

The Qualitative Methods Master Class Webinar Series

The Quality of Interview Research

Why is qualitative research so often based on interviews? Why is so much interview research of questionable quality? How can we improve its credibility? In this talk, I seek to explain the dominance of interview studies that seek to elicit respondents 'experiences' and 'perceptions'. I show that this vocabulary is deeply problematic, assuming an over-rationalistic account of behavior and a direct link between the language of people's accounts and their past and present psychic states. Using a Constructionist approach, I develop these ideas by asking what sort of data are we trying to retrieve through interviews i.e. What do interviews reveal? I go on to examine and discount the claimed intellectual auspices for most interview studies and the way in which interview data are usually analyzed. I conclude by showing how the reliability of interview transcripts can be improved and the analysis of interview data made more robust.

Registration Link: <https://register.gotowebinar.com/register/6532050537286827265>

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