INFO 272. Qualitative Research Methods for Information Systems and Management Fall 2011

Assignment 2 (20%) – Due 11/10/11 (submit in class)

Interviews. You will conduct 2 interviews. Each interview should be at least 30 minutes in length and on a topic of your choosing. The interview style should accord with the particular open-ended techniques we've covered in class. Each interview needs to be recorded and then transcribed. If you conduct interviews of longer than 30 minutes, I only require that you transcribe a 30 minute section of each interview. In the transcripts I'll be looking for the fluidity of your interview style is (i.e. how one question follows from another) and how responsive you are to your interviewees prompts. I'll also be looking to see how well you made use of 'probes' where appropriate. Along with the transcripts please submit your interview guide and a 2 page analysis that includes a couple of main insights/findings. Your write up (as with the fieldnotes exercise) should refer, in some form, to the methodological issues raised in this course. I'll also be looking to see how carefully you've attended to the distinct language used and concepts generated by your interviewees both in your interviews and in your subsequent analysis. I encourage you to take on the challenge of interviewing someone who: 1) you did not already know 2) is not affiliated with the UC Berkeley campus 3) is not of your ethnicity or nationality 4) is outside of your socio-economic class

You may have done interviews in the past and even have audio recordings or transcripts for that work. **However,** the interviews for this assignment need to be new interviews since I'll be carefully judging your interview techniques. I'm looking to see how well you've employed what we've learned in class. Additionally, they must be conducted face to face rather than over the phone.

So in sum, please turn in:

1) Two transcribed interviews (each at least 30 minutes in length)

2) Your interview guide

3) A 2 page analysis with a couple of main insights/findings and some reflection on methodological issues (references to course readings are helpful)