



Interviews with Experts

Gathering data from experts

Type of the methodology: qualitative, semi-standardised questioning

Description:

Experts are professionals who have high expertise in a certain area. They can easily articulate their detailed knowledge and skills in that area. The research area defines who can be an expert to contact to. Interviews that are carried out with experts are called interviews with experts and contain the following steps:

1. Preparation
 - a) Identify the accompanying research questions and hypotheses
 - b) Create the interview guideline
 - c) Pre-test to verify the interview guideline
 - d) Be prepared for potential problems and disruptions
 - e) Choose the experts, contact them and arrange a date for the interview
2. Data inquiry
 - a) Document the talk, by means of audio recorders or notes
 - b) Introduce yourself accordingly and thank the interviewee at the end
3. Analysis
 - a) Transcribe the interview = create a textual presentation of the interview
 - b) Analyse the interview, in order to answer the research questions and hypotheses
 - c) Eventually by applying certain analysis methods, like Meuser und Nagler (1991)

Usage:

Areas of use – in all (research) domains needed

Areas/Time of use – to deepen the knowledge gathered so far and to formulate and probably to answer the stated research questions

Literature:

- Bogner, Alexander: Das Experteninterview, Theorie, Methoden, Anwendung: VS, Verl. für Sozialwiss., 2005, Wiesbaden
- Bogner, Alexander: Interviewing experts. Palgrave Macmillan, 2009, Basingstoke
- Gläser, Jochen; Laudel, Grit: Experteninterviews und qualitative Inhaltsanalyse, als Instrument rekonstruierender Untersuchungen. VS, Verl. für Sozialwiss., 2009, Wiesbaden
- Mayring, Phillip: Qualitative Inhaltsanalyse: Grundlagen und Techniken. Beltz, 2010, Weinheim und Basel

Assignment in the course:

- Each student carries out min. 1 interview with an expert and analyses its results.
- Content: Who was interviewed when to which subject? Interview guideline, quotes, transcripts of the whole interview or of parts of the interview, analysis
→ 10 pages