

Interview Process

- 1. Preparation** – The first step in interviewing process is preparation and preplanning. The interviewer should keep the copies of interview schedule/guide (as the case may be) ready for use. He should also have the list of names and addresses of respondents
- 2. Introduction** - The investigator is a stranger to the respondents. Therefore he should be properly introduced to each of the respondents.

3. **Developing rapport** - Before starting the research interview, the interviewer should establish a friendly relationship with the respondent. This is described as "rapport". It means establishing a relationship of confidence and understanding between the interviewer and the respondent
4. **Carrying the interview forward:** After establishing rapport, the technical task of asking questions from the interview schedule starts.
5. **Recording the interview:** It is essential to record responses as they take place in the interview.
6. **Closing the interview:** After the interview is over, take leave off the respondent, thanking him with a friendly smile.

Interview Problems

1. **Inadequate response** – in the interview the respondent gives a relevant but incomplete answer. when the respondent remains silent or refuses to answer the question, irrelevant response, in which the repondent's answer is not relevant to the question asked etc.,

- 2. Interviewer's bias:** The interviewer is an important cause of response bias. He may resort to cheating by 'cooking up' data without actually interviewing. The interviewers can influence the responses by inappropriate suggestions, word emphasis, tone of voice and question rephrasing.
- 3. Non-response** Non-response refers to failure to obtain responses from some sample respondents. There are many sources of non-response; non-availability, refusal, incapacity, inaccessibility.
- 4. Non-availability:** Some respondents may not be available at home at the time of call. This depends upon the nature of the respondent and the time of calls. For example employed persons may not be available during working hours. Farmers may not be available at home during cultivation season.

5. **Refusal:** Some persons may refuse to furnish information because they are approached at the wrong hour and so on.

6. **Incapacity or inability** may refer to illness which prevents a response during the entire survey period. This may also arise on account of language barrier.