

**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.

	<b>Structured interviews</b>	<b>Unstructured interviews</b>
Practical advantages		
How representative? Give reasons.		
How valid? Give reasons.		
How reliable? Give reasons.		
Practical disadvantages		