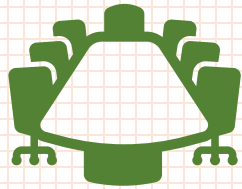


Group Interviews

Group interviews can follow the format of either structured, semi-structured or unstructured interviews. Often used in market research, they are also commonly referred to as **focus groups**.

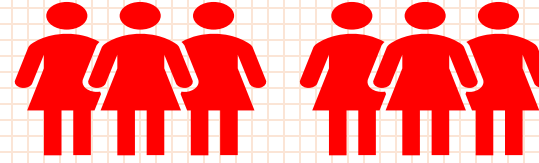


They involve a researcher or researchers asking a group of people from a specific background about their opinions or experiences

Depending upon the format, they can provide **quantitative or qualitative data** but usually a combination of both

One advantage of this method is that it can provide a lot of data in a short space of time. The validity of responses is often higher if respondents agree on experiences or motivations behind behaviours

However this can also be a disadvantage as the presence of others **might influence the responses a respondent gives**. They may want to conform to others in the group or may remain quiet throughout.



People are also unlikely to want to discuss personal matters in front of others

Skilled researchers may also be able to draw conclusions about people's opinions and motivations through observing the body language of the respondents when they are together which can be used as a form of qualitative data.

Due to status differences, people may still answer in a socially desirable way

Group interviews are often used in education with pupils, parents and teachers e.g. Archer, Willis, Demie and McLean

Sociological Research Methods