2.4 Interviews: Structured, Unstructured and Group: 10-minute Pack

AQA 8192 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Use sociological vocabulary and name sociologists where you can.

1 Ann Oakley argued that interviewers researching sensitive topics should adopt a different style from the traditional model. Explain Oakley's view of reciprocal interviewing when researching sensitive topics.

(Total for Question 1 is 2 marks)

2 Not every sociologist agrees that Oakley's more informal, reciprocal interviewing style is always the best approach. Explain one criticism of Oakley's more informal, reciprocal interviewing style.

(Total for Question 2 is 2 marks)

3 Some interview methods are easier for another researcher to repeat exactly than others. Define reliability in the context of interviews.

(Total for Question 3 is 2 marks)

4 State one reason structured interviews tend to be considered more reliable than unstructured interviews.

(Total for Question 4 is 2 marks)

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Mark scheme · 2.4 Interviews: Structured, Unstructured and Group: 10-minute Pack

Question 1

identifies a more reciprocal style as the interviewer being willing to answer the interviewee's questions and share something of themselves, rather than remaining a detached, neutral questioner **B1**

development, e.g. Oakley argued this built the trust and rapport needed for women to talk openly about sensitive experiences such as childbirth **B1**

Answer: A more reciprocal interviewing style involves the interviewer being willing to answer the interviewee's own questions and share something of themselves, rather than remaining a detached, neutral questioner. Oakley argued this built the trust and rapport needed for women to talk openly about sensitive experiences such as childbirth.

Question 2

identifies a genuine criticism, e.g. the closer relationship it creates between interviewer and interviewee can reduce objectivity **B1**

development, e.g. it can also make it harder to ask the same questions in a standardised way across interviews, reducing reliability **B1**

Answer: Critics argue the closer relationship a reciprocal interviewing style creates between interviewer and interviewee can reduce objectivity, and can make it harder to ask questions in a standardised way across interviews, reducing reliability.

Question 3

identifies reliability as the extent to which a research method, if repeated by another researcher in the same way, would produce the same or consistent results **B1**

development, e.g. this tends to be higher for structured interviews than for unstructured interviews **B1**

Answer: Reliability is the extent to which a research method, if repeated by another researcher in the same way, would produce the same or consistent results; this tends to be higher for structured interviews than for unstructured interviews.

Question 4

identifies that every respondent is asked identical, standardised questions in the same order and way **B1**

development, e.g. so the interview can be repeated exactly and results can be checked or compared **B1**

Answer: Because every respondent is asked identical, standardised questions in the same order and way, a structured interview can be repeated exactly by another researcher, so results can be checked or compared.

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