

Structured Interviews

Structured interviews consist of a series of **standardised questions** that a researcher asks a respondent. They are often view as **interviewer-present** questionnaires.



Most often using **closed questions**, structured interviews are commonly used in market research surveys conducted on the high street.

Can also be conducted by telephone and are used frequently in **opinion polls**



As a result, they have **higher response rates** than other forms of questionnaire and are **less intrusive** than unstructured interviews



The standardised nature of these allows for easy replication giving them **higher reliability**. They also produce **quantitative data** which can be compared and analysed to give broad trends.

However, the presence of an interviewer means that some people may give **socially desirable** answers that do not reflect their true feelings – impacting on the **validity** of the research



Although favoured by **positivists**, other approaches would see this method as lacking empathy and insight into the respondents worldview. The questions are often subjected to fixed answers – the **imposition problem**

Sociological Research Methods