

Interview The Method of Collecting Research Information

Zueva K. V.

Master's student

University of Journalism and Mass Communications
Tashkent, Uzbekistan

Abstract: The article analyzes the concept of the interview genre, the level of training of interviewers, reveals possible errors during this procedure, specifies some informal interview rules. The complexity of selecting qualified residents to obtain information about a socially significant person or event is considered.

Keywords: interview, interview genre, interviewer, respondent, processing, analysis, research.

The most reliable way to obtain information directly from the mouth of an event participant or a specific person is an interview. Practitioners and theorists of modern journalism interpret it differently, defining "interview" as a method of professional activity, a way of organizing broadcast blocks and genres of print and electronic media. V.V. Voroshilov defines an interview as the answers of a particular person to journalists' questions of public interest; as a conversation not limited to certain questions, but commenting on the answers of the interlocutor..

Translated from English ("interview"), an interview means a method of collecting research information, which is based on a direct conversation between the interviewer and the respondent within a certain topic of discussion. As a method of collecting information, interviews are used in various fields of sciences: sociology, journalism, psychology, etc.

For example, in the textbook "Television Journalism" an interview is defined as a method of professional activity, a way of organizing broadcast blocks and genres of print and electronic media. The MSU publication defines it as "a genre of journalism in which a journalist has a conversation with a politician, public figure or other person on current topics." In general, this is a conversation conducted according to a certain plan, involving direct contact between the interviewer and the respondent, and the answers are recorded either by the interviewer himself or mechanically.

An interview is a casual conversation between two or more people, in which the interviewer asks questions to his interlocutors and records the answers to them in a notebook, using a dictaphone or in some other way in order to further analyze the information received. The use of this method in a wide range of research purposes allows us to speak about its universality.

The main advantages of the interview:

1. The interviewing situation is close in form to an ordinary conversation, contributes to the emergence of a relaxed atmosphere of communication and increases the sincerity of answers.
2. The opportunity to observe the respondent's reaction will allow you to adjust his plan during the conversation, modify the form or sequence of questions.
3. The personal nature of the interaction ensures his great confidence, as well as the informant's serious attitude to the conversation.
4. The oral nature of the contact makes it possible to eliminate unplanned perception of questions by clarifying or clarifying them.

The essence of this genre is the alternation of questions and answers that make up a single semantic and emotional whole connected by a single theme. In the modern context, the range of topics of this genre is expanding. It becomes an active component of information analysis and art journalism, as well as a creative tool in journalism, and not only in news programs and broadcasts, not to mention modern types of game shows and talk shows in electronic media. Traditionally, interviews belong to a group of information genres. However, it is also known as a method of obtaining information for other materials. In its goals and key aspects, the interview is diverse, that is, it has different types.

An interview, as a type of research, allows for a combination of the survey method and observation. Depending on the degree of formalization, there are: standardized interviews, when all respondents are

asked the same questions in the same sequence; free interviews, proceeding in the form of a conversation on a given topic. Unlike the questionnaire, the interview is conducted by a specially trained interviewer. In interviews, sociology fully manifests itself as the "art of asking questions", the ability to translate research concepts and categories to the level of concepts of lesser generality, the level of indicators and indicators reflected and used directly in the questions of the conversation.

However, when conducting an interview, there is a risk of obtaining false information and distortion of the collected data. It depends on both the respondent and the resident. On the one hand, the respondent may deviate from the truth, for some reasons (compliance with possible pressure from the interviewer; an approving opinion from the outside; an indistinct understanding of his position, etc.), on the other hand, the resident is also able to become a subject of data distortion, pursuing his personal goals and guided by his motives.

To avoid this, you should carefully approach the choice of the interviewer, making high demands on his professional qualities, since the main work falls directly on him. A high level of qualification of a resident is the key to a successful interview. The professional qualities of the interviewer include: patience, restraint, tolerance, mental flexibility, resistance to fatigue, sociability, psychological insight, etc. The atmosphere of trusting relationships, ease, openness to communication allows you to establish close contact between the interlocutors and achieve greater results during the conversation.

There are rules for conducting interviews, compliance with which will ensure high-quality collection of information and increase the effectiveness of the conversation.

A prerequisite for the successful conduct of the interview is compliance with the interview procedure: 1) the exact choice of the respondent as an object of research; 2) the determination of the place and time of the interview, optimally corresponding to the purpose and objectives of the study; 3) a complete, correct record of the answers and the course of the conversation; 4) the correct design of the interview materials.

An interview, unlike other research methods, is a method of obtaining information from the mouth of primary sources. Unlike the questionnaire, the interview is conducted in the presence of an interviewer prepared for the dialogue, and there is a more in-depth data collection for further analysis and processing. The interview allows the researcher to study in more detail the inner world of the respondent, his attitude to reality, psychological characteristics of the personality. During the dialogue, the resident does not just ask questions for the purpose of subsequent processing of answers, but also brings the interests of the respondent to the level of awareness, reflection.

Interviews in combination with other psychological studies will provide the highest results. Comparison of the information received from the respondent with observational data, with documentation. You can also attach materials from surveys of other persons. Thus, an interview is a method of obtaining reliable information that has its own risks, advantages and disadvantages. The correct choice of a competent resident, respondent and topic of discussion entails high results and obtaining data directly from the mouth of primary sources for the target audience.

Bibliographic list

1. Bogdanov N. G., Vyazemsky B. A. Handbook of a journalist. — L., 1971.
2. Voroshilov V. V. Journalism: textbook. — M.: KNORUS, 2010.
3. Gorbatov D.S. A workshop on psychological research: a textbook. – Samara: Publishing house "BAHRAKH – M", 2006. – 272 p.
4. Dolgina E. S., Vesnina M. A. Interview: concept, purpose, tasks, functions // Young scientist. - 2015. — No. 7. — pp. 1109-1111.
5. Methods and techniques of socio-pedagogical research/ edited by S.G. Vershlovsky. – St. Petersburg: JOB RAO, "Tuscarora", 1999 – p.123.
6. Rybkina, V.V. On psychological research methods [Text] / V. V. Rybkina, N. V. Turkovskaya // Modern scientific research: topical issues, achievements and innovations: collection of articles of the III International Scientific and Practical Conference / Under the general editorship of G.Y.Gulyaev - Penza: ICNS "Science and Education". - 2017. - pp.185-187.
7. Malysheva, K.V. Conversation as a modern method of scientific and pedagogical research [Text] / K. V. Malysheva, A.V. Malysheva, N. V. Turkovskaya // Modern scientific research: topical issues,

achievements and innovations: collection of articles of the III International Scientific and Practical Conference / Under the general editorship of G.Y.Gulyaev - Penza: ICNS "Science and Education". - 2017. - pp.181-184.