



Semi-Structured Interviews

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May 13, 2019

9:00am – 4:30pm

Summary

This workshop will provide students, researchers, and practitioners, interested in using interviews for their projects, with the basic skills and rules to follow in order to collect high quality data that meets their research needs.

Conducting successful interviews is not as easy as some may think and it requires careful preparation and training, to avoid many important pitfalls that can negatively affect the quality of the data collected. This workshop will present some the key challenges facing researchers and offer practical advice on how to design, conduct and analyze qualitative research projects using semi-structured interviews.

Senior Vice President and General Manager for Quebec at Ipsos Canada, Sébastien Dallaire has extensive field experience that he will draw upon. He will begin by discussing theoretical research design principles and then take participants through the details of designing, administering, and analyzing semi-structured interviews.

This workshop will also provide opportunities for participants to apply their knowledge through practical exercises.

Outline

1. Review: theoretical research design principles
2. Common pitfalls and misconceptions when interviewing subjects
3. Tricks for conducting semi-structured interviews
 - a. How are they different from surveys
 - b. Types of questions you can and cannot ask
 - c. Other important factors to consider
4. Practice

Required Readings*

- Adams, William C. 2015. "Chapter 19: Conducting Semi-Structured Interviews" in Kathryn E. Newcomer, Harry P. Hatry, and Joseph S. Wholey (eds.) *Handbook of Practical Program Evaluation* (4th Edition). New York: Oxford University Press, pp. 492-505. <http://reserves.concordia.ca/ares/ares.dll/plink?14EF3B81>
- Bryman, Alan. 2012. "Interviews in Qualitative Research" in *Social Research Methods* (4th Edition). New York: Oxford University Press, pp. 468-499 <http://reserves.concordia.ca/ares/ares.dll/plink?14EF21CC>
- Leech, Beth L. 2002. "Asking Questions: Techniques for Semistructured Interviews." *PS: Political Science & Politics*, 35(4): 665–668. <http://reserves.concordia.ca/ares/ares.dll/plink?14EF3B82>
- Mason, Jennifer. 2004. "Semistructured Interview" in Michael S. Lewis-Beck, Alan Bryman and Tim Futing Liao (eds.) *The SAGE Encyclopedia of Social Science Research Methods*. Thousand Oaks: SAGE Publications, Inc., Vol. 1, p. 1021. <http://reserves.concordia.ca/ares/ares.dll/plink?14EF3B83>

*If you are registered for non-credit and are unable to locate the readings, please contact us at wssr@concordia.ca

