Figure 6
Approaches to Interviewing

Type of Interview	Characteristics	Strengths	Weaknesses
Informal Conversational Interview	Questions emerge from the immediate context and are asked in the natural course of things; there are no predetermined questions, topics, or wordings.	Increases the salience and relevance of questions; interviews are built on and emerge from observations; the interview can be matched to individuals and circumstances.	Different information collected from different people with different questions. Less systematic and comprehensive if certain questions do not arise "naturally." Data organization and analysis can be quite difficult.
Interview Guide Approach	Topics and issues to be covered are specified in advance, in outline form; interviewer decides sequence and wording of questions in the course of the interview.	The outline increases the comprehensiveness of the data and makes data collection somewhat systematic for each respondent. Logical gaps in data can be anticipated and closed. Interviews remain fairly conversational and situational.	Important and salient topics may be inadvertently omitted. Interviewer flexibility in sequencing and wording questions can result in substantially different responses from different perspectives, thus reducing the comparability of responses.
Standardized Open-Ended Interview	The exact wording and sequence of questions are determined in advance. All interviewees are asked the same questions in the same order. Questions are worded in a completely open-ended format.	Respondents answer the same questions, thus increasing comparability of responses; data are complete for each person on the topics addressed in the interview. Reduces interviewer effects and bias when several interviewers are used. Permits evaluation users to see and review the instrumentation used in the evaluation. Facilitates organization and analysis of the data.	Little flexibility in relating the interview to particular individuals and circumstances; standardized wording of questions may constrain and limit naturalness and relevance of questions and answers.
Closed-Field Response Interview	Questions and response categories are determined in advance. Respondent chooses from among these fixed responses.	Data analysis is simple; responses can be directly compared and easily aggregated; many questions can be asked in a short time.	Respondents must fit their experiences and feelings into the researcher's categories; may be perceived as impersonal, irrelevant, and mechanistic. Can distort what respondents really mean or have experienced by so completely limiting their response choices.

From Patton (1990)