

When Should I Use One-to-One Interviews for Qualitative Research?

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One-to-One Interviews, as explained by DJS Research Ltd.

The choice of what method to use, be it focus groups or one-on-one interviews, is balanced on factors such as, who the respondents are, the subject in question and obviously, the end goal. The two techniques are not mutually exclusive and a qualitative research consultant may well suggest that both techniques are used in conjunction with one-another. One-to-one interviews are more suitable when:

- Interviewing high-ranking professionals, who are often more likely to converse in a one-to-one situation and furthermore, often franker about topics outside of a group situation;
- Interviewing respondents who are competitors;
- Approaching sensitive topics such as medical conditions or personal circumstances, that respondents may feel uncomfortable discussing in a group;
- Approaching topics that lend themselves to pomposity on the respondent's behalf.

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