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Department of Architecture

Master 2 in **Construction Projects Management**
Course: **Data Analysis**

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CHAPTER 02

Data Collection

Part 03



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About course

4. Most common primary data collection methods

2. Interview Method

Interviewing involves asking questions and getting answers from participants in a study. Interviewing has a variety of forms including: **individual face-to-face** interviews and **face-to-face group** interviewing. The asking and answering of questions can be mediated by the **telephone** or other **electronic devices (e.g. computers). (kabir,2016)**

This method is particularly useful for gaining detailed, nuanced, and personal perspectives, which may not be captured through other data collection tools like questionnaires or surveys.



individual face-to-face interviews



face-to-face group interviewing

Types of Interviews

01 Structured Interview

Interviewees face the same set of questions which are pre-prepared before the interview session. The possible responses are limited, and participants may just face a few open-ended questions

Example: Asking a construction project manager the same set of questions regarding time management on multiple projects.

02 Unstructured Interview

It is informal methods of interviewing without using a specific structure. There is no guide in this type, and they just conduct casual conversations.

Example: Open-ended discussions with a project stakeholder about unexpected issues during a project.

03 Semi-Structured Interview

It is conducted based on a guide. The interviewers ask questions considering the guidance; however, when researchers or interviewers need extra information, they can continue the conversation based on the questions provided ahead of time.

Example: Interviewing a site engineer about general project issues but allowing them to explore specific challenges like materials or labor.

3-Key Factors in Choosing the Right Type of Interview

Choosing the appropriate interview type is crucial to effectively gathering the information you need.

01 **Research Objective**: Choose structured interviews for specific, quantifiable data, and semi-structured or unstructured interviews for exploring complex, qualitative insights.

02 **Nature of the Information**: Use structured interviews for factual information and semi-structured or unstructured interviews for in-depth, nuanced data on complex topics.

03 **Participant Availability and Comfort**: Structured interviews are efficient for participants with limited time, while semi-structured or unstructured interviews allow for a more open, comfortable discussion, especially on sensitive topics.

4-Interview Process Steps

01 **Define Objectives**: Clearly establish the purpose of the interview and the type of information you aim to gather.

02 **Prepare Questions**: Develop a structured or semi-structured list of questions aligned with the research objectives. Ensure the questions are clear, concise, and unbiased.

03 **Select Participants**: Identify and recruit individuals who have relevant experience or knowledge related to the research topic.

04 **Schedule and Plan**: Arrange the interview at a time and place convenient for the participant, ensuring a comfortable and distraction-free environment.

4-Interview Process Steps

05 **Prepare Materials**: Gather necessary materials like recording devices, and interview guides. Ensure any equipment is functioning properly

06 **Conduct the Interview**: Begin with an introduction, explain the purpose, and obtain consent. Follow the prepared questions, while being flexible for deeper probing as necessary.

07 **Active Listening**: Engage with the participant by listening attentively, asking follow-up questions, and clarifying responses where needed.

08 **Record Responses**: Take notes or record the interview (with permission) to ensure accuracy in capturing responses.

4-Interview Process Steps

09 **Wrap-Up**: Thank the participant and provide information about the next steps, if any, such as how the data will be used or any follow-up communication.

10 **Analyze Data**: Review and analyze the collected responses, using qualitative or quantitative methods as appropriate for your research.

11 **Report Findings**: Summarize key insights, trends, and conclusions drawn from the interview data in relation to the research objectives.

4-Interview Process Steps

Example

- **Interview Objective**: To assess how project managers deal with construction delays.
- **Interview Participants**: Project managers from different construction sites.
- **Questions**: What are the most common causes of delays in your projects? How do you address them? What measures do you take to prevent delays in future projects?

5-Merits and Demerits

01

Merits

- Collecting detailed and in-depth information directly from participants.

- Gaining insights into past experiences and future expectations of specific events or topics.

- The ability to explain and clarify questions to interviewees during the interview

5-Merits and Demerits

02 Demerits

- Organizing when and where to meet can be complicated, with plans sometimes changing last minute.

- There’s a risk of missing important information during interviews.

- The process of organizing and analyzing the responses (coding) can be lengthy and difficult

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Thank You!