# 2.4 Interviews: Structured, Unstructured and Group: Test Pack

AQA 8192 · about 15 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

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

**1** An interview where the interviewer follows a fixed list of questions, asked in the same order to every respondent, is called a...

- ☐ A) unstructured interview
- ☐ B) structured interview
- ☐ C) group interview
- ☐ D) pilot interview

**(Total for Question 1 is 1 mark)**

**2** Define what sociologists mean by 'rapport' in interview-based research.

**(Total for Question 2 is 2 marks)**

**3** The interviewer's own presence can sometimes affect the answers a respondent gives. Explain what is meant by interviewer bias.

**(Total for Question 3 is 4 marks)**


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**4** Group interviews, or focus groups, bring several respondents together at once. Explain one strength and one limitation of group interviews.

**(Total for Question 4 is 4 marks)**

**5** State one criticism, made by feminist sociologists such as Ann Oakley, of the traditional structured-interview model.

**(Total for Question 5 is 2 marks)**


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# Mark scheme · 2.4 Interviews: Structured, Unstructured and Group: Test Pack

## Question 1

B (structured interview) **B1**

**Answer: B**

## Question 2

identifies rapport as a relationship of trust and mutual understanding between interviewer and interviewee (oe) **B1**

development, e.g. it can encourage the interviewee to answer more openly and honestly, and is more easily built in unstructured interviews **B1**

**Answer: Rapport is a relationship of trust and mutual understanding between interviewer and interviewee, which can encourage the interviewee to answer more openly and honestly, and is more easily built in unstructured interviews.**

## Question 3

identifies interviewer bias as the interviewer's presence, tone, appearance or reactions unintentionally influencing the answers a respondent gives **B1**

development, e.g. a respondent gives the answer they think the interviewer wants to hear (social desirability) **B1**

further point, e.g. this is more likely in unstructured, face-to-face interviews where more interaction occurs **B1**

further point, e.g. it can reduce validity if the respondent is not giving their genuine view **B1**

**Answer: Interviewer bias is when the interviewer's presence, tone, appearance or reactions unintentionally influence the answers a respondent gives, for example a respondent giving the answer they think the interviewer wants to hear. This is more likely in unstructured, face-to-face interviews with more interaction, and can reduce validity if the respondent is not giving their genuine view.**

## Question 4

identifies that the group dynamic means participants respond to and build on each other's answers, generating discussion not possible one-to-one **B1**

development, e.g. interactions can reveal shared norms or generate a wider range of viewpoints **B1**

identifies a limitation: some participants may be reluctant to disagree or speak openly in a group (a conformity effect) **B1**

further point, e.g. dominant members can dominate the discussion, silencing others **B1**

**Answer: In a group interview, participants respond to and build on each other's answers, generating discussion not possible in a one-to-one interview and revealing shared norms or a wider range of viewpoints. However, some participants may be reluctant to disagree or speak openly in a group, and dominant members can silence others.**

## Question 5

identifies that the traditional model expects the interviewer to remain detached and neutral, not answering the interviewee's own questions **B1**

development, e.g. Oakley argued this failed to build the trust needed for honest, meaningful answers, especially in research with women **B1**

**Answer: The traditional structured-interview model expects the interviewer to stay detached and neutral, not answering the interviewee's own questions; Ann Oakley argued this failed to build the trust needed for honest, meaningful answers, especially in research with women.**


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