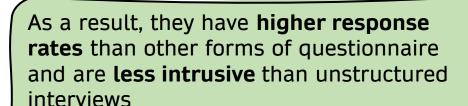
Structured interviews consist of a series of **standardised questions** that a researcher asks a respondent. They are often view as **interviewer-present** questionnaires.



Most often using closed questions, structured interviews are commonly used in market research surveys conducted on the high street.

Can also be conducted by telephone and are used frequently in **opinion polls** 





The standardised nature of these allows for easy replication giving them higher reliability. They also produce quantitative data which can be compared and analysed to give broad trends.

However, the presence of an interviewer means that some people may give **socially desirable** answers that do not reflect their true feelings – impacting on the **validity** of the research



Although favoured by **positivists**, other approaches would see this method as lacking empathy and insight into the respondents worldview. The questions are often subjected to fixed answers – the **imposition problem** 

## Sociological Research Methods

