

There are certain disadvantages of interview studies as well which are: Conducting interview studies can be very costly as well as very timeconsuming. The structured interview format compels the researcher to use precisely the same questions with all participants, while the semistructured interview format allows the ADVANTAGES AND DISADVANTAGES 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 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 Procedures for conducting a structured interview. With few "pre-set questions" involved, the interviewer is not "pre-judging" what is and is not important information Easy to record interview (video audio tapes)Depends on the skill of the interviewer (the ability to think of questions during the interview, for example) and articulacy of respondent The interviewer can control over the order of the question, as in the questionnaire, and can judge the spontaneity of the respondent as well. The principal advantage is that this process Based on the overall presentations, it can be concluded that there are two fundamental reasons why qualitative researchers tend to use the semi-structured interview instead Structured interview is a typical form of interview in survey research. Also known as standardized interview, in structured interview the set of questions are predetermined, which are similar in wording and order [1] interview is resolved. An interview can cause biases The paper addresses some advantages and disadvantages of using a diary and a semistructured 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 adminis-ter structured interview schedules, design and distribute questionnaires intended for self completion by respondents, and carry out struc-tured 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 It involves scheduling of questions where the researcher will ask each respondent the same questions in a similar way.