Interviews
Chapter Objectives

1. Describe the uses of interview research
2. Explain the difference between in-depth, expert and intercept interviews
3. Clarify the different types of interview questions
4. Introduce recruiting and screening participants
5. Explain the interview process
In-depth Interview Research

- One to one lengthy interviews
- Gaining insights into customer attitudes and behavior
Expert Interviews

- Interviews with experts on product or customers
- Obtains factual knowledge
Intercept Interviews

- Quick interviews of many subjects
- Gets many responses to build hypothesis
Advantages vs. Disadvantages

- **Advantages**
  - Provides time to probe insights
  - Provides participants time
  - Can be conducted at different settings
  - Can be used to gather factual data

- **Disadvantages**
  - Requires researcher skilled in technique
  - Unable to make comparisons
  - Less findings to analyze
Interview Process

- **Opening**
  - Explain purpose of research
  - Describe logistical details
  - Assure participant of confidentiality

- **Probing**
  - Ask follow up questions

- **Closing**
  - Thank and reassure of confidentiality
Descriptive Questions

- Asks participants to describe behavior
- Uses what, where, when, how often, with whom
- Simple questions to answer
- Similar to survey questions
Causal Questions

- Designed to uncover the reasons of behavior
- Probing questions
- Takes thought to answer
Consequence Questions

- Asks about changes in feelings caused by behavior
- Probing questions
- Provide information on consumer benefits
Recruiting and Screening Participants

- Fewer participants needed for in depth and expert interviews
- More important to have right participants
- More difficult to recruit for interviews
- Incentives may be necessary
Developing Profile

- Usage status
- Demographic characteristics
- Psychographic characteristics
Screening for In-depth

- **Get list of potential interviewees**
  - Membership lists, box office, client files

- **Develop screening questions**
  - Based on profile

- **Screen for appropriateness**
  - By mail, online or in person
Screening for Expert

- Choose organization based on product or customers
- Contact personnel department or website for names of officials
- Ask for interview both in writing and verbally
Screening for Intercept

- Locations where potential participants congregate chosen
- Best location is chosen
- Participants asked based on visible characteristics and their relevance to profile
Interviewer Skills

- **Patience**
  - To establish rapport

- **Interest in people**
  - So each participant feels valued

- **Excellent communication skills**
  - To gain the needed information
Interview Location

- **In-depth**
  - Researcher office, participant home, neutral location

- **Expert**
  - Expert office, neutral location, telephone, online

- **Intercept**
  - Organization, public place