

RELATIONS BETWEEN THE ASSUMPTIONS YOU CAN MAKE AND THE FORM OF INTERVIEW THAT IS MOST APPROPRIATE

If...

<ul style="list-style-type: none"> • you are familiar with the culture/setting of interest; 	<ul style="list-style-type: none"> • you are new to the culture/setting;
<ul style="list-style-type: none"> • you have a clear sense of what you are after; 	<ul style="list-style-type: none"> • are still searching for a primary focus to your research;
<ul style="list-style-type: none"> • are confident what you are after gives a good comprehensive base for discussion about the phenomenon of interest; and 	<ul style="list-style-type: none"> • cannot assume in advance that you know what all the “right” questions are to ask; and
<ul style="list-style-type: none"> • can assume the words and concepts you are using to discuss/ask about the topic are equally meaningful to respondents... 	<ul style="list-style-type: none"> • cannot assume that all questions will be equally meaningful to all respondents...

then ...

you can use a more structured/formal/standardized approach.	you should use a more unstructured/informal/unstandardized approach.
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Why?

Because this approach will facilitate comparison and aggregation, and best allow you to examine patterns across cases.	Because this approach will help you build rapport, not foreclose too early on a focus, result in more comprehensive information, and allow you to adapt the interview to the person/setting
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