Oeconomia Copernicana

REVIEW OF CAPI METHODOLOGIES DEVELOPMENT IN SOCIAL SCIENTIFIC RESEARCHES – INTERVIEWS, SURVEYS

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INTRODUCTION TO INTERVIEWS

Why Interviews

The ability to create and conduct a good interview is an essential skill. Market researchers utilize interviews to learn how to sell their products, while mass media professionals use them to obtain information from different people, such as politicians in the country. Police officers use interviews during crime investigations. Brinkmann and Kvale (2018) stated that in social sciences, interviews are used to collect data, a technique comprising two or more people who exchange information through questions and answers. The researcher designs the questions to obtain information from participants on a particular top or a collection of topics using research questions. Typically, interviews entail two or more individuals (the interviewer and interviewee). However, Brinkmann and Kvale (2018) suggested that interviews should not only involve two individuals and should not only occur in an in-person approach.

Many people wonder why they should choose interviews as their data collection technique. Brinkmann and Kvale (2018) affirmed that interviews are a perfect way to obtain comprehensive information and are more beneficial than surveys as they can be adapted as one learns more information. Survey data collection limits researchers or data collectors from changing the questions administered regardless of whether research participants' responses spark follow-up questions. All questions are uniform and the same to all research participants. When designing, questions that are generally used in a survey determine the type of data one would get. However, the interviewer can follow up on new and unforeseen subjects and issues emerging during the dialogue in an interview.

According to McGrath et al. (2019), interviews are an effective technique when an individual want to know the story behind the responses received in a transcribed survey. Complex topics that need lengthy explanations or require a dialogue amongst two people or more should be investigated

using interviews. Another reason to utilize interviews is when the study describes the procedure through which a phenomenon occurs, such as how people make decisions. Understanding a phenomenon requires exchanging ideas and dialogue with research respondents, and when they start sharing their stories, new questions that had not emerged before the interview arise because every individual is unique. Moreover, closed-ended survey questions are effective in capturing complex data to understand a phenomenon.

Interviews commonly entail conversations between an interviewer and interviewee, and they are typically done with a purpose. McGrath et al. (2019) stated that interviews can be conducted virtually through a phone, zoom, or in-person. The primary purpose of using interviews is to gather detailed information about an individual's attitudes, motivations, beliefs, and perspectives, and they also enable people to probe past the survey findings to explore specific issues in great depth. Finally, interviews are used to map out different experiences by talking to different people, gain an in-depth understanding of their experiences, and handle sensitive matters compared with focus groups or surveys.

Types of Interviews

Many people often wonder about the best type of interview to use when conducting research or collecting data. The response is that this rests on the study's design and what the researcher aims to attain or accomplish. Roulston and Choi (2018) stated that there are three types of interviews, including "unstructured, semi-structured and structured interviews."

Unstructured Interviews

Unstructured interviews occur with few, if any, interview questions. Typically, this type of interview progresses like a regular dialogue between two or more people but focuses on the reviewed research topic. Roulston and Choi (2018) argued that unstructured interviews are moderately formless that can be utilized to create a relationship and ease with the respondent, and it is tremendously essential when exploring complex topics that can elicit feelings, emotions, and reactions. Researchers probe respondents to obtain rich and detailed information. Roulston and Choi (2018) recommended that when one decides to use unstructured interviews, it is essential to remember that one must conduct several rounds of interviews with the respondents to obtain all necessary information. Unstructured interviews never use a standard protocol, and due to this, some participants' narratives maneuver the conversation away from other facets of the research theme.

Semi-Structured Interviews

Semi-structured interviews utilize an interview protocol to guide the data collector throughout the interview procedure. Although this can entail conversational aspects, Sampson and Johannessen (2020) contended that in most cases, semi-structured interviews are a guided conversation between the interviewer and the interviewee. A structure is maintained, hence referred to as semi-structured, but it also ensures the investigator probes participants for more information. Any person intending to use semi-structured interviews should first understand its flexibility. Interviewers should not worry about the need to conduct several sequences of interviews since the procedure maintain focus on collecting the required data to answer the research question. Evans and Lewis (2018) opined that although it is

the goal of an interview procedure, additional probing may need to acquire more details about the respondent's thoughts, feelings, and views.

Structured Interviews

Structured interviews typically follow an interview technique to guide the investigator. Usually, it is an inflexible interview style, whereby procedure or protocol questions are only asked. Summerfeldt et al. (2020) asserted that this type of interview deprives the researcher of many chances to review participants further and explore issues they may bring up when responding to interview questions. The technique can be beneficial when data collectors have a thorough list of interview questions because it assists in targeting the particular phenomenon or experience being investigated. Using a structured interview obtain the accurate information required, making it inessential to do a follow-up for missed or overlooked questions (Summerfeldt et al., 2020). Each type of interview has benefits and limitations, and choosing one depends on the study design and what one needs to obtain from participants. Taking time to review the study design helps determine the interview type to use.

Questions Answered by Interviews

Using interviews as the primary data collection tool is helpful for some papers and research projects. Getting an expert in other people's fields of understanding the topic creates a situation where data collection becomes unique. Weller et al. (2018) advised that when thinking about interview questions, it is essential to write more questions that might be needed and prioritize them later. Typically, practical interview questions answer the "5W" and "H" questions such as asking "who, what, when, where, why" and "How" questions. The questions help the researcher create a question to ask the participants. Researchers usually have different topics they explore; for instance, a researcher can conduct a study to determine how teachers view their profession and curriculum. Some of the questions to explore this topic include: "How do you feel about teaching? describe your teaching experience, and what is your teaching philosophy?". Another question concerning this topic would be "do you have any experience in developing curriculum? and what advice would you give to a new researcher about supervising students, both undergraduate and postgraduate ones?" Therefore, this shows that interviews answer the how, what, why, where and when questions to understand a phenomenon.

CURRENT STUDY

Purpose

The current study would be to interview 2000 respondents across Europe to explore or understand women's child protection services, specifically foster care. Children's safety is one of the primary goals globally. Foster care improved children's safety. Kaasbøll et al. (2019) reported that it was still the 17th century when the individual began doing something about unsafe children. Foster care programs started when individuals started doing dangerous things to children; for instance, children were asked and coerced to work in the fields and the house with their parents rather than attending schools to acquire education. The situation or the trend did not please children, and as a result, they set off to New York City, and after reaching, they were taken by people that helped them

and forced them to work at a younger age. In the modern era, most people globally, more so Americans do not think about the foster care system.

Kaasbøll et al. (2019) defined foster care as a system when a child is temporarily placed with another family. The main reason for placing children under foster care include abuse, neglect, and dependent children who typically survive on their budget due to their parent's death. Numerous children are in foster care, most of them having no family members and do not understand how foster care developed. Therefore, the current study will obtain foster care insights from parents, and some of the questions to be asked can include "in which year did you become a foster parent?", "*When you started to work as a foster parent, what was your main activity?"* The purpose of these questions is first to understand the background of foster parents.

Goal and Contribution

The current study aims to improve knowledge about foster care services, specifically how they help children facing different challenges like neglect, abuse, and homelessness. An example is that a question would be asked to determine whether there are any preparations before joining foster care. The reply contributes to the already existing knowledge about foster care and foster parent benefits. Besides, the study will improve knowledge about the age where children commonly encounter challenges. The current study will also improve knowledge about the benefits of foster care, including offering a stable and secure environment and improving academic stability. Kaasbøll et al. (2019) argued that regardless of the reasons, a child in care is separated from family members. Besides, these children may also not be in contact with friends, which is a challenging situation. Trained foster parents provide stability and support for children through a challenging time. Providing a safe environment and stable educational situation benefit children by improving their academic performances and opportunities. A stable and safe learning environment enables children to focus on their schoolwork and ultimately enhance their academic abilities. Overall, the current study will improve knowledge about foster care parents, challenges they encounter, the benefits of foster care, and how to improve foster care services in Europe and the world.

INTERVIEWER'S TOOLS

**Tablet Computers**

Specifications

The introduction and development of mobile and wireless technology have created numerous opportunities for connecting ideas and information that would not have been tapped with conventional technology like desktop computers. Mobile and wireless technology are currently affordable, dependable, robust, and under-friendly, a phenomenon that has increased their usage, more so in poorly developed nations where accessibility to infrastructure for information and communication technologies like landlines is minimal. Using necessary technology is significant and transformative in offering accurate and rapid information. The section would provide specifications for tablet computers that can be used as an interviewer's tool to collect data from research participants.

Tablet computers can either be smartphones or laptops in size and functionality, incorporating

different features. The primary feature is portability, which is one of the reasons it is selected over other devices. Tablet computers are smaller, thin, and lightweight than laptop computers. A large screen than a smartphone can make it easier to read and navigate. Another feature is connectivity, and as a smartphone, tablet computers operate wirelessly, meaning that interviewers can move them from one place to another without network issues. Interviewers can use a Wi-Fi network or a 3G or 4G cell phone network. The other key feature of tablet computers is compatibility, whereby most of them share an operating system, making it easy to sync data. A computer-assisted personal interviewing, specifically using tablet computers, would have several features. First, this technique starts by selecting software depending on script capabilities and costs. A SurveyToGo (STG) is among the best software since it contains a UTF/Unicode compliant interface that allows multilingual and multiscript questionnaires.

Figure 1

Designing and Monitoring a Survey
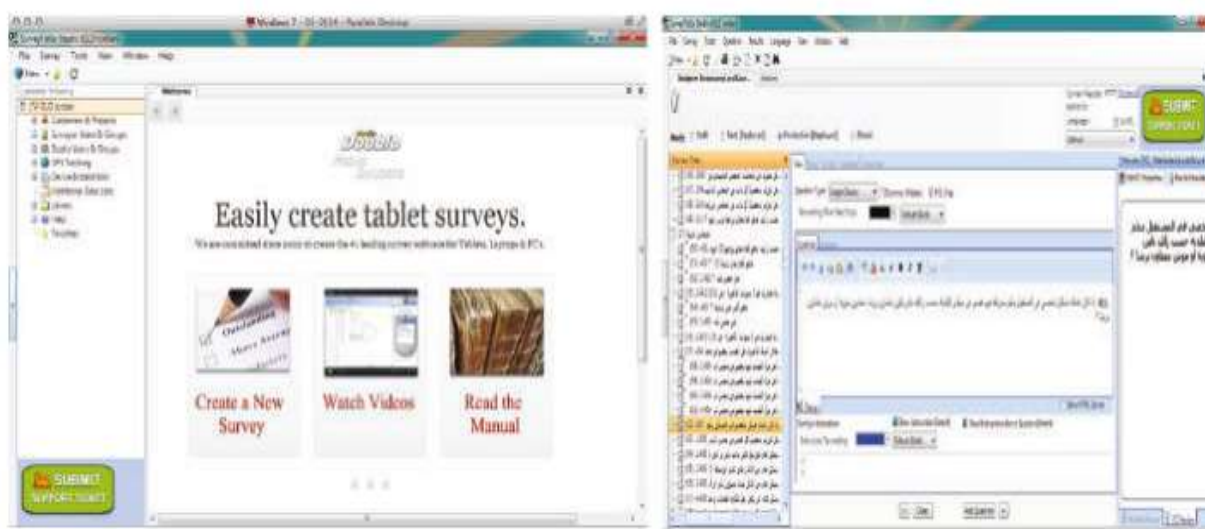
Designing and Monitoring a Survey (DoobloTeam, 2018).

A multiscript and multilingual questionnaire will ensure that individuals not conversant with the English language are not left out during interviews. Another feature is that STG will charge based on the recorded observations. Other features include branching, skipping, looping, validating, and randomizing questions and answers. The STG desktop emulator, as shown in Figure 1, enables interviewers working online to assess how the questionnaire will appear, but some features like randomizing cannot work in the emulator. The interviewer's team can test the emulator anywhere because it is hosted online. However, only one individual can do editing when necessary.

After developing the survey in the SurveyToGo, it will later be downloaded onto tablets, and if there would necessary changes required, interviewers will download the updated version. When selecting tablet hardware, some features include cost, screen size, and battery capacity to prevent power issues during the interviews. Depending on the general value and the fact that SurveyToGo utilizes an android version and is not compatible with iPad, ASUS memo pad eight can be chosen to comprise a 4.4 operating system, 8.00-inch, 1280x 800 GHz processor, and 1Gb Ram. Larrea et al.

(2021) reported that although SurveyToGo works on smartphones, it is essential to ascertain the space of each question during the interview needed for it to be legible. The consideration ensures that a larger device is chosen when necessary.

Uses

The primary use of tablet computers would be recording research participants' responses during the interview. Interviewers later analyze the recordings to check common themes and subjects arising from them so they can conclude. Tablet computers are also used for daily data uploading that permits quick identification of implementation, sampling, randomization, and interviewer compliance issues. Using tablet computers eradicates manual data entry that is expensive and prone to errors. Nevertheless, utilizing a computer-assisted personal interviewer allows interviewers to identify pitfalls and implement practices to avoid them. Interviewers are provided with one tablet computer and one backup per supervisor, and to reduce problems of breaking and not returning the tablets, trusted networks are used to recruit interviewers, including statements in contracts about returning the devices in good condition.

Tablet computers, also called computer-assisted interviewing during data collection, are used as a medium or a catalyst to fasten data collection. The technique enlarges survey demographic specifics and will help interviewers obtain seamless data. Larrea et al. (2021) affirmed that it is less costly from the expense aspect of computer-assisted interviewing. Using tablet computers will allow interviewers to analyze the data without structuring the collected information. The other use of tablet computers reduces the chances of errors, both during interview question administration and data input. Even when the interview is going on, tablet computer applications will be used to automatically route to the next question depending on the research participant's responses to prevent skipping questions. The other use of tablet computers is collecting and storing data within the application to eliminate the need to manually input data.

QUALTRICS

### Introduction and Set-up

Introduction

Mathur and Reichling (2019) defined Qualtrics is a cloud-based platform used to create and distribute web-based surveys, and it can be utilized on any computer connected to the internet. The main reason for using Qualtrics is because of their general use for academic and market research, and they carry a large selection of questions such as basic types (multiple choice and text sliders) and particular types, including heat maps, constant sums, and file attachments. Another reason to use Qualtrics is that they have a customizable survey appearance, advanced logical tools that permit complex experiments and user-tailored survey paths, and the ability to translate the survey to different languages. The primary purpose of using Qualtrics is to help businesses through their marketing researchers improve or drive a consumer-centered culture by focusing on retention and consumer-related satisfaction.

Qualtrics Set-up

Qualtrics setup is not complex as it works through organizing and obtaining essential metrics related to the research question or problem. People using Qualtrics can effectively comprehend any changes that must be made or require instant action. According to Mathur and Reichling (2019), there are four primary functions of Qualtrics, including "CustomerXM, ProductXM, EmployeeXM, and BrandXM." The four core functions aim to develop a model reliant on reception and satisfaction. Organizations utilize qualtrics to focus on consumers, which eventually improve their knowledge of the target market and provide exceptional results. The platform assists an organization in embracing consumer-centered approaches while trying to understand consumers and employees. The primary role of qualtrics is collecting, measuring, and organizing data required to understand a phenomenon or help businesses comprehend how to improve and develop constantly. An essential step to creating a Qualtrics account is making sure one is on the correct URL.

Figure 2

Qualtrics Setup
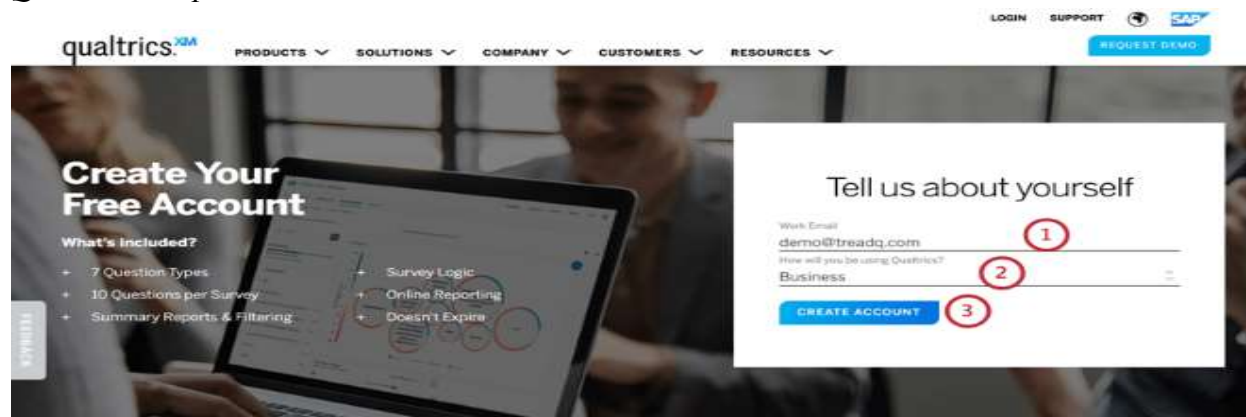
Qualtrics Setup (McNamara, 2017)

First, users go to Free accounts, as shown in Figure 2 on the Qualtrics site, to create a free account, which entails entering the email address. However, an essential point to note is that if the email address has already been utilized to create another Qualtrics account, users are prevented from using it again to create a different account. The other step is explaining how one will be using Qualtrics, but this does not affect access to any features. After creating an account, users are emailed a verification email. Another step is verifying the email, as shown in Figure 3 below.

Figure 3

Email   Verification
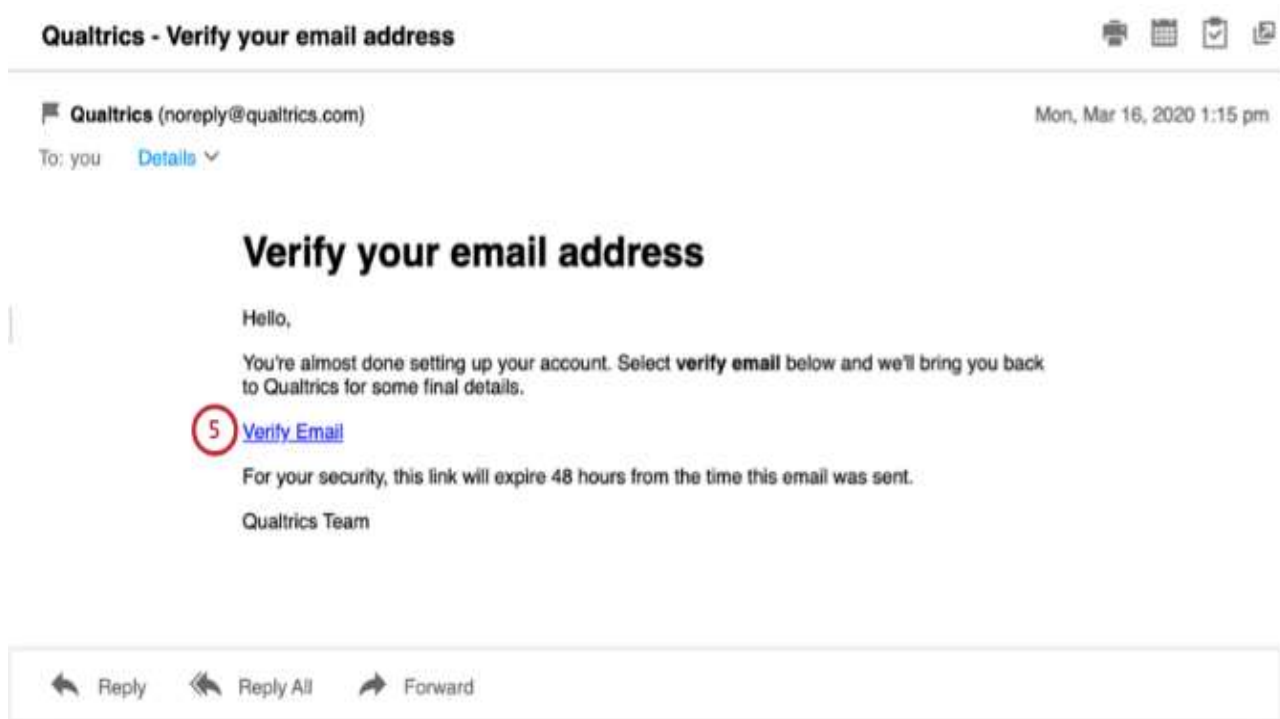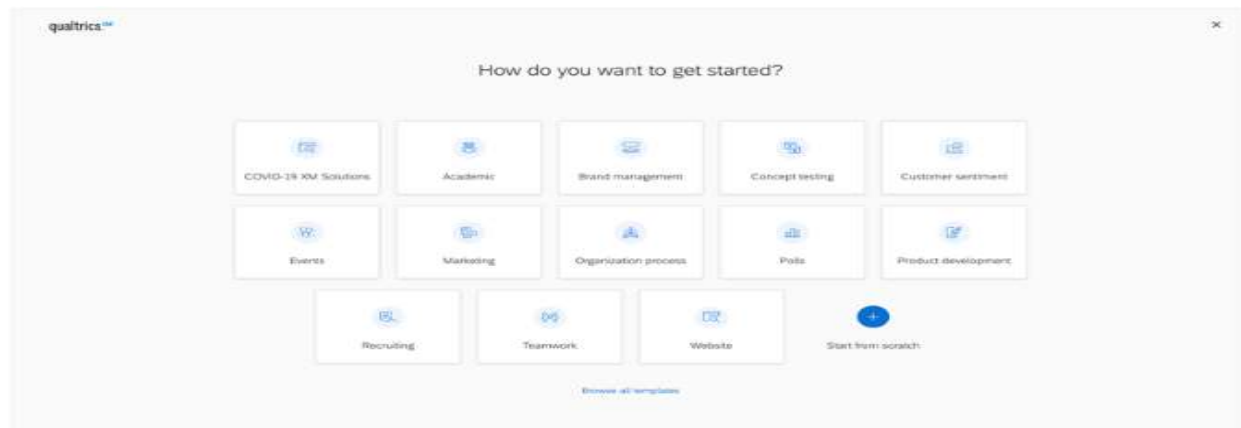
Qualtrics Setup (McNamara, 2017)

The other step after email verification is keying in personal details, including names and creating a password, and then select the job function's role. A country of residence must be selected, and a phone number must be provided. Providing those details systematically is essential to set up a qualtrics account. Figure 4 below illustrates the next stage after providing the required details and following the steps provided to get started.

Figure 4

How to Get Started

Qualtrics Setup (McNamara, 2017)

Creating a Survey

Step 1: Logging In

After creating an account, an individual intending to create a survey should log in to the account

using Alliant email as the user name. At the opt left of the screen, click "create survey" and then "quick survey builder." The survey should then be named.

Figure 5

Logging In

Creating a qualtrics survey (SJSU COE Instructional Design. (2020)

Step 2: Adding or Formatting Questions

The second step when creating a survey is adding or formatting questions, and it involves clicking next to the green symbol indicated "create a new item," and a blank format will show. Different questions may be selected on the right side of the screen. The green box named "change item type" should be clicked, and a menu will pop up having different formats. However, to display all formats, one can click the menu written "how all questions types" and then the most appropriate one is selected as shown in figure 6.

Figure 6

Formatting Questions
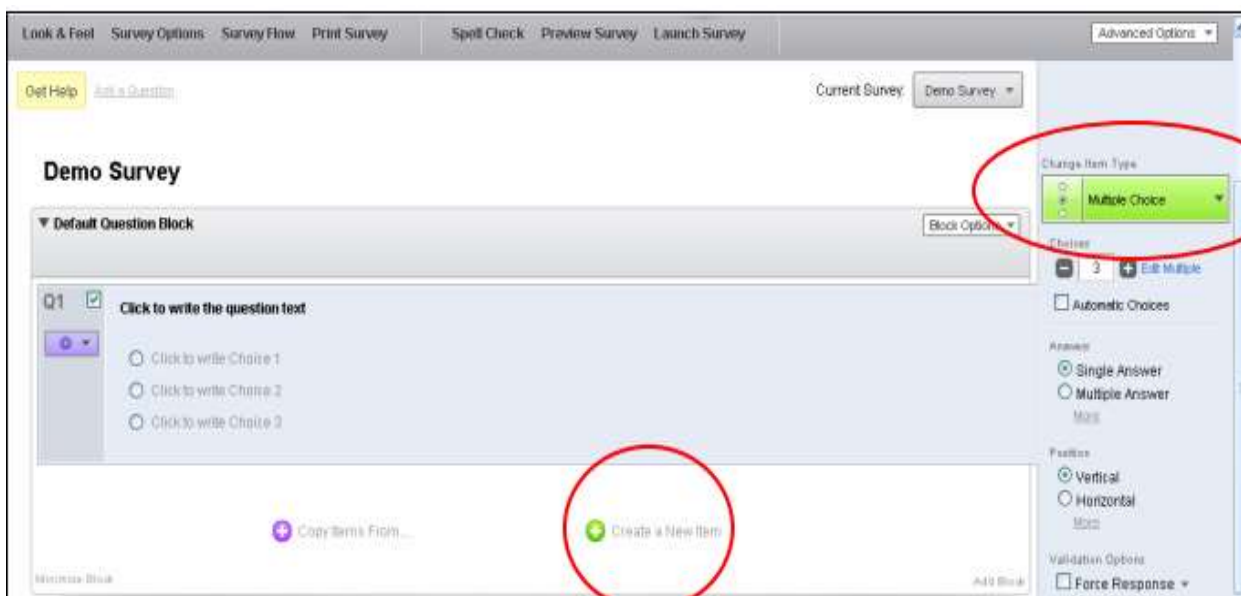
Creating a qualtrics survey (SJSU COE Instructional Design. (2020)

Step 3: Multiple-Choice / Likert Questions

      The number of choices offered can be changed by using symbols + or – to raise or reduce the choices or enter the number in the box. Users who want to allow more than one answer should select the "Multiple answers." Besides, if the survey has multiple choice questions and wants research participants to specify what "other" means or is, the box next to a multiple-choice response can be entered by clicking and scrolling down the arrow to the right of the choice. Clicking makes the menu pop up, and then select "allow text entry," whereby a blank text box pop up. Likert scale question can be used by selecting "change item type" and then "show all questions types," then scrolling down to find "matrix" and choosing "Likert question" shown in figure 7.

Figure 7

*Multiple-Choice / Likert Questions*
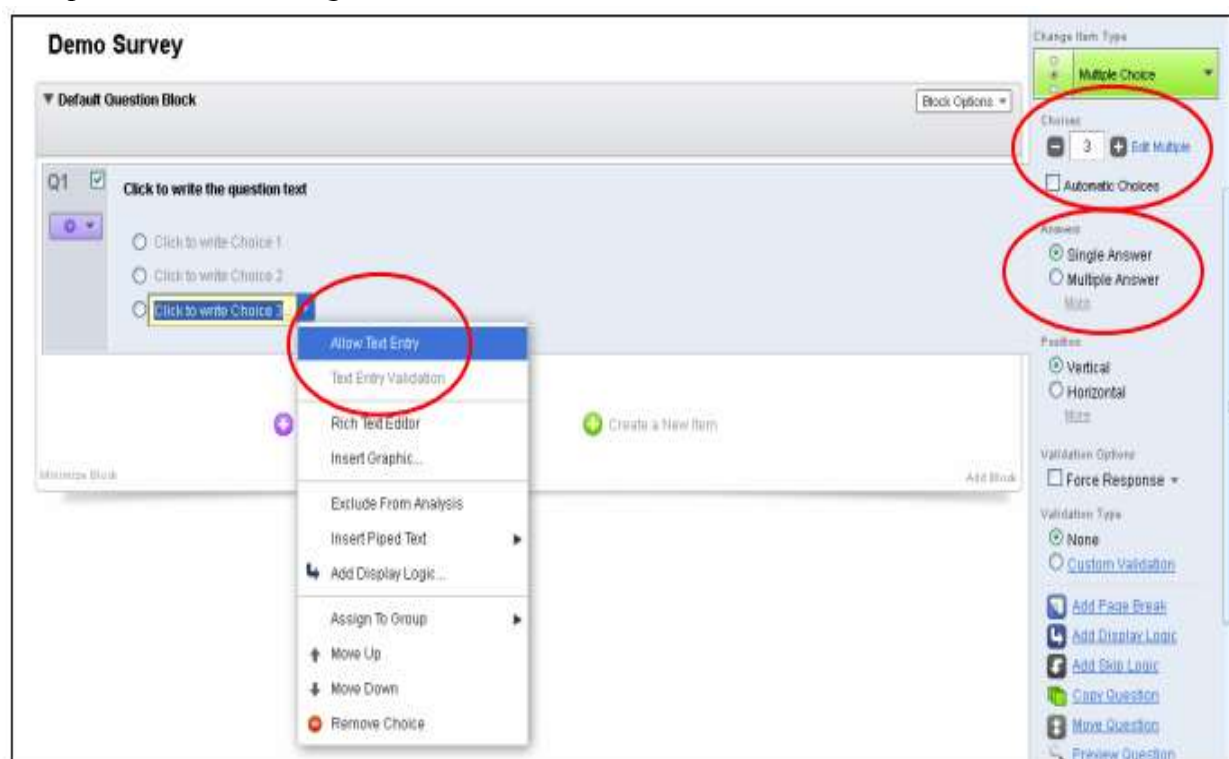
Creating a qualtrics survey (SJSU COE Instructional Design. (2020)

Step 4: Other Options and Settings

      When conducting a survey, if the researcher does not want respondents to utilize the "back button" more so for HPPC concerns, one should look at the top page and choose "survey options" and ensure that the initial item, the "back" option is unchecked. The purpose of this procedure is to ensure participants do not utilize the back button, and within that menu, one can choose other options, including security and thank you messages that can be applied in the study. Changes should be saved.

Figure 8

Options and Settings
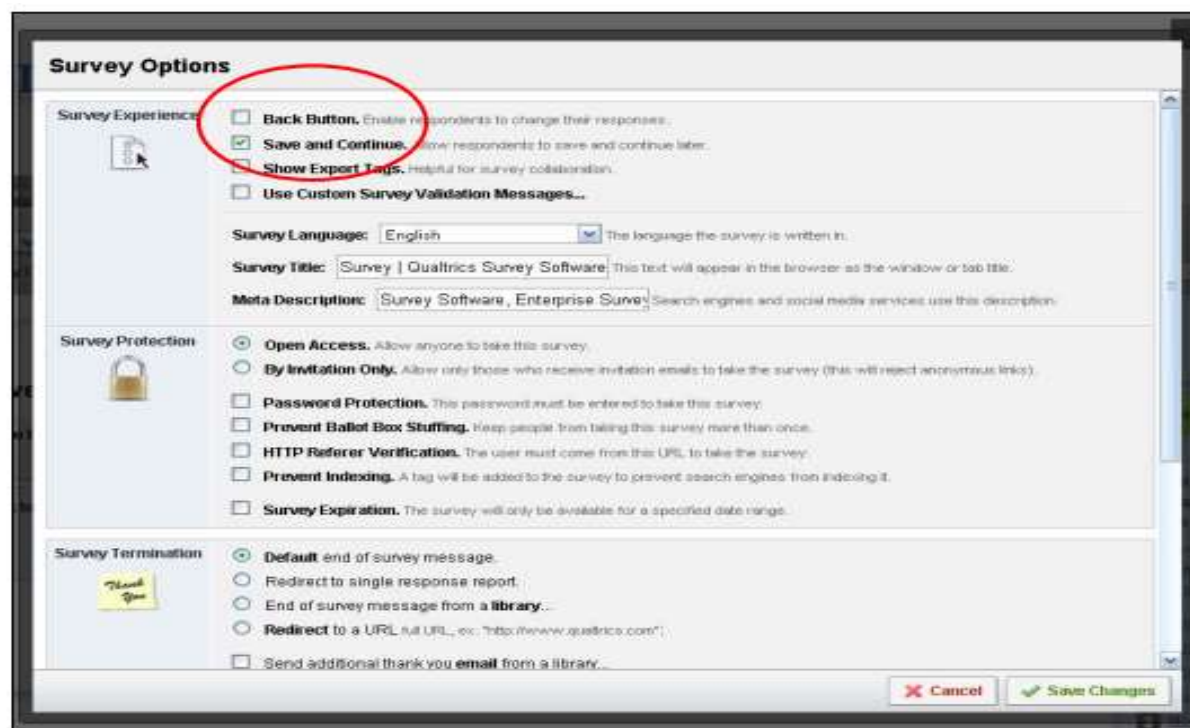
Creating a qualtrics survey (SJSU COE Instructional Design. (2020)

Managing Surveys

Compelling Participants to Answer Survey Questions

Interviewers or researchers intending to ensure respondents answer each question before proceeding to the next one can achieve this by clicking on the question and looking at the right-side "force response" box. Choosing this option ensures that participants respond to each question before moving to the next. Changes and any responses are saved automatically to avoid losing data.

Figure 9

*Compelling Participants to Answer Survey Questions*

Managing qualtrics survey (Redford, 2020)

Survey Distribution

The survey can be activated and distributed by first clicking the "Distribute survey" menu at the top of the page and clicking "activate survey to collect responses." Qualtrics offers a link that can be emailed or posted to recruit participants and direct them to the survey. An essential point to note is that Qualtrics records the responses and adds them to the survey outcomes when choosing to preview the survey before activating it. However, if the researcher wants to discard responses before data collection, the "View Results" tab is displayed at the top of the page, then clicking "delete" report.

Figure 10
Survey Distribution
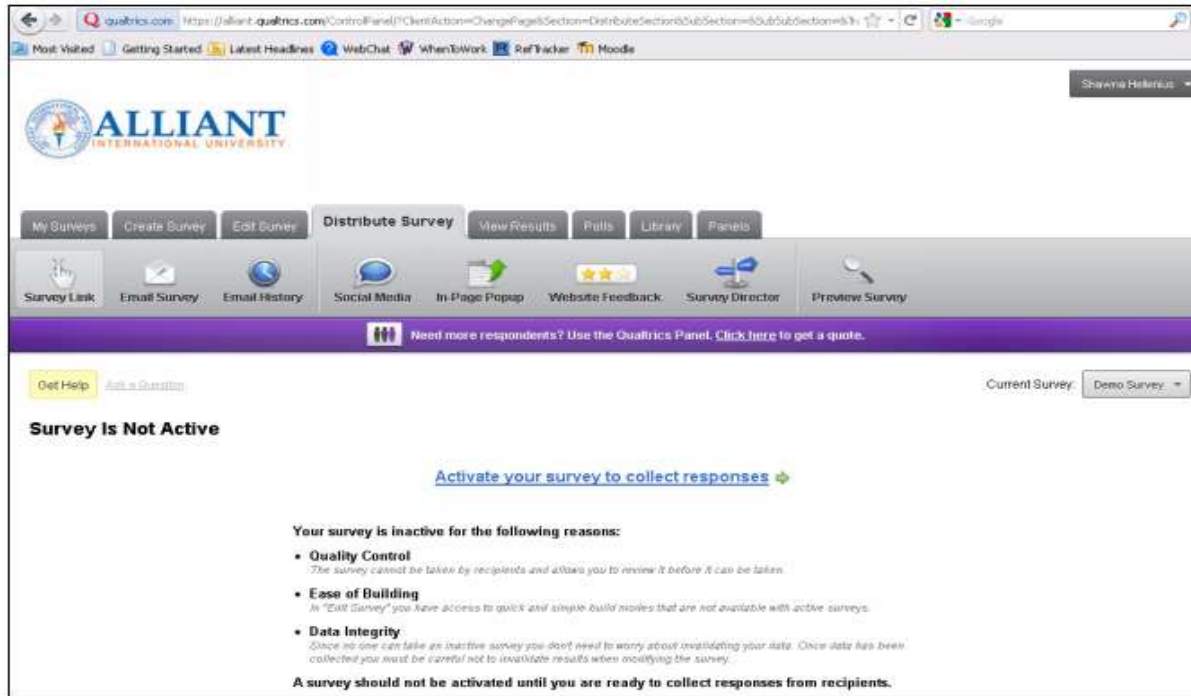
Managing qualtrics survey (Redford, 2020)

Result Management

Survey results can be managed by entering the data and analysis tab, where recorded responses are found. Recorded responses comprise all participant's responses during data collection, and it also entails all the information that can be shown in reports or transferred from the platform. The section can be used to view and manage collected information. Recorded participant's responses are displayed on the top-right corner of the "Recorded Responses" tab. However, it is significant to remember that the survey should not open on more than one page on the browser to avoid interfering with the "check and save" that might make the present work overridden by the previous one.

Figure 11
Result Management

Managing qualtrics survey (Redford, 2020)

Storage

Qualtrics is a web-based platform making it work differently than installation applications (Mathur & Reichling, 2019). Instead of depending on the Save button for storage purposes, Qualtrics automatically saves the responses and the general work. When users click outside the question or move to another page or tab, Qualtrics detect any changes and save them automatically.

INTERVIEWING PROCESS

Basic Interview Rules

- The researcher should first create an interview guide that can be referred to during the interview. An interview guide aims to provide a list of topics or issues that can be covered during the interview. The guide guides the interviewer but should be flexible for any changes.

- Interviewers' work includes collecting relevant information from research participants. However, the primary rule before data collection includes identifying themselves and explaining what one is doing. An introduction ensure the interviewee is comfortable providing necessary information.

- When recording the interview, it is critical to request the interviewee whether to record it or not, possibly with their agreement recorded on the device. However, if the interviewees are uncomfortable with the recording, the researcher should continue interviewing without recording.

- Interviewers should familiarize themselves with the questionnaire's structure and how to introduce them to interviewees effectively. Besides, it is essential to understand every item so they can clarify in case interviewees encounter challenges. Although

questionnaires are distributed to interviewees, interviewers should be conversant with each question and be able to answer them correctly. Responses should be recorded based on the questionnaire's structure.

- Another essential rule is note-taking. However, note-taking can be challenging when dealing with deaf interviewees. Translators should be used by asking the individual to write and then write back and forth through videotaping. Some interviewees can request to see what has been written or recorded, and in case of this, they should be shown. If the interviewer has questions regarding what the individual said, they should be shown or heard to clarify.

- Patience and carefulness are essential when recording respondents' answers. Questionnaires consume more time, making it essential to allocate each interviewee sufficient time to recall life events. Interviewers should facilitate when interviewees appear to forget or find challenges recalling life events by asking positively intriguing questions.

- Interviewers and interviewees should fill out questionnaires correctly and comprehensively. Pens or blue and black ballpoint should be used to fill the questionnaires. Pencils should be avoided as they fade quickly and fast.

- All questions should be answered. However, suppose there are questions the interviewee is not conversant with or uncomfortable to fill. In that case, the interviewer should fill using suitable corresponding code such as "Not applicable (code 3), Don't know (code 4)".

Qualities of a Successful Interviewer

According to Langley and Meziani (2020), there are qualities of a good interviewer, and these individuals are either born with them, while others acquire them through learning. Possessing good qualities enables one to be a good interviewer and encounter more success. the first quality is an engaging personality. The organization's interviewer represents the organization, and as a result, it is essential to be engaging and warm and not stiff and aloof. How to research participants perceive the interviewer might influence how they respond to questions or view one as a whole. Therefore, it is critical to creating positive perceptions among research participants.

Self-awareness is another essential quality. Interviewers should brand themselves positively. Branding is the experience an interviewer offers to other individuals, and it applies to both individual and organizational branding, and both of them should be applied during an interview. Self-awareness entails recognizing any bias an interviewer may have or show. The interview procedure is when an interviewer should eliminate any form of bias regardless of how they are so they can acquire quality information from respondents. Instead, one should focus on the bottom line, obtaining a quality, factual, and unbiased responses from research participants.

Another quality is being empathetic and patient, and in this case, interviewers should effectively connect with different personalities for proper communication. Each research participant should feel special by being listened to, making them see, and interacting with them. Alongside this quality, successful interviewers are curious and open-minded, which means digging more profound during the interview. A curious interviewer pursues exciting lines of inquiry as participants reveal them. Besides, a successful interview does not let their existing knowledge blind them from learning

new things, and in this case, most of them pretend not to know anything.

Sampling

Typically, when conducting interviews, it is essential to ensure that one interviews a range of individuals with diverse backgrounds and experiences that may have different opinions on or experiences with the research topic. Such a consideration helps ensure that collected information is balanced and reflects opinions from different people, making it easier to generalize. One of the best sampling methods is purposive sampling, whereby an interviewer interviews people since they play a significant role in the research topic or project. Samples are often selected before the study commences. Although there are different and numerous sampling methods, it is critical to avoid bias and discrimination when selecting research participants. After deciding who to involve in the study, it is also critical to decide the number of participants to partake in the interview process.

Preparation and Conducting Interviews

Preparations

- Langley and Meziani (2020) pointed out that proper preparations and then conducting an interview systemically help make the most of this essential data collection tool. First, allocating adequate time is essential. An interview should be dedicated a certain time and be conducted in a good location. No interruptions, such as mobile phones, should improve concentration and give participants a positive impression.

- The interviewer should also practice properly interviewing by introducing themselves and understanding the interview questions and possible answers. Besides, an interviewer should first research the topic and understand it better so they can support interviewees in case of challenges. Good preparations enable one to remain calm throughout the interview.

Conducting Interviews

- The first step before conducting an interview is contacting research participants to remind them of the same or to create informed consent. However, if the interviewer had not selected the sample before the interview's due date, it is critical to inform all possible participants to be available for selection.

- The other step for conducting an interview is introducing oneself. Greeting research participants politely demonstrates respect for them and will improve their confidence level. An introduction should also tell them a few details and the purpose of the interview, accompanying benefits, and possible risks (Rinaldo & Guhin, 2019). A good introduction creates a positive impression among research participants, making them free to provide factual information.

- The interviewer should arrive at the interview site on time; for instance, if the interview is held in a school or organization, it is critical to arrive minutes earlier to familiarize yourself with the environment. All relevant interview materials should be available before and during the interview.

- All respondents should be allowed to clarify confusing questions. Interviewers should then address such issues clearly to improve respondents' confidence and free will to provide required details. Interviewers should utilize neutral language and avoid jargon and hanging statements that may confuse participants.

- Interviewers must be attentive to research participants' insights and emotions concerning the research topic, and such details should be recorded accurately. Calmness is essential if an unexpected issue occurs, such as interviewees being provoked. Besides, if a respondent decides to quit the interview, an interviewer should maintain calmness.

Questionnaire Components and Coding

When creating a questionnaire, one should remember that usually, a questionnaire has three parts or components, including general instructions, personal information, and the body.

Introduction Section

The general instruction section assists the individual in completing the questionnaire, understanding the study's purpose, orienting the research topic, and outlining informed consent. Research respondents have the right to informed consent when partaking in the study, and due to this, interviewers should always explain the study's purpose, participation requirements, and the study's sponsors. The instruction section comprises the following components introduction of the research question, purpose, confidentiality statement, and voluntary participation.

Personal Information

The personal information section covers research participants' demographics like gender and age. Interviewers should label response options for coding. Coding is significant if the researcher intends to analyze data on the computer. Generally, coding entails attaching symbols to responses; for instance, there would be no need to type male severally. Instead, this demographic can be given code M or 2.

Figure 12

Personal Information

Part 1: BioData

Please tick the most appropriate response.

1. **Gender:**   Male   √ Female

2. **Please write your AGE:** 50

3. **Type of school you teach at:**   Government √ NGO Private   Religious Private   Other Private

Body Section

Directions are essential when respondents switch how they answer; for instance, the first ten questions may use yes or no responses, but the following five questions agree or disagree. The two sets of items need separate directions, such as the general response directions. Research respondents should generally understand what to expect for the items they will answer. An interviewer or researcher should write statements explaining what to expect in the consequent sections; for instance, "the

following sections describe statements about foster children academic journey and the challenges they normally face." Questionnaires should be short and precise, not giving unnecessary information to respondents. The final questionnaire should have a mix-up of items so long as they need similar responses like Yes and No. The technique ensures that research respondents remain alert when reading the questionnaire.

Coding means assigning a particular number to each likely response. Assigning codes guarantee quick and easy data entry. The ideal code numbers rely on the software researchers utilize to analyze data. Some software packages accept a number as codes, while others accept symbols. Interviewers should be conscious when selecting codes to avoid time wastages. An example of codes is shown below.

Figure 13

Codes

Male	X	1		III		1
Female		2		Not III	X	0
Don't Know		3		Don't Know		9

Figure 13 above shows different codes assigned to possible responses. Thus, if the responses are represented on the questionnaire as points on a scale of 1 to 5, the numbers are directly entered into the grid. Responses that take a different form should be translated into a numerical scale and be assigned a code for easy data analysis. Although entering a value or number in each response is essential, it is not adequate. Researchers should have a coding table that details how they intend to deal with the results. Having a coding table is significant whether one is working alone or not. Coding tables are essential when more people are involved in data entry.

Figure 14

An Example of a Coding Table

Questionnaire coding	
Not applicable	0
Very low	1
Low	2
Medium	3
High	4
Very high	5

Concluding Interviews

- The role of the interviewer is to indicate the interview's finishing time and an evaluation of the participant's emotions and response behaviors like calm and composed.
- The interview should end on a high note by leaving a great impression on interviewees. The respondents should leave the interview location having no doubts that it was one of the best sessions.
- The interview should be concluded by asking respondents whether they have any pending questions or issues.
- The questionnaire should be checked carefully to avoid unintentional omissions or mistakes, and interviewees should be informed of a possible call asking for clarifications. Finally, the questionnaire should be kept safe for confidentiality and avoid losing collected data.

REPORTING AND DATA MANAGEMENT

Data Submission

Data will be submitted using derived codes for each response in a form. The system will register form submission after sending an intake questionnaire or consent form. Research participants' responses will be considered to conclude their feedback. Respondent's feedback will play a significant role as it will cater to the study's ability to make conclusions and help relevant stakeholders interested in the topic acquire new information. Besides, data will be submitted after counterchecking whether there are errors like omissions. If clarifications are needed, respective respondents will be contacted as agreed earlier when concluding the interview.

Reporting

The primary thing to do in data reporting is selecting what is worth reporting and discarding what is unworthy. After deciding that, it is critical to communicate the message effectively using different techniques like tables, texts, and graphics. However, the amount of details relies on the targeted audience. Some of the data reporting rules include keeping it simple. Although the rule appears obvious, most researchers who have submerged in their data sometimes do not realize that the target audience is lost in the mass of data. Presenting excessive information appears to cloud pertinent facts. The other rule is being general and then specific. The response rate should start by describing research participants and then significant findings and relevant analyses. The information ensures readers understand research data representatives. The reported data should answer the research question effectively and comprehensively. Licker et al. (2020) affirmed that effective data reporting does not imply immersing in codes or being a professional in analytics. Instead, it entails other essential skills like extracting critical information from the data, keeping it simple, and evading data hoarding.

Storage Mediums

The primary data storage medium will include hard disk drives, also called hard drives, in every personal computer. The medium will store text files and audio. Another essential storage medium can

be USB Flash drives, also referred to as thumb or pen drives. Flash memory is more effective and dependable than optical media. The medium is small, faster, and possesses much storage capacity (Zhong et al., 2020). Therefore, since a tablet computer can hang and erase data by mistake, flash drives can alternatively be used to store collected data. Cloud storage can also be used as a storage medium. People presently operate numerous devices in different places, using cloud computing solutions (Yang et al., 2020). As outlined earlier, the research will have 2000 respondents in Europe, meaning that more data will be captured and stored using tablet computers. Cloud computing is an ideal medium to store data from all these respondents from different places across Europe. Cloud computing entails accessing services over a network using several remote servers (Sharma et al., 2020). Even though the concept of cloud computers may not be comprehensive to individuals unfamiliar with the symbolic idea, it can offer excellent storage solutions. Finally, data can be stored in a memory card or secure digital cards, often used in numerous electronic devices such as mobile phones and tablet computers. SD cards will be used to store interview data, and no other information will be keyed in to avoid virus attacks that can cause data loss.

CONCLUSION

In conclusion, being a good interviewer is essential when one intends to collect quality information about a phenomenon or hire quality talent. Good interviewers understand how to select the best research participants. In contrast, great interviewers select the best research respondents and ensure they have an exceptional experience during the interview. Interviews are a perfect data collection tool as they develop relationships between interviewees and the interviewer and create an environment whereby speech correction is easy. Interviewers and respondents can rectify any misunderstanding. The relationship development between the interviewer and interviewee creates mutual co-operation and understanding. Interviews can be prepared using tablet computers and qualdrics. Tablet computers are practical, easy to carry, and support easy data analysis. Qualtrics provide thorough and impactful surveys, multichannel communication, and secure data processing. Finally, the qualities of a successful interviewer include being calm throughout the interview session, being attentive, and understanding interview questions for clarification purposes.

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