

ADVANTAGES

<p>1) Direct feedback from respondent</p>	<p>You are assured that the responses are from the person intended</p>
<p>2) Opportunity to probe</p>	<p>Verbal or nonverbal prompts to encourage more complete, better explained responses</p>
<p>3) Can use observation as another evaluation method</p>	<p>Recording what you physically observe during the interview provides additional information for your overall assessment as you experience both the affective and cognitive aspects of the responses</p>
<p>4) Yields rich data, details and new insights</p>	<p>Allows respondents to describe what is meaningful or important to them using their own words</p>
<p>5) Personal interaction with respondent</p>	<p>May be able to obtain information that is “sensitive” due to the conversational tone an interview can have</p> <p>May be able to use a quote as an effective testimonial or to further illustrate a statistic</p>
<p>6) Topics can be explored in depth</p>	<p>Rapport can be developed with the interviewee</p> <p>Respondent may feel more relaxed and candid</p>
<p>7) Flexibility</p>	<p>By using probes, interviews can shed light on the details of a particular response</p>
<p>8) Opportunity to explain or clarify questions</p>	<p>Interviews can be conducted in a variety of locations and times</p> <p>Interviews can be adapted to particular individuals and circumstances</p> <p>Interviewers can utilize their knowledge, expertise and interpersonal skills to further explore unintended ideas or themes raised by the respondent that relates to the purpose</p>
<p>9) Opportunity to explain or clarify questions</p>	<p>Explaining or clarifying questions increases the accuracy of the data collected</p>

DISADVANTAGES

1) Time-consuming	Scheduling the interview, conducting the interview, and inputting notes for analysis takes time
2) Interviewers need to be prepared	Training interviewers may be necessary. Ensuring that the interviewer has knowledge of the subject matter, feels confident in his/her ability to conduct the interview, and to record responses are examples of where additional technical assistance or training can improve the overall interviewing process
3) Interviewer error or bias	Factors such as tone of voice, the way a question may be rephrased, voicing an opinion, inadequate note taking, even the gender and appearance of the interviewer may lead to errors and bias
4) Flexibility	Too much flexibility can result in inconsistencies across interviews. Variation in interview settings decreases control over the environment.
5) Analysis may be difficult	Interviews can produce a lot of data in a short amount of time. It is critical to have an “analysis plan” before you conduct the interviews to improve the data entry and analysis Results are more subjective
6) Costly	Interviews are expensive in the amount of time required to train, schedule, conduct, input data and analyze.

Adapted from the Text: *User-Friendly Handbook for Mixed Method Evaluation, chapter 3, Mahoney, Colleen, 1997*
Inter Views: An Introduction to qualitative research interviewing, Kvale S., 1996