### Advantages and Disadvantages of Interviews as a Research Method

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<th>Advantages</th>
<th>Disadvantages</th>
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| **Structured interview** | • Allows researcher to prompt interviewee by providing a set of example responses  
                   | • Has the potential to be quick and easy to conduct  
                   | • Specific data related directly to research topic is easy to obtain  
                   | • Structured environment helps to reduce nervousness or fear | • The researcher may generate bias by the communication style used to deliver questions or possible responses  
                   |                                                                       | • There is limited opportunity for interviewees to go beyond the set questions unless prompted by researcher |
| **Unstructured interview** | • Allows for interviewee to offer their own response without being influenced by set responses  
                   | • Detailed information can be obtained  
                   | • The relaxed structure supports interviewees to be open and honest  
                   | • Allows the researcher to change focus as the interview progresses | • Interviewees can go off topic when responding  
                   |                                                                       | • Has the potential to go longer than the allocated time  
                   |                                                                       | • May be difficult to report findings and compare data due to various responses from interviewees |
| **Both**            | • Can be done face to face or over the phone  
                   | • The researcher can ask further questions to gain more in-depth information  
                   | • Interviewees can be given a sample of questions to prepare for the interview  
                   | • Allows researcher to collect people's ideas, opinions, values and beliefs about a certain topic | • Can be time consuming for both researcher and interviewee  
                   |                                                                       | • Can be difficult to arrange a suitable place and time between researcher and interviewee  
                   |                                                                       | • Usually results in small numbers of people interviewed due to time restrictions  
                   |                                                                       | • Limited amount of data collected may not accurately reflect the views of the wider population |