

## Different types of interviews

### **Informal interviewing:**

- Everyday conversations
- Lack of structure (and of control)
- Later record notes from memory
- No shortcut - this is hard work!
- People generally comfortable – but may not realise you are taking notes!

### **Unstructured interviewing:**

- A formal interview, but controlled by interviewee as long as on topic
- Encourage people to open up and explain/tell stories in own words
- Good for getting very rich data and for understanding things in depth
- Tricky to compare between people

### **Semi-structured interviewing:**

- Driven by an interview guide...but also gives space for open-ended answers in own words
- Allows for comparison between people and rich in-depth data...but also compromises both!
- More efficient than unstructured

### **Structured interviewing:**

- All interviewees respond to exactly same questions – so can compare
- Oral or written/self-or-interviewer
- Often analysed quantitatively, or using specific forms of analysis – like Social Network Analysis and Cultural Domain Analysis