subject feels comfortable
7. Don’t be satisfied with monosyllabic answers- probe beyond yes/no
8. Be respectful
9. Practice, practice, and practice some more
10. Be cordial and appreciative

**Organizing Interview Data- Table 4.1, page 156**

* Want to be able to easily access data
* Examine data to look for similarities and dissimilarities, patterns in findings
* Create filing or indexing systems –access data easily, efficiently
* Index sheet- coding, page number, short quote from results
* Short-Answer sheet

**Interview Examples**

<https://www.npr.org/2017/12/29/574507423/the-10-most-popular-fresh-air-interviews-of-2017>

<http://ronbenningtoninterviews.com/category/unmasked/>