

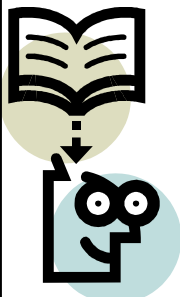
# metodologia de recolha de dados por entrevista

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In contrast with quantitative research, **qualitative data consists of open-ended information that the researcher gathers with participants through interviews.**

Talvez o mais comum:  
**Começar por um estudo exploratório com entrevistas** e depois passar à fase do survey.

At the start, researcher explores how **individuals describe a topic with interviews** and then uses an analysis of the information to **develop a survey instrument** that is administered later to a sample from a population.



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...e começar com o estudo  
quantitativo e depois fazer  
**entrevistas ?**

Após o estudo quantitativo...há vantagens  
em entrevistas?

Pode haver.

Exemplos:

O que explica os resultados quantitativos do  
estudo?

Acompanhar uma amostra para entrar em  
detalhe.

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## **Mas o que é isto?!**

Interviewing **is used to gather information in the  
subjects own words .**

**Qualitative researchers generally use open-ended  
informal interview.**

**Interviews can vary from informal conversations to  
open-ended interviews to in-depth discussions  
with key Informants.**

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“Surveys can be divided into two broad categories: the **questionnaire** and the **interview**.”

Questionnaires are usually paper-and-pencil instruments that the respondent completes.

Interviews are completed by the interviewer based on the respondent says. Sometimes, it's hard to tell the difference between a questionnaire and an interview.” (Trochim, 2006).

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## Tipos de entrevistas

*Vários nomes e tipos...*

- Entrevista exploratória
- Entrevista centrada no problema
  - Entrevista aberta
  - Entrevista profunda
  - Entrevista focalizada
- Entrevista não-estruturada
  - Entrevista intensiva

**Entrevista aberta**  
(vs. Entrevista fechada)...

**Entrevista aberta – o entrevistado pode responder livremente... pode formular os temas que para ele são importantes**

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## Tipos de entrevistas

**Semi-Structured** - questions and order of presentation are determined. Questions are open-ended, interviewer records the essence of each response.

**Entrevista não-estruturada**  
(vs. Entrevista estruturada)...

Entrevista não-estruturada - esta não tem um "catálogo" rígido, podem ser formulados temas não existentes.

Interviews also vary in that there may be one-time interviews, multiple interviews with the same participant, multiple interviews with various participants, or group interviews.

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Expressões, interjeições, posição corporal, ...

In face to-face mode, interviewers can use visual cues and the immediacy of feedback in ways that are not currently possible with online-methods....

(entrevistas face-a-face e entrevistas telefónicas)

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## Cuidados a ter

Listen more, talk less.

Follow up on what participants say and ask questions when you don't understand.

Don't interrupt. Learn how to wait.

Keep participants focused and ask for concrete details.

Tolerate silence.

Don't be judgmental about participants' beliefs or views. You are there to learn about their perspectives whether you agree or not.

Don't debate with participants over their responses. You are a recorder, not a debater.

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## Eu estive lá...

No estudo exploratório, utilizaram-se dois tipos de recolha de dados, a saber: **questionários semi-directivos**; e recolha de informação no terreno, especialmente documental, sobre a organização.

O estudo foi realizado através de inquéritos periódicos aos peregrinos.

Os inquéritos dirigiram-se aos peregrinos presentes no recinto do Santuário de Fátima de Outubro de 2001 a Agosto de 2002. Os inquéritos sucederam-se das 9 horas da manhã até às 5/6 horas da tarde.

**507 peregrinos.**

De forma a ver diminuído o enviesamento resultante da presença do entrevistador, os entrevistadores foram formados no sentido de: **não serem selectivos na escolha do entrevistado, NÃO INTRODUIREM IDEIAS PRÓPRIAS** na condução do inquérito, não induzir o entrevistado através dos seus gestos ou palavras, não registar como resposta a sua ideia mas **reproduzir fielmente as palavras** do entrevistado (Reis e Moreira, 1993).

**Research was carried out in two empirical stages: exploratory interviews held within a grounded theory approach, and a large scale questionnaire.**

34 semi-structured exploratory interviews... Portugal and England between August 2007 and September 2008 to reconsider previous research in order to develop sharper and more insightful questions about the topic, and also to provide suggestions for hypothesis formulation.

**The semi-structured interviews were standardized but intended to encourage participants and permit more elaborated answers. They were time consuming because of the researcher-subject interaction...**



The mode of the data collection was **one-to-one audio taped** semi-structured interviews and the **interview schedule was arranged for the convenience of the interviewees**. The interviews were semi-structured, but with a script to guide the conversation. The atmosphere was purposefully friendly **allowing freedom for observations and comments** during the interview. Tape and transcript analysis were used during the interview phase since the researcher had clearly defined objectives.

At the moment of the interview, the research explained the purpose of the research. All the interviews were recorded after permission from the interviewees as a guarantee of reliability

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Há questões que merecem  
ser ouvidas  
...  
e colocadas.



**Obrigada!**