

# Data Collection Tools

## Interview and Questionnaire

# Data Collection Tool

The various method of data gathering involve the use of appropriate recording forms. These are called tools or instruments of data collection, they consists of observation schedule or interview guide, interview schedule, questionnaire, rating scale, check list etc.,

## Interview

It may be defined as a two way systematic conversation between an investigator and an informant, initiated for obtaining information relevant to a specific study

## **Characteristics of Interview**

1. The participants - the interviewer and the respondent - are strangers. Hence, the investigator has to get himself introduced to the respondent in an appropriate manner
2. The relationship between the participants and the interviewer is a transitory one. It has a fixed beginning and termination points.
3. Interview is not a mere casual conversational exchange, but a conversation with a specific purpose, viz., obtaining information relevant to a study.

## Advantages of Interview

4. Interview is a mode of obtaining verbal answers to questions put verbally.
5. The interaction between the interviewer and the respondent need not necessarily be on a face-to-face basis, because interview can be conducted over the telephone also.
6. Although interview is usually a conversation between two persons, it need not be limited to a single respondent. It can also be conducted with a group of persons
7. Interviewing is a flexible psychological process.

## Advantages of Interview

1. In this data tool the depth and detail of information can be secured.
2. The interviewer can do more to improve the percentage of responses and the quality of information received than other method
3. The interviewer can gather other supplemental information like economic level, living conditions etc.
4. The accuracy and dependability of the answers given by the respondent can be checked by observation and probing.
5. Interview is flexible and adaptable to individual situations. Even more control can be exercised over the interview situation.

## Disadvantage of Interview

1. The interview results are often adversely affected by interviewer's mode of asking questions and interactions
2. Certain types of personal and financial information may be refused in face-to-face interview
3. Interview poses the problem of recording information obtained from the respondents
4. Lack of training for the person who conduct interview.
5. Interview is costly both in terms of money and time.

## Requirement for Successful Interview

1. Data availability: The needed- information should be available with the respondent.
2. Role perception: The respondent should understand his role and know what is required of him.
3. Role of Interviewer: The interviewer should also know his role. He should establish a permissive atmosphere and encourage frank and free conversation.
4. Respondent's motivation: The respondent should be willing to respond and give accurate answer. This depends partly on the interviewer's approach and skill