

Self report techniques

Self report techniques

Self report techniques are methods in which data is collected by the reporter giving information about their thoughts and feeling to the researcher

There are two types of report methods...

1. Questionnaires
2. Interviews

Questionnaires

open ended questions

open ended questions are questions in which the participant can provide their own answer rather than selecting one of a few predetermined answers.

advantages

- an advantage of using open ended questions is that they allow the respondent to expand on their answer rather than just selecting one of the predetermined answers - this allows them to give more context

- an advantage of using open ended questions is that it may provide unexpected insights that researchers were not expecting

disadvantages

- a disadvantage of open ended questions is that they are harder to summarise and analyse to draw a conclusion.

- a disadvantage of open ended questionnaires is that in reality most responders do not want to write lengthy answers

Closed questions

close questions are questions where the respondent has to select an answer from a set of predetermined answers

advantages

- an advantage of using closed questions is that they produce quantitative questions that are easier to summarise and draw conclusions and means

disadvantages

- a disadvantage of using closed questions is that they may force respondents to select answers that are not reflective of their true feelings/ emotions/ or behaviours- this means that the results lack validity

- a disadvantage of using closed questions is that respondents may have a preference for selecting a specific answer - this means that the results are not accurate

Questionnaires (cont)

Clarity - when designing an interview the questions should be clear
- they should not have ambiguity, double negatives or double barrelled questions.

Bias - researcher must minimise the impact of interviewer bias - this is when the body language or tone of voice of the interviewer leads the respondent to answer in a particular way.

Interviews

Interview

- an interview is a self report method of collecting data which includes real time interactions with participants.

There are two types of interviews...

Structured interview

- a structured interview has predetermined questions and there is no deviation from the original questions.

Unstructured interviews

- in an unstructured interview new questions are developed during the course of the interviews.

Strength

- can be easily repeated because the questions are standardised - this means that answers from different people can be compared
- easier to analyse than an unstructured interview because the answers are more predictable

Strength

- more detailed data can be collected because the interviewer tailors questions to the interviewees specific responses.

Weakness

Weakness

Designing a Questionnaire



Interviews (cont)

- comparability may be a problem if the same interviewer behaves differently on different occasions
- the interviewers' expectations may influence the interviewees' answer - investigator bias
- unstructured interviews require interviewers with more skill because the interviewer has to develop new questions on the spot. this means that it is more expensive to hire the interviewer and therefore the procedure is more expensive.
- such in depth questions may be more likely to lack objectivity because of their instantaneous nature with no time for the interviewer to reflect on what to say.

Designing an interview

Recording an interview

- interviewer may take notes while the interviewee is responding - however this is likely to interfere with their listening skills and the respondent may feel as though they are not being listened to
- interviews may be audio recorded or video recorded

The effect of the interviewer

- the interviewers need to show interest in what the interviewee is saying this includes....
- nonverbal communication - such as sitting with your arms crossed may show disapproval whereas head nodding and leaning forward may encourage the interviewee.
- listening skills - an interviewer needs to know when and how to speak such as they should not interrupt too often and have a range of encouraging phrases to show interest.

