

Ans 4

Face to Face Interview

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It is important to have a well seasoned interviewer who can adapt with the conversation as the discussion may not flow exactly in sync with the discussion guide or questionnaire. A good interviewer that can tailor the discussion to objectives and sustain more control over the data

received. The ability to conduct a complex or even technical interview is the ability to see how the little pieces fit together. An interviewer does not need to be an expert on the subject. In fact being an expert and bringing your own bias to the table can hinder the ability to analyze the data objectively. However, an interviewer should do a fair amount of background research to hold.

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Advantages of Face to Face Interviews

- Allow for more in-depth data collection and comprehensive understanding
- Body language and facial expressions are more clearly identified and understood
- The interviewer can probe for explanations of responses
- Stimulus material and visual aids can be used to support the interview
- Interview length can be considerably longer since the participants have greater commitment to participate.

Disadvantages of Face to Face Interviews

- Interviews are more time consuming to recruit and conduct
- As a result of training and travel, F2F interviews can be expensive
- Interviewers can observe biased responses
- Firstly carefully vet the respondent's ability before investing time in the recruitment process and the interview process.