

Chapter 3

Topic 5 Interviews

Page 129

Activity: Research

Comparing structured and unstructured interviews

Learning objective

At the end of this activity you should be able to:

- Evaluate the strengths and limitations of structured and unstructured interviews and compare the two.

Use your textbook and notes to compare structured and unstructured interviews by completing the following table.

	Structured interviews	Unstructured interviews
Practical advantages		
How representative? Give reasons.		
How valid? Give reasons.		
How reliable? Give reasons.		
Practical disadvantages		