

# Structured interview

[Literature](#), [Russian Literature](#)



The case study is trying to highlight one of the business centers composed of various sell shops such as restaurants shops among other business platforms. Over some time the business, downtown has failed to meet the objectives it was intended for (attracting shoppers and tourists). With this in mind, the management has hired an individual to be able to bring the center to its normality. Hoshimi the independent contractor is tasked to help the business center to go back to business and to attract more shoppers. One of the key methods of data collection that Hoshimi is using is the interview.

#### Question 1

A structured interview is a form of an interview that the questions in the form are used in each interviewee or for the very applicant. Whereas unstructured interviews have, questions designed for each applicant or interviewee.

#### Question 2

- i. Most interviewee feels from using one on one interview as they can express themselves freely to the open-ended questions.
- ii. The interviewer has the chance to get detailed information from candidates in the field
- iii. Information obtained from face to face interviews are systematic and detailed.
- iv. There is not time delay caused between question submission and answer from the interviewee hence time considerate (Cunningham, 1993).

#### Disadvantages

- i. It gives only an opportunity for an individual to express his views whether negative or positive. This depends on the model of the approach of the interviewer.

ii. It does not offer the best platform to get the right information about the market trend of the shopper's behavior since others may be competitors.

#### Question 3

There are three ways of reducing interview bias;

i. Increasing the level of accuracy when conducting the interviews as well as improving the evaluation procedures (Gerber, Nel, & Van, 1995)

ii. He should try to use structured evaluations in the interviews.

#### Question 4

The interviewer should consider all demographics when undertaking the interview in order to get data and information from all nature of people. He should be gender-balanced.