

1: In a rare personal interview, Sandra Bullock explained why she doesn't use the word "adopted".

*Gary has long been one of the most respected singer-songwriters in Nashville. For nearly four decades, Chapman has seamlessly blurred the musical lines of contemporary Christian, pop, country and.*

Chapter References Marketing research data is essentially of two types, that have already been defined: With respect to primary research, the foremost tool is the personal interview. The face-to-face contact between researcher and respondent is not equal in terms of the potential quality of data that can be obtained. In the face-to-face interview it is possible to record more than the verbal responses of the interviewee, which are often superficial. When human beings communicate directly with each other much more information is communicated between them. When two people face one another, the dialogue is conducted on several levels. It goes beyond verbal expression. The nature of words used, facial expressions and body language all communicate what the other party means. This chapter explains the role of personal interviews in marketing research. Chapter Objectives Having read this chapter of the textbook the reader will: Structure Of The Chapter The chapter begins by drawing a distinction between structured and unstructured interviews before proceeding to advise on how interviews can best be conducted. Sources of bias arising in personal interviews are then discussed. This is followed by a detailed account of focus groups covering the role in marketing research, structuring of group sessions, screening of participants and the role of the moderator. Types of personal interview The two main types of interviews conducted in marketing research are structured and unstructured. Such interviews are entirely informal and are not controlled by a specific set of detailed questions. Rather the interviewer is guided by a pre-defined list of issues. These interviews amount to an informal conversation about the subject. The aim is to find out how people think and how they react to issues, so that the ultimate survey questionnaire can be framed along the lines of thought that will be most natural to respondents. The respondent is encouraged to talk freely about the subject, but is kept to the point on issues of interest to the researcher. Properly conducted, informal interviews can give the researcher an accurate feel for the subject to be surveyed. Focus groups, discussed later in this chapter, make use of relatively unstructured interviews. Structured standardised interview With structured standardised interviews, the format is entirely different. A structured interview follows a specific questionnaire and this research instrument is usually used as the basis for most quantitative surveys. A standardised structured questionnaire is administered where specific questions are asked in a set order and in a set manner to ensure no variation between interviews. The structured interview usually denies the interviewer the opportunity to either add or remove questions, change their sequence or alter the wording of questions. The object of the exercises is to explore and uncover deep-seated emotions, motivations and attitudes. They are most often employed when dealing with sensitive matters and respondents are likely to give evasive or even misleading answers when directly questioned. Most of the techniques used in the conduct of depth interviews have been borrowed from the field of psychoanalysis. Depth interview are usually only successful when conducted by a well trained and highly skilled interviewer. Other instances when depth interviews can be particularly effective are: Interview transcripts have to be painstakingly recovered, if they are to be accurate, either from terse interview notes or from tape-recordings of the interviews. This can take many hours of often laborious work. The transcripts then have to be read and re-read, possibly several times, before the researcher is able to begin the taxing process of analysing and interpreting the data. Telephone Interviews Whilst telephone interviews among consumers, are very common in the developed world, these are conducted with far less frequency in the developing world. The reason is somewhat obvious, i. Moreover, telephone owners tend to be urban dwellers and have above average incomes and are therefore unrepresentative of the population as a whole. To a greater extent, telephone interviewing has potential in surveys of businesses, government agencies and other organisations or institutions. Even then, it is still the case that telephone surveys are rarely without bias. Whilst it is true that many businesses have a telephone, small businesses and even medium-sized enterprises are far less likely to have access to telephones. Telephone interviews afford a certain amount of flexibility. It is possible, for example, for interviewers to put complex questions over the telephone. The interviewers can probe, skip

questions that prove irrelevant to the case of a particular respondent and change the sequence of questions in response to the flow of the discussion, and earlier replies can be revisited. The interaction between interviewer and interviewee that is possible over the telephone simply is not achievable through a mailed questionnaire. In comparison to personal interviews, telephone interviews do not appear to enjoy any margin of advantage. Perhaps the only advantages are those of speed and cost. Even then, manpower costs in developing countries tend to be very low and so only speed remains as a potential advantage over personal interviews. In the developed world, the era of computer-assisted telephone interviewing CATI has begun. Researchers conduct the telephone interview whilst seated at a computer. Responses are entered directly into the computer, by the interviewer. The screen displays the questionnaire and any skipping of questions, due to earlier responses directing that some questions are not applicable in the case of the interviewee, is controlled automatically by the computer. Since the responses are entered directly into the computer the data is instantaneously processed. The computer can also be programmed to produce standardised marketing reports. In rural areas it is customary before embarking on a formal interviewing survey to notify the relevant public authorities, e. Sometimes individuals may refuse to co-operate unless they are convinced that the interviewer has permission and approval to conduct the survey from the recognised local authorities. Decisions need to be made as to whether the respondent is to be told who is sponsoring the study, the purpose of the study, or how the data is to be used, and so on. Variations in approach style may lead to different types of response from respondents and therefore variations in results. If suitable introductions are prepared in advance, no time will be lost during the interview in lengthy explanations, and a good impression can be created from the start.

**Interview approach in the field:** It is important that the interviewer keeps as low a profile as possible in the rural setting. Interviewers should walk as much as possible and in small numbers - two in a team is often best. If the research team is large, it is advisable to divide the study area into a number of zones to avoid duplicating efforts or interviewing the same respondents. Once an individual who appears to be worth interviewing is spotted in the field, it is best not to wander around indecisively creating suspicion. However, one should avoid startling potential respondents by running up to them and pulling out the questionnaire for interview. Blending into the local context as much as possible is obviously the best strategy. One should always be sensitive to the fact that most people may be suspicious of outsiders. The timing of the interview can be very important. One should be aware of the daily schedule, seasonal activities, and work habits of potential respondents. The introduction to an interview is crucial. This should be made according to local custom. Being approached by a stranger will make the potential respondent feel uncomfortable. The approach of an interviewer is still an unfamiliar experience to most people. Many people are suspicious of outsiders and particularly interviewers. Certainly many potential respondents will fear that the information they give will be used against them at a later date, or that the interviewer is trying to probe family secrets. To ensure cooperation it is important to: Respondents can be encouraged to think that the interviewer is interested in conversation rather than interrogation. The respondent should be given a brief background as to the nature and purpose of the study. If one can indicate that as a result of the study it will be possible to develop better and cheaper products for the respondent, then they should be encouraged to co-operate. Additional points that may help to put the respondent at ease could include: It is advisable that marketing researchers should adopt the language of those from whom they hope to obtain information. The respondent can be assured that the interview will be brief. It is unwise to be deceitful here, otherwise there is a danger that the interview may be stopped mid-way by an angry respondent. If the weather is unfavourable too hot or too wet or the respondent seems pressed for time it is best to prematurely stop the interview. The departure is best done gracefully, naturally and not too abruptly.

**Interview recording** All the best interviewing is useless if it has not been adequately recorded, so it is important to ensure good recording conditions. In an open-ended interview it is difficult to make notes on everything during the interview. The best approach in team-work is to appoint a scribe, i. It is surprising how facts, ideas and important observations that one thinks one will never forget quickly slip away. Half of the details from an interview can be forgotten within 24 hours, three-quarters can be lost within 2 days and after this only skeletal notes can be salvaged. A tape recorder can often be useful. It can also enable data to be left until such time as analysis can be applied more rigorously and in a more leisurely way. It should be borne in

mind, however, that not everyone likes to be tape-recorded. The objective of the interviewer should be to minimise the likelihood of such bias arising. Respondent induced bias Faulty memory: Some respondents may answer a question incorrectly simply because they have a poor memory. The key to avoiding this problem is to steer clear of questions requiring feats of memory. For example, questions such as, "Can you tell me what your crop yield was four years ago? Other aspects of faulty memory that were mentioned in the previous chapter were telescoping and creation. There can be a tendency on the part of some respondents to exaggerate claims about their conditions and problems if they think it will further their cause and lead to improvement in their well-being. The interviewer must be alert to, and note any, inconsistencies arising.

### 2: Theresa May admits Brexit challenge in rare personal interview

*Watch a Rare and Personal Interview with Burt Reynolds [VIDEO] I grew up on Burt Reynolds movies. I saw Smokey and the Bandit in theaters when it came out in*

View more topics Question 2 of 33 Because Rare Job is a diversified organization, we offer a wide range of opportunities for career growth. Where would you like to see your career in 5 years? Take note of the range in opportunities. Perhaps there are opportunities in other locations? What kind of growth is available in the particular department you are interviewing with? Assure the interviewer that you desire a long term opportunity with Rare Job Inc. Answer Example "I saw a few leadership opportunities posted on your company website that seemed very interesting. Ultimately, I would like to work my way into a management role that offered leadership opportunities. I am very interested in working for Rare Job Inc. I would like to be well-connected and trusted when it comes to my work here at Rare Job Inc.. Describe to me your communication style and why you think your style will be a fit here. Professional Answers Preview How to Answer Briefly describe your communication style to the interviewer and be sure to include the ways in which you feel your communications styles align. The interviewer would like to be assured that your communication style is a close match to the communication preferences of Rare Job Inc.. Answer Example "My communication style leans more to the formal side. I like to be to-the-point and keep expectations simple to understand. If I had to sum up my communication style in a few words I would say it is concise, clean, and friendly. From the communication exchanges I have had with Rare Job Inc. I often utilize written communications as a follow up to verbal communications. They provide a great resource for associates to go back to and reference, plus might answer any questions that come up along the way. How do you plan to positively impact our business, if hired? Professional Answers Preview How to Answer The interviewer is looking for a couple of main points in your answer. Two, they would like to see that you have actively thought about your potential fit with Rare Job Inc. Your answer should display your confidence and touch on your particular specialty. This could include your great ability to memorize product features, your natural sales abilities, or your cold calling skills. Answer Example "I really appreciate the range of products that you offer your clients at Rare Job Inc.. I am sure that it is a bit of work to become familiar with all of the products; however, I am very good at memorization and my recall abilities are above average. I expect that I will be up to date on your product lines much faster than your average employee. This strength also helps when it comes to my up-selling percentages because I can easily recommend additional products based on the customers needs. Professional Answer Examples Upgrade Question 5 of 33 Because Rare Job has a large geographic footprint, we have to accommodate a variety of time zones. Do you have experience working for clients and co-workers in multiple time zones?

### 3: List of Weaknesses: 43 Examples of Personal Weaknesses | My Strengths and Weaknesses

*In contrast to a personal interview survey, the number of interviews in a typical group interview survey is very small, usually between 3 and 4 would be sufficient for each type of respondent-sector (e.g. farmers or manufacturers).*

When have you been most satisfied in your life? Plus I believe smart people with relevant experience adapt quickly and excel in new environments where the culture fits and inspires them. If you got hired, loved everything about this job, and are paid the salary you asked for, what kind of offer from another company would you consider? Ilya Pozin , Ciplax founder 4. Who is your role model, and why? What things do you not like to do? I usually have to ask it a few times in different ways, but the answers are always worth the effort. Tell me about a project or accomplishment that you consider to be the most significant in your career. What position did you hold when you achieved this accomplishment? How did it impact your growth at the company? Who else was involved and how did the accomplishment impact your team? She told me it was a duck, because ducks are calm on the surface and hustling like crazy getting things done under the surface. Why have you had x amount of jobs in y years? What keeps them motivated? Why, if they have, did they jump from job to job? And what is the key factor when they leave? Do they believe someone always keeps them down managers, bosses, etc. Do they get bored easily? We leverage technology or improve processes. In other words, we strive to do more--with less. Tell me about a recent project or problem that you made better, faster, smarter, more efficient, or less expensive. Great candidates will get excited as they share their answers. Our team, at every level, has their ears to the ground looking for problems to solve. But there is an answer. By playing along, it tells me a lot about the character, imagination, and inventiveness of the person. If they act defensive, look uncomfortable, and pause longer than a few seconds, it tells me they probably take things too literally and are not broad thinkers. In our business we need broad thinkers. What questions do you have for me? We need self-starters that will view their position as a partnership.

### 4: 33 Rare Job Inc. Interview Questions ( +Answers) | MockQuestions

*Vanity Fair: Meghan Markle Professes Her Love for Prince Harry in Rare Personal Interview: "We're in Discussion in 'Celebrity News and Gossip' started by bluemilk12, Sep 5,*

### 5: In Rare TV Interview, Melania Trump Defies Narrative - Entertainment News Boom

*In a time when America's national leadership doesn't dare admit to its true agenda or call its ruinous Marxist philosophy by its proper name, this insightful and highly personal interview with Margaret Thatcher in is a reminder of what noble, highly principled leadership looks like.*

### 6: Chapter 5: Personal Interviews

*Meghan Markle Professes Her Love for Prince Harry in Rare Personal Interview: "We're in Love".*

### 7: Woody Allen's Wife Soon-Yi Gives Rare Interview | Personal Space

*Huck Magazine conducted the interview and filmed the exchange. The video above is the result, and provides some very rare indeed insight into Gordon's life, art and attitude.*

### 8: Bill Gates to give rare personal interview on BBC's Desert Island Discs

*LISTEN / DOWNLOAD. SLITHER HITHER WEIRDOS AND WITCHES, here's a rare interview between one of the most influential luminaries of the past century and my psychic paragon and personal patriarch the brilliant Robert Anton*

*Wilson and my father, Tom Ross!*

### 9: 14 Interview Questions That Reveal Everything | HuffPost

*Behavioral job interview questions are your best approach during candidate job interviews. But, the occasional unusual job interview question has the potential to yield thoughtful information about the candidates you interview. Use both for effective candidate selection.*

*Two years in the life of an adult protection co-ordinator Peter Sadler Knots (De Gruyter Studies in Mathematics) On the estimation of underwater optical communication system performance A guide to the Oxford English dictionary A Mother Of Czars Cookery in Colour 15. A Frontier Dance King in Tudor drama The sorcerers apprentice book Psychodynamic models Using program theory-driven evaluation science to crack the Da Vinci code Stewart I. Donaldson Lifetime guide to money Test format and structure Fluorescence of living cells at intercellular contacts Pastoral letter of the Rt. Rev. James Vincent Cleary, S.T.D. Bishop of Kingston, to the rev. clergy of hi Modern Jewish attitudes to the concept of myth Wout Jac. van Bekkum Instrumental methods of food analysis Fifty uncommon birds of the upper Midwest Richard M. Nixon, 37th President of the United States Fortress frontier myke cole Walls Inside And Out Leadership though social purpose partnering James E. Austin V. 2. The modern scipio. The silver ring. Retribution. Lex talionis. Active Assessment for Literacy The tale that grew and grew. Learning to use microcomputer applications. Classifying and managing products My favorite intermissions Edit a with indesign To loot my life clean Ncert chemistry class 11 in english Synonym-Word Finder Religious education encounters liberation theology Beautiful brows nancy parker Related business, accounting and information technology/ The social course of St. Vituss dance Using responses to re-plan instruction Solid Modeling Using SolidWorks 2004 Humantiarians, settlers, and the state : the transformation of the Eastern Cape Remember: Jesus is with you-always*