

## Description of tools - Methods

### **DEPTH INTERVIEWS AND QUALITATIVE CONTENT ANALYSIS (BY MAYRING)**

Depth interviews or in-depth interviews are according to the definition from the economic glossary Gabler (2013), a form of non-standard or semi-structured oral interview with a relatively large freedom of the interviewer in terms of content and design, which increase the willingness to provide information and the spontaneity of the respondents should be higher.

This form of data collection is particularly suitable because whole “ideas” as well as complete chains of argumentation are preserved. These usually contain important individual aspects. Consequently, several statements can be assigned to individuals. The relationship between the applicant and the respondent is often approximately symmetrical, because the interview applicant tries to put himself into his interview partners, which can prove to be very insightful.

Salcher (1995) generally distinguishes between three forms of in-depth interviews. Firstly, *the depth Questionnaire* with open-ended responses and pre-formulated questions. Secondly, *the structured depth interview*; this has a guide as a framework with important issues, however, remains free. And the last *unstructured depth interview*; this does not have a guide that goal is a comprehensive presentation of a complete subject area.

#### ***What is important? Here some principles of this Method:***

- The principle of reflexivity of the subject and analysis as an expression of the character and process of explication;
- « everyday conversation » character should be realized;
- The principle of « restraint » .The researcher should be behave restraint while the interview is taking place;
- The principle of relevance systems. The „reality definition“ is made by the respondent;
- The principle of communicability. The interviewer adapts to the communication system of the respondent;
- The principle of openness;
- The principle of the flexibility

#### ***What do you need for the interview?***

You need at least a sheet of paper, for taking notes. Best form for documentation is the dictating machine or a camera for audio-visuel documentation. The documentation ist very Important for the next step of this method.

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### ***How do do proceed ?***

The audio or video files must be transferred into transcripts. The documentation is important and absolutely necessary for the subsequent content analysis. In the content analysis highlights important information within the interview. These information are extracted from the transcripts and assigned into groups. The groups again represents different topics of the investigation. The interpretation of these information follows the qualitative content analysis of Mayring (2010).

### ***What are possible Problems ?***

This method is time consuming. You have to be very attentiveness while doing the interview and during the content analysis, to catch all relevant information.

### ***Link to this tool?***

Not yet.

### ***Literature?***

**Gabler Verlag (Hrsg.) (2013):** Gabler Wirtschaftslexikon, Stichwort: Globalisierung, online im Internet: <http://wirtschaftslexikon.gabler.de/Definition/globalisierung.html>, 22.06.2014

**Lamnek (1995)-** Qualitative Sozialforschung, 2 Bde., Bd.1, Methodologie; Verlag: Beltz,

**Mayring (2010):** Qualitative Inhaltsanalyse. Grundlagen und Techniken. 11. Aufl. Weinheim: Beltz.

**Reuber & Pfaffenbach (2005)** Methoden der empirischen Humangeographie: 1. Auflage. Braunschweig: Westermann

**Salcher & Hoffelt (1995):** Psychologische Marktforschung. 2. Aufl. Berlin: de Gruyter.

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