



I'm not robot



**I am not robot!**

There are certain disadvantages of interview studies as well which are: Conducting interview studies can be very costly as well as very time-consuming. The structured interview format compels the researcher to use precisely the same questions with all participants, while the semi-structured interview format allows the researcher to use different questions with different participants. Interviewing as a method of data collection has both advantages and disadvantages. Shirley's diary entries enabled the researcher to discover her existing cultural perceptions and see gradual changes in her attitudes towards British culture. The paper addresses some advantages and disadvantages of using a diary and a semi-structured interview in a case study which examined the perceptions of British culture of a Thai ESL learner called 'Shirley'. Establish relationships with interviewees. Explain the research concept. Make an appropriate appointment. Shirley's diary entries enabled the researcher to discover her existing cultural perceptions and see gradual changes in her attitudes towards British culture. The paper addresses some advantages and disadvantages of using a diary and a semi-structured interview in a case study which examined the perceptions of British culture of a Thai ESL learner called 'Shirley'. Ask questions. This chapter concerns all of these, explaining how to design and administer structured interview schedules, design and distribute questionnaires intended for self completion by respondents, and carry out structured observations. There is a range of approaches to interviewing, from completely unstructured in which the subject is allowed to talk freely about whatever they wish, to highly structured in which the subject is asked a set of questions where the researcher will ask each respondent the same questions in a similar way.