

Interview¹ as an Important Epistemological² Utility; Its Definitions, Conveniences, Types, Advantageous, Disadvantageous, Affects and Ethical issues

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When applied properly in academic research, interview, as an important epistemological tool, offers several promising advantages. As pointed by Alvesson (2002:114) ‘...any research works demands methods and ideas of empirical work. In this post-modernism era, it is even developing to the edge than ever’, seeking right data through right method is important in the post-modernism era. Interview as an epistemological tool provides flexibility for retrieval of reliable data; meanwhile, it also may cast some weakness, when applied in improper ways. Therefore, this paper offers description of its advantageous, disadvantageous, limits and other reciprocal issues related with interview, as an important research tool.

Introduction

Both qualitative and quantitative based studies allow researchers to apply varieties of methods to conduct empirical researches without much restriction. Ethnographical approach, observation, participation, and interview are a few that widely applied in both fields. Among them, interview promises better success rate to grasp, ‘the truth (which) is still out there’ (David Silverman, 1999). Therefore researchers from a number of fields, like Humanities, Sociologist, Medical Practitioners, Economist, Educationist and so on rely on interview more frequently (1999, Armstrong, 2006, Bagby and others., 2006, Boutain and Hitti, 2006, Eacute and others., 1998, Harwood, 2007, Hodes and others., 1999, Mulhall, 2003).

Several researchers such as Berry, 2003:2, David Silverman, 1999, Morgan, 1996 and so on believe that interview is the method that provides primary source of information for any explored topic. Alvesson (2002: 112) assays that ‘interview is a useful and effectively applied research tool in human encounter; the result is enriched with primary human touch’. Hearing personal feelings, attainment grievances, achievement and on directly from the interviewee enhance the validity of the data. In short, interview offer abundant opportunities and chances to apprehend reliable and quality data. As an important methodological tool, Interview creates opportunities to overcome the disparity in many ways. Scholars believe that interview posses plenty of rewarding compared with other means of researches. It promises clear and reliable information(Bagby et al., 2006, Armstrong, 2006, Mann, 2006, Berry, 2003:2).

¹ For simplification purpose the definition for this term is driven from by eliminating all of those simple versions. The focus was restricted towards explanation providing clearer explanation for academic type interviews only.

² Epistemology is a Greek term consisting two words, ‘episteme’ and ‘ology’, where first term means knowledge and the latter means science. Combination of both of them could be related as ‘science or theory of acquiring knowledge’.

The significant difference between quantitative and qualitative based researches lies in the way they promote in-depth analyses. This is hardly understood by most of the present day graduates. Berry (2003) says that most of the graduates are fond in applying quantitative methods in their researches, but fail to apply qualitative methods appropriately which prevents them from knowing the significant differences between the major methodological divisions, consequently, drags them towards the poor academic performance in return.

Interview: Definitions

Dictionaries provide varieties of definition for interview. For example, the following interpretation from a dictionary, '*a meeting or conversation in which a writer or reporter asks questions of one or more persons from whom material is sought for a newspaper story, television broadcast, etc*' (www.dictionaries.com) is rather too general, yet the interpretation still evolving around the face-to-face interrogation. Contrary to this general view, Kvale (1999:2) defines interviews as follows, '*the qualitative research interview is a construction site of knowledge. An interview is literally, an inter view, an inter change of views between two persons conversing about a theme of mutual interest*'. Needless to elaborate that the self-explanatory description justifies the definition for any sort of scholarly conducted research interview.

However, compared to those two versions of interpretations, the following connotation preferably would rationalize what is a scholarly conducted qualitative research interview is all about properly.

A research interview is a structured social interaction between a researcher and a subject who is identified as a potential source of information, in which the interviewer initiates and controls the exchange to obtain quantifiable and comparable information relevant to an emerging or previously stated hypothesis.(www.wikipedia's Encyclopaedia's.org)

Among the given definition, the foregoing interpretation seems comprehensive and depicts several issues related to utilization of this epistemological element. It nominates several points related to interview as an epistemological utility, besides providing basic interpretation, namely, values of interviews, limits in interviews, aims of conducting interviews and so on.

Every explanation given for interview though seemed comprehensive; a vigilant reader may have noticed that none of them has provided a clearer view of what is an academic type of interview is. Interview at academic level can be defined as a method used in the fields of academia to gather views of subject/s in personal, which consequently compel the flow of data that rich in originality and reality, especially embedded with 'human touch' (Alvesson, 2002: 112). Whether, it is face-to-face interview, focus group interview, journalistic interview or politically motivated interview, all of these interviews obviously can be divided into two types; assessment interviews and information seeking interviews. The former is more relevant to job interviews, while the latter is suitable for academic research.

The current paper revolve around two real-life experiences, which have been referred to provide some deeper analytical insight on studying the pro and contra of interview. The first scenario is my personal experience of conducting interview and the second one is stemmed from a research student. Both scenarios are added to accelerate the awareness among the reader to avoid such shortfalls in their interview endeavours.

Scenario 1(1997)

On a fine Friday morning, I have arranged an interview with Person of In-charge for Tamil Schools in the state of Johor, a southern state in Peninsular Malaysia around 10 am. I reached the venue at 5 minutes before the appointment with some basic questions. The session was scheduled to last for two hours. The first hour of the session was so fruitful. It took place in the officer's room while the second hour of the session was carried out in the coffee room. In the second half of the session, the interviewee paused and stared at me, with deep anguish look, he asked me 'What is exactly you wanted to know?'

Scenario 2(2005)

An intelligent and bright student carried out a research on radio programmes aired on one of the broadcasting centre in Malaysia for her undergraduate dissertation. She conducted a fieldwork involving interviews with some personnel at the Broadcasting centres. After her 5th visit to the centre, she met me for guidance with 10 pages of data, but with agony of seeking advises which lasted for more than 3 hours, added with some personal conflict and trauma she experienced during the visits...!

Interpretation of the scenarios

The first scenario is a valuable experience which happened a decade ago, while the second one took place few years ago. Both cases are related to undergraduate academic exercises, where the first one is related to a term assignment and the second one is related to an undergraduate graduate exercises. As a naïve interviewer with sincere motivations but lack of preparations, I failed at the first contact with the subject, who lived about 300 km away from my place. I travelled at least three times on my personal expenses before sorting out my shortcomings; it is an expensive experience for 30 pages of assignment.

The second scenario is a personal experience of a student. Contrary to the earlier one, she was privileged to establish contact with the subject, who is a key person in the station which located within 10 km radius from her base. Though, she was given all the basic equipment to overcome shortfalls before the session, it seemed that 'rapport building' approach was mistakenly interpreted by the other party, which have subsequently given her plenty of personal problems.

I would like to leave the conclusions for these scenarios open-ended, so a reader may reach his/her own interpretations and conclusions after knowing the key issues revolving around

this methodology like, the conveniences of interviews, its types, advantageous, disadvantageous, affect and ethical issues - our topic of discussion in the proceeding sections.

Interview: Conveniences

Interview, as pointed by Miller (D.Brewer (eds.), 2003:166-171), is 'everybody's technique' demands involvement of basic skills of conversations, speaking and listening, which are not alien to any speaking human. Asking question and giving answers is part and partial of human's everyday lifestyle. However, the interrogative method in research interview which conducted with a purpose needs some extra flavours. Furthermore, as an epistemological utility, it demands some precautions preparations added with skills and objectivities which have ability to transform this basic medium of interrogation into a knowledge seeking instrument.

Interview as an epistemological instrument has more advantages compared other methodological instruments like surveys, ethnographic participation and observation. It is capable of providing profitable return to experience the inside and outside world of the subject. Contrarily, other methods may only help a researcher to accesses one side of the subject in most of the cases. Face-to-face interrogation helps the interviewer to clarify any given information on the spot, by this way the interviewer may exploit the situation to retrieve more information or require clarification for any ambiguity. In its headway, a vigilant interviewer even could manage to uncover the concealed knowledge of the subject by utilising the entire flexible platform provided by this technique. No doubt that such a flexibility is important to expand the horizon of knowledge.

Interview: Types

Whether a researcher conducting qualitative or quantitative research which incorporates an interview, regardless to the nature of the study whether it belong to humanities or social sciences, according to Robert L Miller and John D. Brewer (2003:166-171) every interviews could be easily classified as;

- i. Structured interviews
- ii. Semi-structured interviews
- iii. Unstructured interviews

As pointed out by their titles all of them defined as comprehensively structured, partly structured or avoiding structuring at all, with regards to the structures. Having basic ideas on their characteristic nature would heighten our understanding about the nature and advantageous that interview could provide us.

i. Structured interviews

Technically speaking, structured interviews are preferable for a formal interrogation which would promise a researcher a handful of rich information (D.Brewer (eds.), 2003, Berry, 2003, David Silverman, 1999, Silverman, 2002). In this type of interview, a researcher is

expected to structure some basic questions which may sound rather formal. The order of questions usually sequenced based on priority of the expected answers. Moreover, during the interview session, the interviewer might be able to use the available avenue to scrutinize any received answers from the other parties if the answers were beyond what is expected. Unnecessary and casual dialogues usually find lesser importance in this type of interviews as both parties would focus on their duties whether listening or answering the structured questions. Concern on formalities in the structured interviews might impose some barriers or restrictions need serious observation by both parties. As a result, the researcher may succeed securing rich information, marking the success of this event.

ii. Semi-structured interviews

Interviews that provide flexibility to the interviewers and interviewee are termed as semi-structured interviews. In this situation, both parties were given enough time and space to indulge the situation appropriately. Allowing the respondent in getting known the subject matter and the interviewer in flexible manner is the possible outcome that one may enjoy through this type of interview. Such flexibility of course would ease interrogation by getting rid 'social distance' away, a phenomenon innately found in any sort of interview which having deeper affect on the outflow of information. On the other hand, a researcher also may enjoy benefit, as he/she could instantly develop his/her research question as the interview progress based on the issues without stick to the order of questions. This freedom would help researcher to approach the respondent from every angle. Meanwhile, the interviewer also may have flexibility to gain clarification for any sort unclear reply.

iii. Unstructured interviews

According to B. Brewer (2003) unstructured interviews are in the opposite side of nature that characterises the structured interviews. As like, the nature of outcome also bound to change. Interestingly, this approach suggests that the informal interrogation between listener and speaker should be preserved at all cost. Therefore, it is shaped by casual conversation which hardly requires involvement of fixed questions. Such a casual and informal conversation is undeniably a good tactic to break the 'ice' between interviewer and the interviewee. Upon receiving trusted concerns from other parties, the interviewer might be promised with closer look on sensitive issues he/she investigation. This type of interview would help interviewer at learning people's lifestyle, their golden memoirs and personal experiences which enriched with historical values. Like the semi-structured interview, this approach provides enough space for clarification or extra information for any unclear matter.

Although, each of the mentioned approaches seemed providing rooms for researchers to validate and confirm the opponents' information on the spot, but the allowed degree of flexibility differs from one type to another. However, in overall, interview is a method promising flexibility with ease to obtain needed information at any level that any one of the other methodological apparatus can provide. Incorporation of personal skills and benefits of unstructured interviews, as well with other type of mentioned interviews would promise

enjoyment of having richness information. However, besides such rewarding there are also a few disadvantageous associated with interviews, which are our topic of our next discussion.

Advantageous and Disadvantageous of Interview

Having seen the types of interview, let us move into its advantageous and disadvantageous that could be calculated based on well-formed application of this technique. Knowing the brighter part and the greyer part of this method would facilitate a researcher to apply this method wisely to increase the result of interview in any given time-frame.

Advantageous of interview

There are several benefits one could enjoy from interview rather than what will be discussed in this section. For example, R. Miller and D.Brewer (eds.) (2003:166-171) denote about 10 advantageous; flexibility, high response rate, check on questions, probes, clarification conformation, prompts, connecting, non-verbal communication, and timing. However, for simplification purpose, we will deal on limited numbers of advantageous based on their importances which are parallel to the aim of the present paper. They are,

- i. Flexible reciprocal approach
- ii. Able to seek higher response
- iii. Provide room for clarification and conformation
- iv. Provide observation over non-verbal communication
- v. Provide control on time management

i. Flexible reciprocal approach

Flexibility is one of the main issues demanded in any sort of information seeking interrogation. During the interview, this is expected to provide enough time and space to spring condensed ideas. Human memory is a stake of information shelves needs proper interval to explore and recall the experience. Any urgency in approaching them, besides depriving the primary information, it also may lead to their permanent concealment. Therefore scholars like Berry suggests any interviewer should preserve 'passion and not dispassion at any point of the interview protocol' (2003:2). Advisable interval and flexibility in term of constructing questions and demanding replies are important criterions of this strategy, and this should never be misused.

Understanding the environment and the interviewee are also significant tasks need to be performed wisely. Since the interviewer is given best opportunity to present himself/herself at the scene of interview, he/she might be able to learn the willingness of the interviewee through bare eyes. This advantageous that should be turn into benefit. With that advantage, the interviewer too may able to identify the interest and priority of the interviewee, while the interview proceeds. Without biasing from the core of the research topic, the interviewer may rearrange questions without relying on their fixed orders. The order might be recapped accordingly as the main issues begin to capture the scene. This reciprocal approach may provide balanced opportunities for both, the interviewer and the interviewee in exploring the

topics and answers. All it need is a researcher's judgemental approach towards the situation, reflexivity and observation skill.

ii. Able to seek higher response with reliable data

Factually, this advantageous relatively related to the previous point. Establishing flexible contact and lesser 'social distance' between the listeners and speakers, obviously would help the interviewer and interviewee to shuffle their role in the interview. Eventually, this would create higher response in gaining reliable data. So that, venues created for confused information could be reduced in this kind of social meeting. Both, interviewer and interviewee required to comply with stricture objectives in this kind of purposeful meeting. This type of interrogation would enable the interviewer with an ideal environment to claim higher responsive rate of reliable data, even for sensitive questions which ought to be avoided if conducted through other means.

iii. Provide room for clarification and confirmation for data

Another advantageous of interview that needs rationalization is providing room for clarification and confirmation. Unlike some surveys which use postal medium, interviews establish friendlier relationship between interviewer and interviewee where both parties having face to face involvement. This 'self-presence' approach create feasible environment where both parties could exchange their views. Nonetheless, the interviewer have upper hand control over the situation as any underperformance or ambiguous explanations need further clarification or confirmation could be executed accordingly as the session progress. Such an instance activity would add reliability to data given by the respondent, besides clarity to corroborate them with other initial issues which may have correlation.

iv. Provide observation over non-verbal communication

Needless to say that nothing is important as receiving first hand information from any individual, who involved directly, is another kind of means add new edge to knowledge. Interview as an epistemological utility finely grind this function and promises better outcome through reciprocal communicative approach. Basically, communication is divided into two types; i.e., verbal communication and non-verbal communication. The former provides straightforward insight to any points or views made available during the interview through speech contact. But the latter, a precious form of evidence is very hard to obtain through any other mean of cross-examination, where they might be utilised appropriately to validate the reliability of the information given by interviewee.

v. Provide control over time management

Research is a kind of race against time. A research could consume greater length of time if failed to organise appropriately. The same is very true for interview. However, this approach affords proper time control over the research process one ought to undertake when the researcher present in the event of interview. Although, the control over timing is influenced by the interviewee in most of the cases, the researcher having renowned flexibility over time management in interview, once he/she receive concerns from the other parties.

Disadvantageous of interview

Now we will turn to defective parts of interview, which we will cover under the following four sub-topics;

- i. Reliability of data at stake
- ii. Lack of anonymity
- iii. Distribution caused by interruption
- iv. Costlier and time consuming

i. Reliability of data at stake

Main aim of any epistemological endeavour is non other than capitalising ‘the existence of truth which is still surviving out there’ through proper rules and practical procedures. It is undeniable that interview provides a kind practice helps for retrieving such reliable information. This point out that any mission motivated for knowledge seeking must have retraceable rules and practices. Thus incorporating a number of procedures or types of interviews might provide non-standard practices in academic endeavours. In fact, it is an unethical manoeuvre which should be avoided. If such kind of shortfalls were allowed in academic tasks, then the reliability of the gathered data might be at stake and subjugated to unreliability.

ii. Lack of anonymity

Anonymity is an important element should be given priority in any sort of academic research; otherwise it would be tougher to reach generalisation, an end product of any academic venture. Generalisation is the key point that may direct other researcher to undertake appropriate studies in the future. People’s experience are studied and recorded as resemblance of a wider context which hard to capture since it may demand huge time consumption and costlier expenses. Thus, deriving a generalisation becomes important in academic research. Unfortunately, interview may fail to render such flexibility for interviewer as he/she have established direct contact with the subject in the data retrieval process.

iii. Distribution caused by interruption

Finding a suitable place to conduct interview, is technically an impossible task to perform. Many people like to have the interview in suitable place, as per wished by the interviewee. Some time it could be at office, home or another favourite venue of the interviewee, wherever it is, the interviewer usually have lesser choice than to comply with any given option. In such situation, interviewers have little room to influence the choice of venue if he/she found that the given options would bring in a lot of interruption. Given the chances, the interviewer must pay due importance to select the right venue for conducting the interview. Applying precautionous plan in selecting right place may help in every possible way to minimise interruptions. All it takes to control this issue are the intelligence and far-sighted vision of the interviewer. Without doubt, it must be admitted that venues also plays important role in inspiring and motivating plus refreshing the memory of both, the interview and interviewee.

iv. Costlier and time consuming

Although interviews seemed to be a simpler technique that promising convenience, factually, it can be an expensive method in term of time consumption and monetary expenses. As mentioned in the advantageous section, as a researcher, he/she have full control over timing, where necessary time shall be assigned. However, the timing is refers to the allocated time-frame for retrieving data from the recorded tape or the lengthy written notes taken during the interview. Painful amount of time might need to be allocated to capitalise them as useful information. Transcribing voice data, for instance could be a tougher task to perform for those beginners, especially. A single 60 minutes recorded tape may require 3 to 5 hours of attention depending on ability to grasp the information by the transcribers. Imagine how it could turn to be a painful task, if one needs to conduct at least 20 to 25 interviews to accomplish a research. Transcribing might become a nightmare.

However, there are some alternate techniques that a researcher could utilise to reduce the time spending for translating the voice data. All he/she need is some precautions added with paper and pen policy. Instead of spending time on interrogating the interviewee, the interviewer should be able to take notes of the important information discussed in the session. While transcribing, these notes could be used as guideline to grasp important points, if there is any. By this manner a total transcribing work could be avoided if there is no necessity. Such an intelligent action would save hours from spending unwittingly.

An experience which is costlier than money might be the traumatic situations encountered during the interview especially for serious researchers. This could turn even worst if the researcher fails to plan properly or having poor management skills. It could get rather expensive; if the interviewer failed to define the core of the interview subject at the initial stage before commencing an interview (This may refresh memory of the readers towards Scenario 1). As we have seen in earlier sections, a successful research interview may need more than a single visit, purposely for and before conducting the proper interview. One visit may be compulsory to create rapport and to break the social distance. But a few might be required to collect the necessary information which may not be available in a single visit (but it should not be more and open up avenues for other problems as experienced by the student as prescribed in the Scenario 2). Since each of the visits will involve cost and time consuming, a student must plan a manageable interview and avoid unnecessary problems in term of expenses and time. The key point is that the interviewer should not fail to plan properly since the very beginning.

Affects of Interview

Affects have many interpretations. In this section, we will limit the interpretation to the inherited affects of interview alone. The affect of interviews are few in number; but for convenient sake, three main important concerns will be covered under this section. They are,

- i. Legitimacy of the information
- ii. Restriction of the method
- iii. Prejudices

i. Legitimacy of the information

Do we need to believe everything told by the interviewee? Was there any artificial flavour has been added to the story given by the interviewee? Is there any part of the 'story' has been finely carved with some decorative elements, events or experience? If yes is the answer for those questions, what is the check and balance measurement ought to apply to validate their 'story'?

Obviously, an interviewer does not have many choices except than to accept the information provided by the subject. Moreover, he/she has no place to add or deduce any information given in the interview session. It would be an unethical if the interviewer encroach the date. In this sense, an interviewer does not have any room for validating the given information. What is more irritating is that the nature of research which always demanding 'truth reality' in any epistemological approach need to safeguards the informants and their information. Hence, the big puzzle which always hunts the validity of this information will never be justified. However, for researcher who wish to avoid getting trap into such deficiencies, Becker suggests that every interviewer should do some 'homework' and learn about the subject and interviewee before conducting the interviews (2003).

ii. Restriction of the method

Diversion of outcomes in interview associated with numerous self-created limitations such as, social status, gender, age, and on (D.Brewer(eds.), 2003). For example, interviewing a successful businessman or politician would not be an easy task for a student who is doing his/her undergraduate exercise. Likewise, understanding adolescence among teenagers or learning the hard-built lifestyle of a single mother would not be that easy for everyone who has never experienced any segment of their life. This would get easier to some extent if the interviewer place himself within the 'situation box'. Failure in answering those requirements which always comes along with their renowned limitations in generating 'in-depth knowledge' would be a successful failure.

Therefore, creating 'trust worthy' circumstances between interviewer and the interviewee through more than one visit become important to minimize the gap and 'break the ice'. Without having obtained secured feeling between two parties, free flow of 'reality' would be an unforeseen fact. To avoid such fallacies and in ensuring that the situation always in favour of the interviewer, rapport building approach therefore become necessary, as it will help the interviewee feel relieve and save. They also would feel secured when providing personal and private information without much hesitation, in consequence. No doubt that such attempt would possibly bring both interviewer and interviewee close towards the 'true' data.

iii. Prejudices

Prejudices or bias is one of the most feared elements which have deeper consequences towards successes of any academic research (Berg, 2004, Mulhall, 2003, Alvesson, 2002, Hamilton, 1996, Scheurich, 1997:62). There are many factors which may lead to biasness. Preconception, gender differences, social status, racial elements, ethnicity, and attire and so on are a few of those elements having serious consequences towards successfulness of an interview. In short, from psychologically conceived deceptions to physically inherited

judgements, every one of them have high tendency in creating prejudices among the interviewer and interviewee and consequently effects the success rate of interview.

Preconceived view of any issue before conducting an interview has serious consequences upon providing a neutral evaluation towards the gathered data. Previously conceived ideas about an issue or someone would affect any evaluation he/she wish to confer thorough the interview. Hence, before going for interview an interviewer should refrain himself from falling into this kind of deficit thoughts. Likewise, the gender differences, also may cultivate problems if the interviewer having strong male chauvinism or having stricture feminist feeling in opposite. In any one of these situations an interviewer with opposite nature to the interviewee might have to experience secondary treatment, an undesirable situation which may have originated due to predisposition attitude.

Race factors and ethnical differences are also having thicker shield to penetrate in most of the cases, just alike the issues discussed earlier. Sharing some of the sensitive racial or ethnical issues could not be realised in interviews, if the interviewer does not belong to particular race or ethnic group. It may favour the interviewee to neglect sensitive part of the questions. An interviewer who is expecting balanced and reliable information for such issues may experience a serious back set through this unsecured relationship. Although there is no specific measurement to overcome this problem, holding faith on the objectivity, the typical requirement of any academic research is the best way that may render solution to this problem.

Beyond the mentioned factors, the differences in analysing an issue between the interviewer and interviewee too have great chance to cause biasness. It is the interviewer's task to keep his profile low and avoid commutation which may have serious impact towards the outflow of reliable information. Anyway, the interviewer also should understand the benefit of argument and their limitations, where it should be recapitalised for perceiving conducive interview. After all, the primary aim of the exercise is none other than receiving valuable information in the form of experience. In order to receive valuable and reliable information, he/she must take all precaution to avoid preconception to book its place on the expenses of both interview and interviewee's negligence.

Last but not least, the manner of dressing also may lead to preconceived notion, to our surprise. In a society which loves to judge the books its covers, this kind of prejudices are unavoidable. Whether, like or not, an interviewer should have right attire when attending an interview. Besides, performing some basic right etiquette practices also mostly appreciated, especially if invited to venues having significant values either, social or societal remarks for the interviewee.

In sum, we may say that prejudice has many roots and faces but all of them have a single defection but rather serious impact to research based interviews where they could easily minimise the success rate of the interview. The moment it begun to succeed in capturing the scene is the moment where an interviewer begin to fail, as it is has the capacity to minimise the value of reliable information flow. This would consequently effect the supplying of empirical evidence for generalisation because all of them are somehow interconnected. This point is rather conformed by criticisms by Scheurich, who connotes threefold root causes for failure in interview; 'the researcher has multiple intention and desire, some of which are consciously known and some are of which are not. The same is of the interviewee and the

third element is the social situation' (1997:62). All of them, without any doubts have deeper impact towards the data and the success of the interview.

Interview: ethical issues

There are abundant ethical issues we could discuss in this section (One may refer Chapter 3 Ethical issues in Berg's *Qualitative Research Methods* for comprehensive knowledge on this issue (2004: 43-74). However, the following issues, which are considered somewhat important, will be touched very briefly in this section. They are as follows;

- i. Maintaining distance between interviewer and interviewee
- ii. Observe the privacy of informants and being non-judgemental

i. Maintaining distance between interviewer and interviewee

In most of the cases, interview involves one to one correspondent of views, should be subjugated for strict ethical maintenances. Gate keepers are almost none existence in this knowledge seeking process. On contrary, the interviewer is the one was given with advantage to control and manage information, which he should perform with extra seriousness. Responsibility to withhold any given information and safeguard them as required by the informant should be observed any stake to avoid misleading consequences. This point may seem contradict to the previously noted point on vitality of establishing intimate relationship. Though closer relationship is necessary requirement to seek in-depth truth, yet gap should be maintained between two parties as precautionary action to avoid carried away with information received from the subject (recall the Scenario 2). Neutrality sense must be ensured at all the juncture while conducting academic interviews. Hence, applying rationality and neutrality sense in conducting interview based research would save days besides guiding at entangling deeper knowledge, so that non-emotional attachment preservation should be applied at all point.

ii. Observe the privacy of informants and being non-judgemental

In this section, we shall discuss about maintenance of the valuable information perceived during the interview, since some of the information may have sensitive values. They may have serious impacts if handled improperly. As a person who has received trustworthy recognition from interviewee, he/she is expected to observe their anonymity and withhold sensitive issues that may result in any sort of humiliation. It is unethical for any researcher to leak such sensitive information for their self-interest. Rationality and maturity shall be reflected at utmost, in any evaluation driven towards the gathered information. At all causes, they must be preserved and used wisely to serve the right purposes.

Non-judgemental is another important ethical issue must be observed in manning the information. The interviewer is prohibited to add or drop any flavour to the information given by the respondent. As a meticulous interviewer, he/she may have encountered a lot of unspecified issued in the interview. Some of them may seem more realistic and appropriate for their research question. Unfortunately, as an ethically bounded interviewer no room should be given for his/her observation or falsified interpretation based on or beyond what has been discussed by the subject. It is the sole duty of the interviewer to safeguard the trust and reflect trustworthiness entrusted by the interviewee. Therefore, this ethical principal of no

more or no less than what was told must be accurately reflected in the analysis should be preserved based on constructive ethical premises.

Conclusion

In sum, let us recap the points we have discussed in the foregoing sections. As we have defined in the aims, this paper dealt with interview as simple conversational type of research technique. The importance of interview as epistemological utility, definitions, conveniences, types, advantageous, disadvantageous and affects were the sub-topics devoted to cover the proposed aims.

As pointed by Berg, Berry, Brewer, Mann, Silverman, Scheurich and other, as well as the author of this paper, interview is a simple research technique promising enormous outcome if it is applied with proper cares. This approach could give us many positive outcomes and almost most of the advantageous of the mechanism have been described in this paper. If failed to observe the right practices, it also may subjugate a researcher to secure secondary natured information. To avoid such wastage, an interviewer is required to encompass some expertise such as, interpersonal skills, time management, observation power, creative sense, ability to structure creative questions, reflexivity and on to transform this 'everybody's technique' as beneficial instrument that promising desirable outcome.

We, however, must admit the fact that as an individual method by itself, interview exhibits lesser appropriate outcome. But, enormous outcome could be expected; if this technique takes into account of other qualitative and quantitative methodological approaches. They would promise prevalence of desired information, rich in diversity and depth in the reliability. Other approach like observation, participation and on may render equal opportunities at capturing information as the interview does, undeniably all of them still capable at observing a minimal gap between the data and its integrity. A replacement approach like interview therefore highly needed to relinquish that gap, because it is the right choice of approach that giving opportunity to the subject and researcher in closer context. Nevertheless, we could not deny that using interview in association with other types of research methods as mentioned in the foregoing sections would result in more desirable outcomes.

On top of everything mentioned in the foregoing sections, although interview has very rich capacity to help a interviewer in obtaining reliable data, it is the interviewer and his/her sense of reflexivity, are the sole factors that would decide, define, and ensure the successes of any interview. The success of an interview is therefore relying upon the judgemental factors.

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