should last about the same length of time. Also, training interviewers is straightforward and inexpensive, as all they are required to do is follow a set of instructions. However, the practical disadvantages for structured interviews are that it may be time-consuming and may require a lot of money to employ dozens of interviewers and data-inputting staff.

An ethical advantage of a structured interview is that it is reliable. For example, another sociologist could repeat the research and obtain the same results. This is because the interview is structured, with a set of questions the interviewer has to follow. Alternatively, this may lead to the response being invalid. The interviewee might lie or exaggerate to ‘look good’ or because they are embarrassed or sensitive about a particular topic. This is known as the Hawthorne effect.

Structured interviews are preferred by Positivists, such as Marxists and Functionalists. This is because the response is easy to categorise, as it gives you quantitative data. However, Feminists and Interpretivists may prefer to use unstructured interviews, as they would rather get a deeper meaning response and ask more questions relating to the interviewee’s response.

However with structured interviews, they lack validity. This is because the questions included are closed-questions, which restrict interviewees to choosing from a limited number of pre-set answers. This makes the interview lack validity because the interviewee may not have found out what they intended to find out or may have not found out enough.

Item A states that "Unstructured interviews are in-depth, group interviews are more like guided conversations”. They can use questions which they feel are appropriate to ask and which give a deeper meaning response. A practical advantage for unstructured interviews is that because there are no set questions, it allows the interviewer more opportunity to ask questions about the topics they think are important. Also, unstructured interviews are widely seen as a way of gathering valid data and enabling researchers to get a deeper understanding of the interviewee’s world.

A practical disadvantage for unstructured interviews is that they take a long time to conduct as they are all in-depth explorations.

The ethical advantages are that unstructured interviews are particularly useful when researching sensitive topics. This will help the interviewee to feel comfortable discussing difficult or personal subjects, such as abuse, as there are no set answers and discussing topics in an informal manor forms more of a relationship between the interviewer and interviewee. Alternatively, the interviewee may not answer truthfully, if they are embarrassed about their response. This is an ethical disadvantage.

A theoretical advantage for unstructured interviews is that they are highly flexible, which means they are not restricted to a set of questions, making them valid. However, a disadvantage is that unstructured interviews are not reliable as each interview is unique, meaning they are not standardised. This also leads to the answers being more complex, which makes it harder to analyse.