



Interviewing - a Way to Generate Qualitative Data

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GRIN Verlag Feb 2011, 2011. sonst. Bücher. Book Condition: Neu. 234x156x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2010 in the subject Communications - Methods and Research Logic, grade: Excellent, The University of Surrey (Department of English), language: English, abstract: Generating data can be made for all kind of purposes and in several ways (Milena et al.: 2008), whereas the main focus lies on the distinction between quantitative and qualitative research (Gerson et al.: 2002). When it comes to research most people generally think of the more common, traditional and familiar quantitative research which includes methods such as questionnaires, the creation of theories and models or the accumulation of empirical data (Holliday: 2002). This paper deals with interviewing, more precisely with interview schedules, as a method of generating qualitative data within primary market research. The structure of the work is as follows: Starting up with a the theoretical foundation with regards to interviewing, its possibilities within qualitative research and its configuration possibilities in the first part, the second part deals with the analysis of a workshop held on the topic 'Generating Qualitative Data: Interviewing' within the lecture 'Introduction to Research...



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