Type of Interview

Differ in the degree of formality

- **Open Interview**
  - Open questions
  - Difficult to analyze the results
  - Requires good interview skill
  - Personality influences the results
- **Semi structured Interview**
  - Guided by predefined interview questions
  - Structured by predefined topics
  - Open space for spontaneous extensions/variation

Type of Interview

Differ in the degree of formality

- **Structured Interview**

    · High degree of objectivity

    · Easy to compare results between different interviews

    · Allow quantitative evaluation

    · No freedom for the interview, very narrow

Interviews

- **Preparation**
  - Insight of documents (e.g. Scenarios, previous work documents)
  - Prepare questions (with at least 1 domain expert)

- **Performance**
  - Twosome as possible (one asking questions, one talking notes)
  - Maybe recording on tape

- **Analysis**
  - Composition of answers
  - Written feedback by participants interview
  - Maybe further interviews

Interview Performance

- **Introduction**
  - What is the interview good for
  - What is happening with the answers

- **The questionnaire**
  - Often very general, then more specific
  - Mixture of open and closed questions
  - Active listening! (esp. paraphrasing)
  - Keep an eye on non-verbal communication
  - Prevent typical mistakes:
    - Deviation of the interviewed person
    - Answers too general
    - Uneasy atmosphere (noise, interruptions, etc.)

Interview Performance

- **Finish**
  - How is the first impression
  - How will it go on
  - Interviewed person has the final say

Interview Effect - Rosenthal Effect

Biased expectancies can essentially effect reality and create self-fulfilling prophecies as a result.

Interviewee try to please the interviewer.

»Eine letzte Frage: Haben Sie oder hatten Sie jemals einen Pelzmantel?«

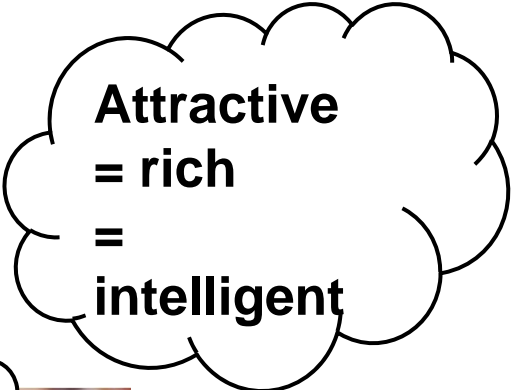# Interview Effect - Social Desirability

When we know that other people are watching us, we will tend to behave in a way we believe is socially acceptable.
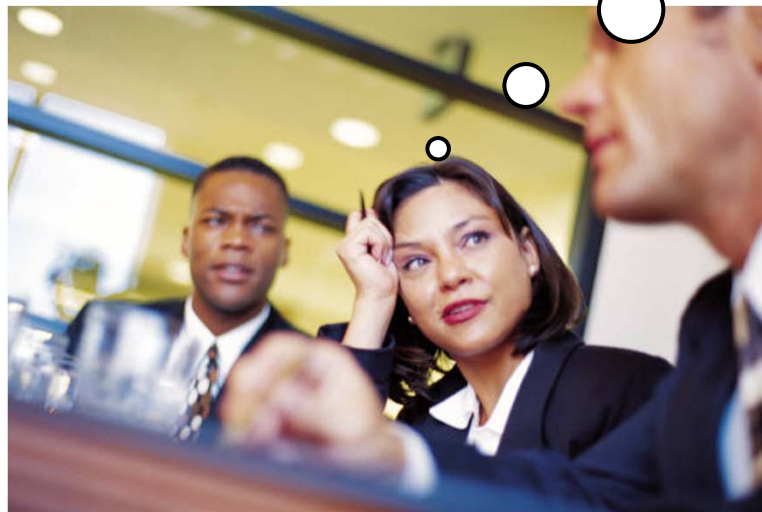
Interview Effect - Halo Effect

An individual quality serves to bias the judgment of other qualities.

Attractive people are often judged as having a more desirable personality and more skills than someone of average appearance.

Attractive = rich = intelligent

Interview Effect - Recency- Effect

A recent stimuli/observations/Experience has influence on the next

Given a list of items to remember, we will tend to remember the last few things more than those things in the middle.

Requirements Engineering

Interview Effect - Sponsorship Bias

Influenced response of interviewees where they know the interviewers goal.

Views and opinions are not expressed as freely (often unconsciously) and interviewees may deliberate about appropriate and acceptable answers.

Is this effective?

Will they reduce the man power of our department ?