



**UiO** : **Department of Media and Communication**  
University of Oslo

## Collecting data by interviewing – qualitative and quantitative methods

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**MEVIT 4800 Perspectives and methods in media  
research**

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# Interviews

## Qualitative

- In depth
- Informant interviews
  
- Face-to face
- Voice (telephone etc)
- Online

(Literature: Kvale and Brinkmann, Figschou, Schrøder et al. Chs 7-9)

## Quantitative

- Surveys
- Enquetes

Face-to-face

Voice

Online

Mail

(Literature: Berger ch. 12, Schrøder et al. Chs 11-14, 17)

# Task

You are interested in what the audience think about and experienced the latest Harry Potter-movie. Formulate an RQ and suggest a design for a research project that would answer your RQ. Discuss whether the study should be representative and/ generalizable.

Discuss 2-4 persons for 5-7 minutes.

# Qualitative interviews

- Design
  - What is the RQ?
  - What is the approach?
    - Institutional / Policy analysis
    - Audience studies - Reception studies
    - Psychological analysis
    - Life stories
    - Market studies

# Qualitative interviews – data collection

## In depth/psychological interviews

- Interviewees are sources of information about interpretations and meaning.
- Interviewees unique or represent categories/classes (e.g. pupils, women readers).

## Informant interviews

- Interviewees are sources of information about issues.
- Interviewees represent positions, interests, roles.

# Types of interviews - examples

## The reception interview

” ...your first priority in planning a reception interview is to get people to speak from the depths of their hearts about their experience of the media product you are exploring.”

Schrøder et al. 2003:149

## The elite interview

” Elites are used to be asked about their opinions and thoughts and an interviewer with some expertise concerning the interview topic may provide an interesting conversation partner.”

Brinkmann and Kvale 2009: 147

# Interviewer qualifications

Knowledge: about the interviewees, the topic and the context.

Open mind: new aspects of the topic may crop up in the interview.

Structure: purpose, interview guide, manage to steer the interview.

Critical: not everything is taken at face value.

Ask clear questions.

Remember what is being said, and can follow up and ask for clarifications.

Sensitivity: listen, feel, be empathetic.

Interpret during the interview.

# Validity, reliability, generalizability

- Person dependent?
- Interpersonally reproducible?
- Biased?
- Trustworthy?
- Leading questions?
- Generalizable?



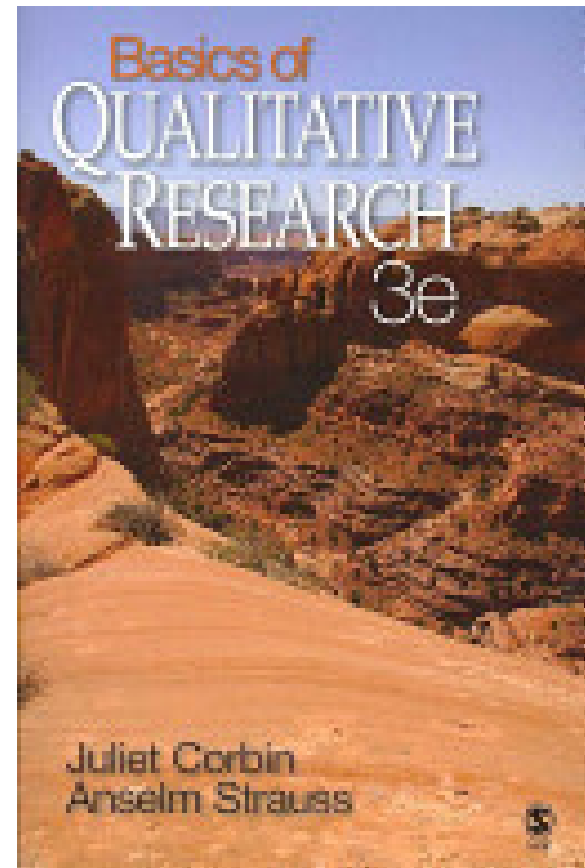
# Analysis of qualitative interviews - examples

Discourse analysis

Grounded theory

Semiotics

Narrative analysis



## Data analysis: Challenges

- Transcription is time consuming.
- Interpretation must start before transcription.
- The data is often overwhelming and hard to systematize.
- Challenges of ethics and validity keep returning.

Next lecture:  
Thursday 1 September 10.15-12.00

Theme:  
Ethnographic methods  
Online ethnography