

# UWE FLICK

# DOING INTERVIEW RESEARCH

The Essential How To Guide

®SAGE

Los Angeles | London | New Delhi  
Singapore | Washington DC | Melbourne

# EXTENDED CONTENTS

<i>List of Figures</i>	xii
<i>List of Tables</i>	xiii
<i>About the Author</i>	xiv
<i>Preface</i>	xv
<i>Acknowledgements</i>	xix
<i>Discover the Online Resources</i>	xx
<b>PART I How to Understand Interview Research</b>	<b>1</b>
<b>1 What Doing Interview Research Means</b>	<b>3</b>
Looking Back: Interviewing in Qualitative Research	4
New Challenges :	7
Why Interviews? Purposes and Research Questions	11
Interviewing as Research Built on a Short-term Personal Relationship	14
Interviews as Stand-alone Method or in a Complex Design	15
<b>2 Theories and Epistemologies of Interviewing</b>	<b>21</b>
Basic Theoretical Underpinnings of Interviewing	22
Epistemologies of Interviewing	24
Epistemological Concepts of Interviewing	24
Role of the Interviewer	27
Knowledge Produced in the Interview	28
Consequences for Conceiving Interviews	28
Methodological Principles Underlying the Use of Interviews	29
Critical Discussion of Interviewing	31
Doing Interview Research - A Framework	32
<b>3 When to Choose Interviews as a Research Method</b>	<b>39</b>
Aims of Interviewing in Various Contexts	40
Research Questions	42
Study Aims	44
When to Choose Qualitative Interviewing	45
Research Strategies	46
Pragmatic Considerations	47
Exploration of Issues	48
Multiplicity of Perspectives	49
Aims of Going Online and Becoming Mobile with Interviewing	50
Participants' Views of Being Interviewed	51
When Not to Choose Interviews as Your Method	54
Doing Interviews despite the Critiques	54

<b>4</b>	<b>Methods and Formats of Interviewing</b>	<b>59</b>
	General Principles of Interviewing and the Proliferation of Methods	59
	Dimensions of Interview Methods	61
	Formats of Interviewing	64
	Specific Settings of Interviewing in Context	66
	Principles and Practices of Interviewing	68
	Selecting a Method for Interviewing	68
<b>PART II</b>	<b>Designing Interview Research</b>	<b>73</b>
<b>5</b>	<b>Planning and Designing Interview Research</b>	<b>75</b>
	Designing an Interview Study as Constructing a Framework for Listening	75
	Designing Qualitative Interview Research - What Does it Mean?	76
	The Six F's of Designing Interview Research	77
	The Process of Designing Interview Studies	78
	Research Questions	80
	Case Study Research	83
	Comparative Studies	84
	Longitudinal Designs	86
	Extending the Classical Design of Interviewing	88
	Designing Interview Guides	94
	Resources	95
<b>6</b>	<b>How Many Interviewees? Sampling and Saturation</b>	<b>101</b>
	Constructing a Framework for Listening	101
	Sampling in the Process	102
	How to Sample Interviewees	104
	Sampling Criteria Defined in Advance	104
	Purposive Sampling	105
	Theoretical Sampling	107
	Snowball Sampling	109
	Sampling in Indigenous Interview Research	110
	Planning the Sampling for an Interview Study	111
	Sample Size and Saturation: How Many Interviews?	112
	Steps, Aims and Criteria in Preparing and Doing the Sampling for Interview Studies	115
<b>7</b>	<b>Accessing and Recruiting Participants</b>	<b>121</b>
	Constructing a Framework for Listening	121
	Accessing and Recruiting Interviewees	122
	Accessing and Recruiting for Digital Interviews	128
	Being Recruited for an Interview: The Participants' Perspectives	130
	Steps, Aims and Criteria in Preparing and Gaining Access and Recruiting for Interview Studies	132

EXTENDED CONTENTS

<b>PART III How to Conduct Interviews</b>	<b>137</b>
<b>8 How to Respect and Protect: Ethics of Interviewing</b>	<b>139</b>
Ethics of Doing Interviews	139
General Issues of Interview Ethics	140
Data Protection: Regulations in the European Union	141
Participants' Views and Expectations of Interview Research Ethics	145
How to Act Ethically in Doing Interview Research	147
Informed Consent	149
Risk and Harm	152
Dual Role and Over-involvement	153
Politics and Power	153
Doing Justice to Participants in Analysing Data	154
Specific Target Groups of Interviewing	155
Specific Contexts of Interviewing	159
Research Ethics in Constructing a Setting for Listening	161
Steps, Aims and Criteria in Preparing and Doing Ethically	
Sound Interview Studies	163
<b>9 Semi-structured Interviews: Working with Questions and Answers</b>	<b>169</b>
Background to Semi-structured Interviewing	170
Constructing a Framework for Listening in Semi-structured Interviews	174
Interview Guides	174
Using Questions and Interview Guides Reflexively	178
Doing Semi-structured Interviewing	179
Using Tools in Interviewing	184
Photo Elicitation	185
Using Vignettes	187
Interviewing with Foreign Languages	188
Interviewing in Different Cultures	190
Steps, Aims and Criteria in Preparing and Doing Semi-structured Interviews	191
How to Select the Appropriate Form of Interviewing	194
<b>10 Interviewing Experts and Elites</b>	<b>199</b>
Background to the Expert Interview	200
Expert Interviews in Indigenous Research	202
Constructing a Framework for Listening in Expert Interviews	203
Conducting Expert Interviews	206
Types of Data in Expert Interviews	208
Ways of Using Expert Interviews	209
Elite Interviewing	209
Key Informant Interviewing	210
Planning and Preparing Expert Interviews	211
Being Interviewed: The Participants in Expert Interviews	212
What is Different in Expert Interviews?	212
Steps, Aims and Criteria in Preparing and Doing Expert Interviews	213

DOING INTERVIEW RESEARCH

<b>11 Integrating Narratives in Interviews: Episodic Interviews</b>	<b>219</b>
Background to the Episodic Interview	220
Constructing a Framework for Listening in Episodic Interviews	222
Types of Data in the Episodic Interview	228
Planning and Preparing Episodic Interviews	228
Steps, Aims and Criteria in Preparing and Doing Episodic Interviews	230
<b>PART IV Doing Interviews in Contexts</b>	<b>235</b>
<b>12 How to Work with Life Histories: Narrative Interviews</b>	<b>237</b>
Background to the Narrative Interview	238
Constructing a Framework for Listening in Narrative Interviews	240
Conducting a Narrative Interview	240
Types of Data in the Narrative Interview	245
Narrative Interviewing in Critical Research	246
Steps, Aims and Criteria in Preparing and Doing Narrative Interviews	248
<b>13 Working with Focus Groups as Interviews</b>	<b>253</b>
Background to Focus Group Interviews	253
Constructing a Framework for Listening in Focus Group Interviews	255
Types of Data in Focus Group Interviews	258
Planning and Preparing Focus Group Interviews	258
Steps, Aims and Criteria in Preparing and Doing Focus Group Interviews	260
Contextualizing Interviews by Focus Groups	262
Doing Focus Group Interviews Online	263
Focus Group Interviewing for Decolonizing Research	265
<b>14 Ask (in) the Field: Ethnographic and Mobile Interviewing</b>	<b>271</b>
The Ethnographic Interview	272
Constructing a Framework for Listening in Ethnographic Interviews	276
Extend the Setting: Mobile Interviewing	277
Steps, Aims and Criteria in Preparing and Doing Ethnographic and Mobile Interviews	282
<b>15 Doing Online Interviews</b>	<b>287</b>
Background to Online Interviewing	287
Constructing a Framework for Listening in Online Interviews	288
Doing Qualitative Telephone Interviews	289
Doing Email Interviews	293
Practicalities of Doing Email Interviews	296
Doing Qualitative Skype Interviews	300
Using Zoom, Webex and Microsoft Teams for Doing Interviews	303
Steps, Aims and Criteria in Preparing and Doing Online Interviews	304
How to Select the Appropriate Form of Interviewing	305
Online Interviews in Indigenous Research	306

EXTENDED CONTENTS

<b>PART V How to Work with Interview Data</b>	<b>311</b>
<b>16 Working with Interview Data</b>	<b>313</b>
Constructing a Framework for Listening to Interviews as Data	313
How to Turn Interviews into Data	314
Secondary Analysis of Interview Data	318
Data Management and Administration	319
How to Analyse Interview Data	322
Coding	323
Grounded Theory Coding _	323
Thematic Coding	328
Qualitative Content Analysis	331
Planning the Analysis of an Interview	333
Interpretation and Discovery	334
Comparison and Generalization	337
Postcolonial Approaches to Analysing Interview Data	338
Steps, Aims and Criteria in Preparing and Doing the Analysis of an Interview	339
<b>17 Credibility and Transparency: Quality and Writing in Interview Research</b>	<b>345</b>
Approaches to Quality in Qualitative Research	346
Quality in Doing Qualitative Interview Research	346
Quality of Interviewing in the Process	348
Quality Before and After the Interview	348
Practical Aspects of Advancing Quality in Qualitative Interviews	349
Validity Concepts in Indigenous Research	353
Trustworthiness	353
Credibility and Transparency	354
Making Interview Research Transparent - Writing Research	356
Steps, Aims and Criteria in Preparing and Doing the Writing Up of Interview Studies	362
Making Qualitative Research Relevant	363
<b>18 From Interviewing to an Inner View: Critiques and Reflexivity</b>	<b>369</b>
Critiques of Interviewing	369
Reflexivity	373
Doing Interviews - Not a Case of Mind-reading but Varieties of Talking about an Issue in Context	377
<i>Glossary</i>	380
<i>References</i>	388
<i>Index</i>	411