

Clip 10: Structured and unstructured interviews

I want to discuss why a survey researcher might prefer to use a structured rather than unstructured interview approach for gathering data.

Well, a structured rather than an unstructured approach can be beneficial in that it can be undertaken in various contexts. Different people couldn't administer it without issues around variability in quite the same way, so it's more likely to be consistent in that respect. It can be reliable in how one administers it. Furthermore, because it's structured, the kind of responses you will receive are going to be easier to compare and therefore more transparent, because it's based on, or tends to be based on a larger sample size. It's quick and easy to administer and generate that data and therefore it may well be that it can be more generalizable to a kind of findings you wanted. It tends to be associated with more quantitative approaches where a larger sample is required where it's about that testing a hypothesis and developing your ideas based on that.