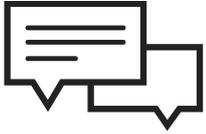


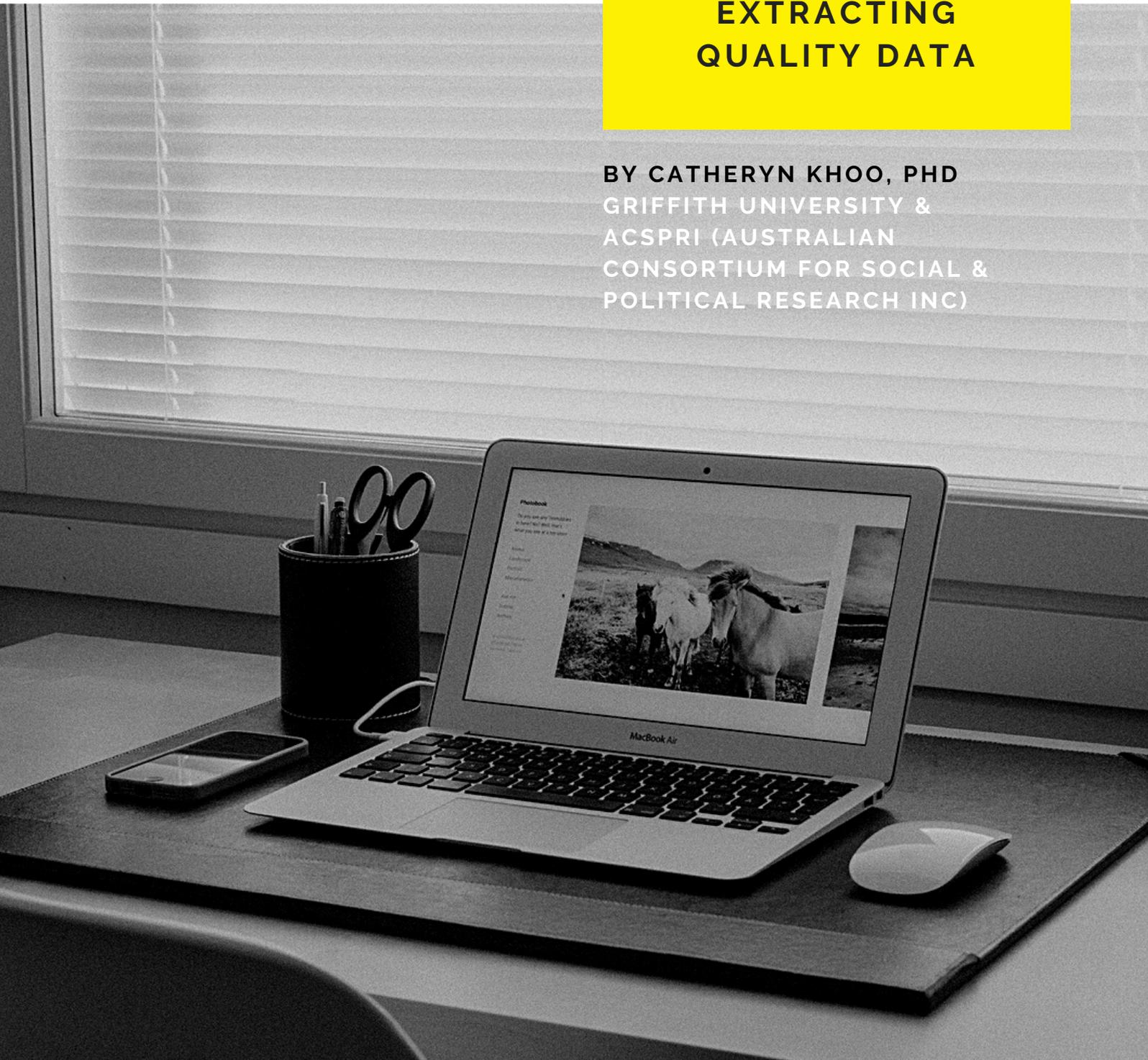
WHAT YOU WEREN'T TAUGHT

QUALITATIVE INTERVIEWS



**EXTRACTING
QUALITY DATA**

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GRIFFITH UNIVERSITY &
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POLITICAL RESEARCH INC)**





THE RATIONALE

I'm Editor-in-Chief for Tourism Management Perspectives. I'm a PhD supervisor. I'm an PhD examiner. And I am a qualitative researcher. This means that I have not only seen qualitative data collection gone wrong, but I have personally made mistakes, stumbled and collected useless and/or biased data. Although we've attended various qualitative research methods classes, the basics of qualitative interview techniques have been under-rated and never really taught. We take interviewing for granted, and learn from what we observe. We either interview like journalists, or like friends asking questions in conversations. There is so much more to interviewing that can potentially enhance the quality of our data, improve our relationships with the respondents and make our research more meaningful. I would like to see more qualitative researchers achieve these. See you at the workshops.

CONSENT FORMS

THE PROBLEM

Consent forms are usually obligatory and many of us as researchers rush through the process of obtaining consent to get it out of the way.

However, the process of obtaining consent can be powerful in gaining trust, the beginnings of a great researcher-respondent relationship. Obtaining consent is foundational for harnessing intimate data. Have you done it right?

THE AIM

The right body language and language pattern of the researcher are important because they can either cause the respondents to open up or shut down. Improve the process of obtaining consent before your actual interview and be rewarded with better and more meaningful data.



YOUR INTERVIEW QUESTIONS



These are how typical interview questions are worded:-

- What is the most important experience you have had in/on XXX?
- How satisfied are you with XXX?
- What kind of conflicts have occurred in your decision-making process?
- In your opinion, what new business development opportunities are arising?

**ALL OF THESE QUESTIONS
ARE LEADING QUESTIONS AND
PRODUCE BIASED ANSWERS
THAT MAY NOT BE
MEANINGFUL FOR IMPACTING
CHANGE.**

DEMOGRAPHIC QUESTIONS

HOW TO ASK

- How long have you stayed here and will you be staying for more days ?
- How long have you been working at this company?
- How frequent do you handle customer complaints?

"IT IS NOT THE ANSWER THAT ENLIGHTENS BUT THE QUESTION"

Many researchers think demographic questions are well, just to collect demographic data. They are therefore, closed-ended questions such as the three examples above. Just because these questions don't come with option answers or on a Likert scale doesn't mean they are qualitative questions.



Einstein was quoted as saying, "**If I had one hour to solve a problem and my life depended on it, I would use the first 55 minutes determining the proper question to ask!**" Demographic questions can be powerful for tapping into deep-seated emotions and thoughts underlying behaviour and attitudes. You would be amazed at your new improved data when you change the way your demographic questions are framed.

Invest in an ACSPRI workshop, to give your respondents real voice. Join us in the free workshop at the CAUTHE 2021 conference.



AN ACSPRI WORKSHOP

APPLIED QUALITATIVE INTERVIEWING WORKSHOP

DATES

@ THE CAUTHE 2021 CONFERENCE, 11 FEB 2021 @ IIAM AEDT
TO REGISTER, [CLICK HERE](#)

@ ACSPRI'S MASTERCLASS, 18 MAY 2021
TO REGISTER, [CLICK HERE](#)

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