

INTERVIEW VERSUS QUESTIONNAIRE FROM THE PERSPECTIVE OF CBE MEMBERS

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ABSTRACT: *Nowadays in academic institutions and educational process, the researchers when intended to translate their research question, aims and objectives into a full-scale research project, are likely to be at the stage of deficiency to organize their research. Consequently, not be able to persuade prospective supporters of its value. Its required, therefore, for improving the research quality, to pay close attention to the research design and consolidate to the appropriate methodology. The present research has been concerning with two clear objectives; firstly, enable researchers, irrespective of their discipline, to promote the most appropriate methodology for their research studies; secondly to make them familiar with the art of using different research methodologies and techniques. The present research, therefore, discussed two important methodologies, such as Interview and Questionnaire from the Perspective of CBE Members. It was considered, in this research, why it is important to have an appropriate methodology of research and how to consider and adjust the quality before quantity to meet the requirements of the different research project.*

KEY WORDS: survey, interview, Questionnaire, methodology, CBE members.

INTRODUCTION

The World Bank Group (2014) has indicated that the performance (quantity and quality) of the research output growing over the past decade from 0.44 % in 2003 to 0.72 % in 2012, in Sub-Saharan Africa. This growing, however, considered as less than 1 % of the world's research outputs in parallel with the global population that as 12 %. This regrettable situation is fundamentally due to the limited capability to conduct high standard research. With increasingly complicated problems and limited resources, the scholars, therefore, are qualified to transfer their knowledge to expand society's store of knowledge to the next generation of professionals. Society requires critically trained brains at a sophisticated level with high skills and competencies in innovating new knowledge as well as analyzing the environment.

In different scientific fields, Graduates at the end of their Master of Science or Doctorate should be able to perform excellent scientific research. Within the chosen area of specialization, it would be expected of them to apply theories to a research problem with writing good and appropriate research proposals wherever dissertations or even thesis. Furthermore, to apply the obtained knowledge, competencies and proficiencies in writing and publishing scholarly research in peer review journals.

The present research is exploring the CBE members viewpoints towards the differences between carrying on research methodology by Interview or Questionnaire along with their opinions to differentiate the most appropriate and effective tool.

The researcher believes that this study may shed light on the adequate method for their research. A brief summarizing of the interview and Questionnaire methods will be introducing with there's, types, importance, strengths and weaknesses besides the aims and objectives of using both techniques within the project.

According to DeVaus (1996) it is crucial to decide which the appropriate method for collecting data is. The selection of any of methods depends on the factors of the study such as time, funds, sample size, environments and conditions. Regarding the area under investigation in greater detail, consideration, therefore, should be given to the appropriate method to employ for a particular study. Nahmias *et al.* (1996) have shown that the positive side of the qualitative approach will allow obtaining the maximum information from participants, as well as the opportunity to understand the participant's sensations, intellections and experiences.

As a first stage in designing a structured interview survey, Hakim (2000) reported that qualitative research is highly useful and considerable. One of the prime strengths of this type of approach is the validity of the data collection. According to the qualitative approach accomplished with the reports of participants' views and experiences, the results to be considered as correct, comprehensive and accurate data is usually assembled and accumulated with sufficient details. Although there are advantages of the qualitative approach, there are also some disadvantages, namely, the question of sample size. This type of approach, however, commonly involves a little number of participants, which produces difficulties for the collected data to be considered as a true representation.

CONCEPTUAL FRAMEWORK

The purpose of a study proposal is to demonstrate that: (Adom *et al.*2018).

- The person intending to do research has a clear and systematic conceptualization of the research problem and the research process;
- The researcher has done adequate reading and is informed about recent work done in the area of interest.

Expectations Vs Unexpectedions of a Research Proposal

Wanted

- Authenticity.
- Considerable advances in the field of interest.
- Adequate methods, case studies followed by deduction.
- Legibility.
- Studies that achieve ethical standards.

Unwanted

- Duplications.
- Reports of non-scientific interest.
- Work out of date.
- Inappropriate/incomplete methods or conclusions.
- Studies with insufficient data.

The Problem of Research and Limits:

The conceptual frameworks with the two techniques style might produce modern and contemporary research topics. For organizing the experience of the research, the analytical approach should be used in surveillance and studying the connotation of the technical rules of merging of Questionnaire and or interview design.

Research Questions

- What is the most appropriate method used in educational research from the perspective of CBE members?
- What are the factors that differentiate one of the methods rather than the other from the perspective of CBE members?

The Topic and Aim of the Research

- To Identifying the most effective method used in educational research from the perspective of CBE members?
- To discover the factors that distinguish which one of the methods is adequate for particular research?
- To explore the attitudes of CBE members toward the strength and weaknesses of the two-educational methods "Interview and Questionnaire".
- To understand and discover CBE members towards what are the most effective perspective.
- To focus on identifying CBE member's opinions and overviews to the most successful and efficient tools in educational researches field.

Methodological Approach

Specific Objectives of the research

- Overview of the research Questionnaire.
- Overview of the research interview.

According to Rosly *et al.* (2013), the methodology is a system of methods used in a particular area or activity to administer a study. It contains a detailed examination of the elements or structure of the methods belonged to that study. The methodology covers the concepts of paradigms, academic models, phases and techniques of obtaining data. Igwenagu *et al.* (2016) proceed, it's for planning, reviewing and conducting projects. This methodology however, is a recommendation for problem-solving, with clearly defined components such as methods and tools.

Objectives of the Research

- Understand why you might want to use the methodology of the Questionnaire.
- Understand how the method used for data collection influences the design of the Questionnaire.
- Distinguish between a structured Questionnaire, semi-structured Questionnaire and a topic guide.
- Design your Questionnaire and coding frame.
- Understand why you might want to use the methodology of Interview.
- Understand how the method used for data collection influences the design of the Interview.

Importance of the Research

This study is to improve the understanding of the two models of the survey as an interview and Questionnaire from the perspective of CBE Members within the context of quantity and quality research projects. Furthermore, it is to provide insight into the extent to which project complexity is recognized and addressed by the perspective of CBE Members management practitioners, within the relationship between interview project complexity and Questionnaire project success. Potential benefits of the study included the advantage and disadvantage of the two models by evidence that which one research complexity had a stronger relationship differently and more effectively than the others to the project success.

Research Terminology

CBE: Collage of **B**asic **E**ducation members.

Research

Kumar (2011) reported that there are various methods of gaining answers to specific professional questions. The processing extends from the fairly informal, based upon particular impressions, to the precisely scientific process involving the classical expectations restraints. It considered ways to find answers to particular questions. As far as research is undertaking, a study Questionnaire, therefore, finds out answers and the process is applied:

- Is being managed for a set of philosophies within a framework.
- Is prepared to be objective and unbiased.
- A particular form of procedures and techniques would be used by using pretested steps for validity and reliability.

Questionnaire.

- A set of questions on a topic or group is designed to be answered by the respondent.
- It is the vehicle used to pose the questions that the researcher wants respondents to answer (Ahmad 2012).
- As defined 'A Questionnaire is simply a list of reduplicated or printed questions that are accomplished by or for a participant to give his opinion (Mathers *et al.*2009).

Interview

Brinkmann *et al.* (2008) defined that an interview is a reciprocation of views between two persons engage in conversation about a subject of mutual interest, either by Questionnaires or interview as shown in the diagram.

Based on personal experienced, Chand (2020) defined that the interview is a scope for the researcher to deeply discover new clues, measurable and secure, accurate inclusive accounts. On other words, the survey interview is a conversation between interviewer and participant to formulate reliable information. Williams (2007); Kvale et al. (2008) defined that Interviews as a directed dialogue between interviewee and interviewer on a particular subject under investigation by considering interviewees' opinions and experiences.

Survey

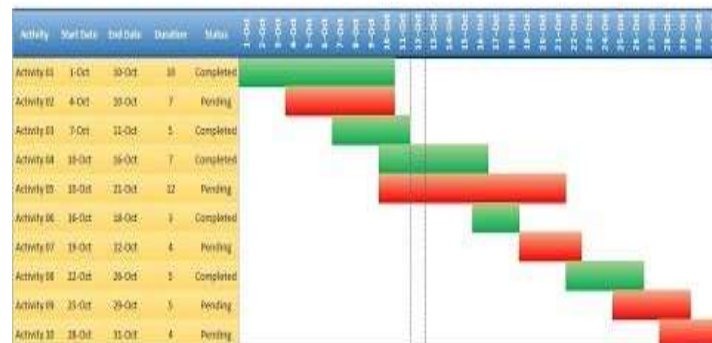
As more specifically, Mathers et al. (2007) & Codó (2009) reported that the survey is a research technique applied to a wide range of topics. Surveys often employ the Questionnaire as a tool for data collection. Furthermore, by particular questions, the interview could employ a technique communicates orally, accomplished with the interviewer to the respondent as shown in figure (1) as survey hierarchical.



Figure (1) Survey Hierarchical

On a significant point or matter, the research plan is the blueprint for a particular project. A fully-articulated plan could be referred to as the project or research on track throughout its time. Furthermore, frequently reminding in the first place the purpose of creating the research.

The schedule or timetable, therefore, is showing activities, duration, and dates, where the research is to proceed exactly according to budget limitation. It could be formally reported in a tabular form (Table 1).

Table 1: Tabular work plan (work schedule or Gantt chart)

WORK PLAN AND TIMEFRAME

The research plan is exactly outlining of:

- The research aims and objectives;
- The work Justification;
- The work schedule and expecting finishing time;
- The sufficient and required resources;
- The expected product to be completed.

THE PROCESS OF PLANNING REQUIRES TO FOCUS ON

- The conceptions,
- The decision making at what it might be done,
- What is proportional to the constraints for work and life.

PARTICIPANTS' FEEDBACK

One of the aims of this research was to gain participants feedback for the researcher's interpretation and themes to find out whether there are agreements or disagreements toward these interpretations. Feedback was gained from participants involved in this research. Overall feedback provides an understanding that there are agreements and disagreements within their respondents toward both methods. In other word, participants provided different reflections and impressions toward each method that differentiates between agreements and disagreements.

Understandably, the Questionnaire provides less level of accuracy. The researcher believes that the interview represents higher accuracy compared with the Questionnaire. Also, the interview offers more freedom for the participant to express their view rather than the Questionnaire.

Mathers *et al.* (2009) reported that surveys are executed at just one point in time as known as a cross-sectional in design. It supplies the required research with a snapshot of what is happening in a certain group at a particular time. The Surveys commonly take a descriptive form or involving exploration form that describes the reflection of personal behavior. However, usually, surveys are restricted to a representative sample

of the potential group that the researcher is interested in, for reasons of practicality and cost-effectiveness.

The major difference between Questionnaires and interviews, however, is the presence of an interviewer. In Questionnaires, responses are limited to answers about the predetermined questions. In interviews, if the subjects aren't understood, and as far as the interviewer is present with the subject, there is an opportunity to collect nonverbal data with clarifying the meaning of questions.

TYPES OF SURVEYS

Survey research designs are quantitatively carrying out by which investigators run to manage a survey to a specimen or the entire population of the community. The design of the Survey is to characterize the attitudes, judgments, behaviors, or characteristics of the population, as shown in figure (2).

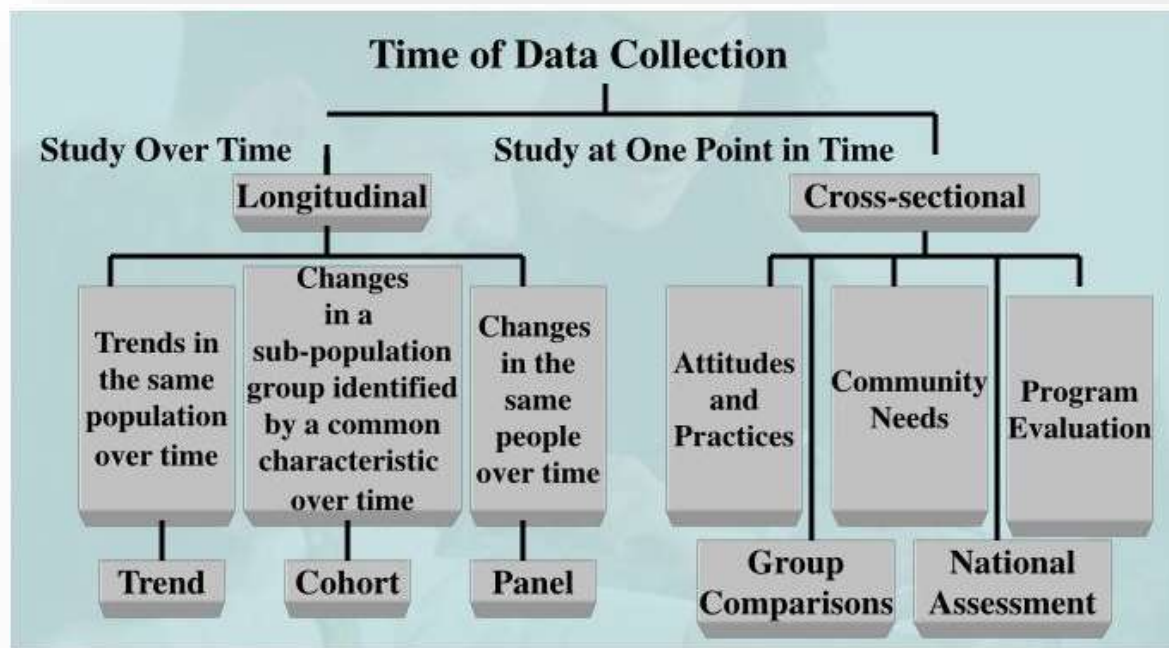


Figure (2). Longitudinal Surveys and Cross-sectional Survey

Longitudinal Surveys

Venkatesh *et al.* (1991) reported that the Longitudinal surveys involve collecting data from multiple subjects on multiple occasions. However, typically used for gathering data usually related to a social, economic, educational and health-related issue. Focusing on the design, implementation and analysis of longitudinal surveys, especially in carrying out of these current modern surveys, this type of methodology is recommended. Longitudinal studies represented the classification of what is called quasi-experimental designs. Isn't preferably to specify individuals haphazardly to

certain circumstances in life where the true experiment requests. Longitudinal Surveys however, could be under three categories at study over time:

- **Trend:** trend in the same population over time
- **Cohort:** changes in a subpopulation group identified by common characteristic over time.
- **Panel:** change in the same people over time.

Cross-Sectional Survey

In design, the survey is executed at just one at a time, and is prominent as a cross-sectional to supply the researchers with a real idea of what is happening at a particular time and group. The cross-sectional descriptive survey is the recommended approach, whenever to measure an aspect of client satisfaction, Cross-sectional Survey could be under five categories at study at one time as shown in figure (2):

- Group comparisons.
- Attitudes & practices.
- Community needs.
- National assessment.
- Program evaluation.

Marilyn *et al.* (2011) have added a new type of survey such as explanatory or correlation surveys to use the data as the researcher might try to investigate occasionally the relationship between two or more factor that is liable to vary. Using survey data, to show a causal relationship will always be more complicated than employing an experimental design. Exploratory research has the target of constructing methodical problems as more accurately and comprehensible concepts. Furthermore, collecting explanations, and acquisition insight by completely removing impractical ideas with combination, creating, and promoting hypotheses

WHAT ARE THE ADVANTAGES OF USING A SURVEY?

- **Surveys Have Internal and External Validity**

It is a survey of the real-time decision sampling technique as representing a particular population sample under investigation. It will produce findings which might be generalized to the wider population as well as a shred relationship of empirical evidence to test the possible cause-and-effect. On the other hand, a randomized observation often has very precise exclusion criteria to generalize the feedback, but in reality, it is very difficult to apply (Lavrakas. 2008).

- **Surveys Are Efficient**

Surveys are capable of acquisition information from the population in large samples. It is appropriate for gathering demographic data that represents the composition of the sample (McIntyre, 2013) surveys are covering all the types and number of variables

under investigation and require minimal investment to develop and administer. They are comparatively presenting few difficulties for generalizing (Bell, 2005).

Surveys could also formulate attitudes information that is otherwise complicated to measure by using observational techniques.

- **Surveys Can Be Geographically Spread Samples**

Surveys could employ a wide framework of techniques containing telephone interviews as well as postal Questionnaires. This means that contributors who are widely scattered could be a part of the total sample.

- **Surveys Are Ethical Advantages**

To the greatest extent, surveys do not disclose individuals to possibly undesirably techniques or prohibit treatment. Since the individuals participating in a study to be introduced to incidents that happen in the real world, it is, therefore, might be considered more moral.

- **Surveys Are Flexible**

Surveys can readily merge with other methods to assemble substantial data. For example, it might like carefully to consider using focus groups, diaries, or in-depth interviews.

THE CIRCUMSTANCES OF THE SURVEY PROCESS

As reported by Mohadjer et al. (2009), surveys are determined by the most appropriate sampling frame and by the precise of the used frame sampling. Occasionally, it is not conceivable to differentiate between an accurate or latest developments sampling frame.

- **Surveys Are Not Liable for Explaining Why People Carefully Reflect**

Surveys can justify how many people specifically conduct, but they may be restricted in providing information as to what is the possible cause. On the other hand, although focus group as qualitative research is preferable for answering why, questions are generally much better. Salant *et al.* (1994) reported that Interview surveys are good enough for the interviewer's Questionnaires. The conclusion of a survey might be affected by interviewer error and bias. All interviewees at each project must have the proper training and complete instruction. Data collection employ surveys by interviews are commonly applied in doctoral research. These instruments, however, are often proving validity or accuracy. Pretests of a tool or implement, especially one for susceptible or scientific work is advantageous but usually made up of informal review by one or two assumed experts", besides, rigor deficiency and credibility. Although the objective analysis of data is extremely unclear and insubstantial, data in somewhat is predominantly generally announced. Bearing in mind this type of instruments seldom is subjected to structured analysis and appraisal criteria.

Simon *et al.* (2016) explained that the employ of a validated rubric for surveys and interviews is a premium strategy to defeat the popular weaknesses in surveys and interviews. This Survey/Interview Validation Rubric advanced by Marilyn Simon and Jacquelyn White is a beneficial tool in evaluating the validity, the trusted quality of an instrument and the outcome data.

METHODS OF COLLECTING SURVEY DATA

The chosen of the adequate method depends upon several factors, briefly including:

- Approaching Potential Participants/Respondents.
- The Literacy Standard of Respondents.
- The Subject of Issue.
- The Stimulation of the respondents.
- Resources.

It is substantially to take into consideration that a survey is a type of research design but contradicting, an interview or the Questionnaire is a process of data collection. There are many methods available for collecting data covering human participants, but there are three main methods of collecting survey data:

- Face-to-face interviews
- Telephone interviews
- Questionnaires

Face-To-Face Interviews

Researchers employ a scheduled interview as a set of originated precisely as worded ready-made questions. The questions have a standardized format to take place at a particular time. Face-to-face interviews are an effective method for achieving high-quality data and more desirable at:

- The very susceptible matter, and not personal.
- The questions convey a secret meaning with complexity.
- The interview is likely to be lengthy.
- If you need to show diagrams or some sort of images.
- Where particular disabilities may take place for completing a Questionnaire in another method difficult or impossible to afford.

McLeod (2014) explained that Interviews are unlike from Questionnaires which involve social fundamental interaction. Researchers however, require how to interview training (which is costing money). In different meaning, the same questions are demanded typically to each interview in the same order. Overwhelmingly, interviews will be reported as well as the data by the researcher and eventually can be analyzed. The interviewer must make sure that special care has been taken when interviewing susceptible groups, such as children. Interestingly, regarding the social background of the researched group ('age / educational level / social class/ethnicity etc.') the language being used by interviewer's should be familiar to the group of people undergoing the studies. As a crucial point of view, interviews might not be the adequate method to employ for sensitive researching topics (e.g. school's absenteeism, discrimination

...etc.). Interviews convey many styles, as some of them are more structured, others are very informal. Face-to-face interviews can participate in both qualitative and quantitative approaches, but surveys incline to take a quantitative only. At a quantitative study Face-to-face, interviews will use a high degree or level structured interview schedule. However, face-to-face interviews are costlier, but they can compile more complex information.

Interviews by Telephone

The Classification Is As Follows; (Mathers 2009)

- The advantage of telephone interviews as quantitative data collecting can be a very efficient and economical method.
- The data collecting should be at certain circumstances, such as equally individuals sampling frame and the Questionnaire is fairly short.
- The data could be appropriately suited to a busy professional participant, such as a social worker or a hospital consultant,
- Covering letter may improve the response rate and period of the interview, whenever prior appointments are formed.
- When the participant is excessively geographically distributed, and the intricacy of the interview is limited without means of visual aids.

OVERVIEW OF THE RESEARCH QUESTIONNAIRE

Questionnaires as a quantitative method have many advantages. Hussey et al. (2003) have pointed out that the Questionnaire is cheaper than an interview, particularly when the sample number is large and participants are spread over a considerable geographic area. Furthermore, as particularly important, when dealing with sensitive issues, Questionnaires undertaking respondents' anonymity (Ahola 2002).

- **Questionnaires:**

Can be either originative or pre-existing Questionnaires or can be constructed upon some readymade index by the researcher. If the researcher selected to originate the Questionnaire for self-completion, then the guidelines controlling the style are the same as those for a postal survey. The fact is that numerous of these Questionnaires have previously proved its validity and already tested for accuracy. Furthermore, standard data might be available as a baseline to match the result.

- **Questionnaire Design:**

Questionnaires are a very appropriate way of gathering useful identical data from a considerable number of individuals.



Figure (3) the design of the Questionnaire

However, Questionnaires can only construct valid and significant results if the questions are understood and accurate as if they are asked proportionately across all participants. The design of the Questionnaire, therefore, requires to be given at highly consideration as shown in figure (3) (Bhat 2019).

When conducting a postal survey, Questionnaires are a very helpful option to be considered. If the sample is relatively big and widely spread, Questionnaires could be fast and cheaper than a personal interview. On the other hand, postal surveys are inclined to have lower response ranks than face-to-face or telephone interviews. To have very high response ranks, however, Questionnaires in contact with their populations should be accompanied by a covering letter from their general practitioner. The main disadvantage of this approach is that the intended audience may in somehow be biased for an event. For example, if a survey of client satisfaction carried out and is limited to those audiences attending one event, rather than attenders frequently attended the same event, the outcomes will be biased and differently.

Roopa (2017) reported that a Questionnaire is a series of questions required individuals to obtain statistically beneficial information about a specific topic. There are many models of Questionnaires and could be seven types of survey questions or more, where should have a clear idea of what is asking in a particular way and time as shown in figure (4).

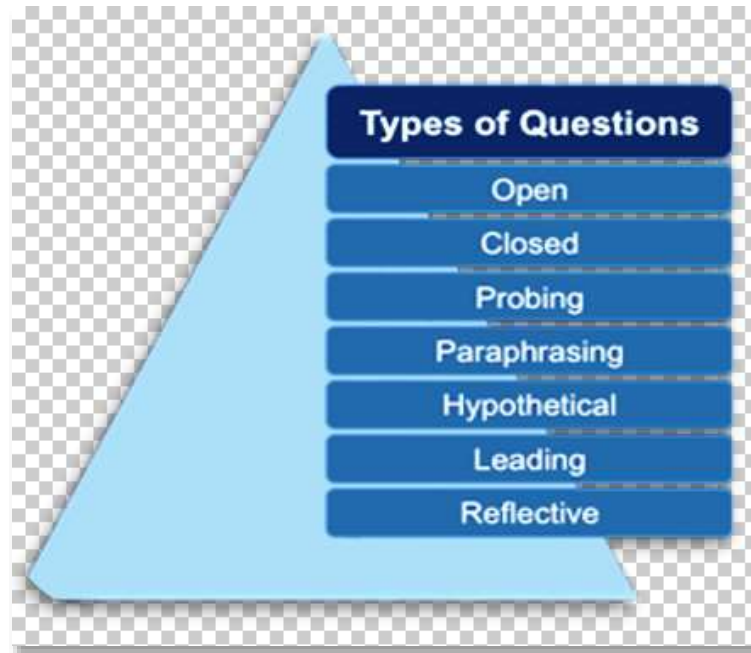


Figure (4)

- **Open** questions are usually used for gathering the necessary information, and promote the participant to open up. Often start with what, where, why, which, and how.
- **Closed** questions demand an answer 'Yes' or 'No'. It should be utilized moderately, otherwise, the conversation will be awkward and one-sided.
- **Probing** questions is to illustrate and, or, to find out more details about something happened.
- **Paraphrasing** questions are a superior way to examine the conception of how the participant has to act to a problem.
- **Hypothetical** questions are to measure the reaction of the participant or what is the possible situation discussing new idea to approaches a problem.
- **Leading** questions demand attention for the sake of the right answer, otherwise, a contradiction with the spirit of active listening will occur or to influence people's thinking.
- **Reflective** questions are considerably utilized to examine and illustrate a perception.

Cohen et al. (2003) reported that there are different kinds of questions such as multiple-choice, dichotomous, ratio data, rating scales, constant sum, closed questions and open-

ended questions. Bearing in mind that Silverman (2000) point out that closed questions are useful due to and within a sample, they allow comparisons to be made across groups.

OVERVIEW OF RESEARCH INTERVIEW

Kasunic (2010) emphasized that any interview questionnaire should include subject areas that heading important issues, interviewers should rather prefer not to read the questions but memorize the first few and divert to the instrument only at infrequent. Interviews are generally used in survey designs and preliminary and expressively studies.

It was has reported additionally (University of Canberra) that basically, there are three types of interviews:

- **Structured**, questions are constant and are examined sequentially fixed. Szolnoki (2013) have defined the structured interview as questions have been decided in advance of the interview asked with the same wording with the same order for all respondents.
- **Semi-Structured**, contains both open-ended and closed ended.
- **Unstructured** or non-standardized interview. is a method of data collecting interview between interviewers and interviewees with the conversation lowest level of control.

Additionally, there are 3 frameworks of approaches to interviewing (Fox 2009), as shown in figure (5):

- **Unstructured** interview, where the subject is permitted to talk honestly about whatever they would like.
- **The very highly structured** interview where the subject restraints are limited to the answering of the direct questions, however, in between interviewing at different levels.
- **Flexibility** and specialty interview.

The diagram is showing the elements of each of them.

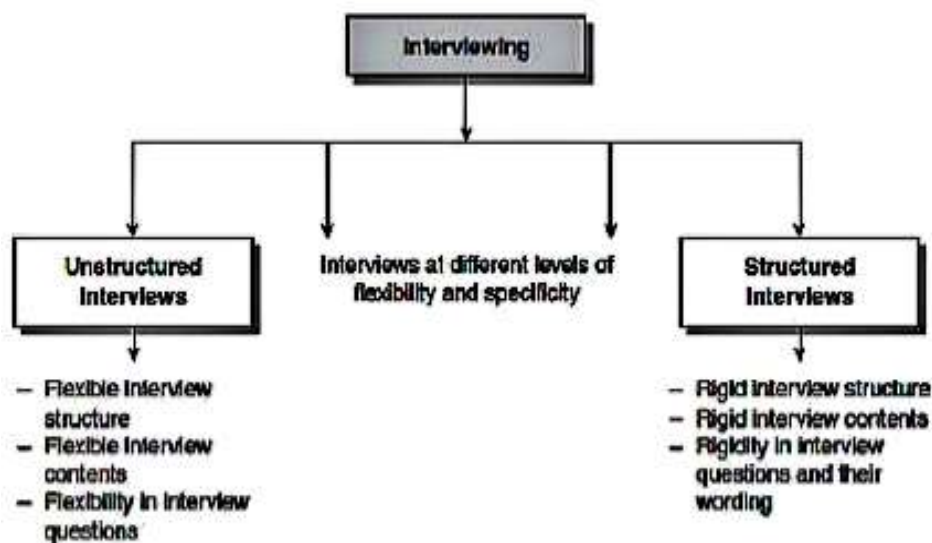


Figure (5) Interview Method

Wilkinson (2010) in different methodology divided interview to 6 Types:

- **Telephone interviews:** The selection of inappropriate candidates earlier on, telephone interviews are extremely valuable because they speed up the process and minimize time-wasting. Hearing the candidate's tone of voice for assessing their direct answers will provide much more detailed insights into their personality.
- **Video interviews:** (Skype, Google Hangouts, and Face Time) are a great alternative to telephone interviews. See each other adds a certain level of importance and professionalism to the 'call' and removes the temptation for either party to multi-task or lose focus.
- **Panel interviews:** are the same as individual, face-to-face interviews, but with two or more interviewers in the room.
- **Assessment "days"** can be used to assess larger groups of interviewees at the same time, for a range of different skills.
- **Group interviews:** are used a lot less regularly than the other interview techniques, but they still have their place in modern recruitment.
- **Individual, face-to-face interviews:** are by far the most popular and efficient form of assessment.

Advantage and Disadvantage of Types of Interview

Structured Interview

Interviewers, normally, ought to use visual contact and a confident technique method for the interview and help demonstrate a relationship with the participant. The interview is a substantial data collecting technique including oral communication between the researcher and a particular topic.

As far as known as a formal interview and are based on structured closed-ended questions, the questions are required in series to conform to standard order and the interviewer will not misrepresent.

- Are presenting a few difficulties to replicate as a fixed set of used closed questions, which are easy to be measured and to be tested for accuracy.
- The interview layout and question structure will impact on the deepness and freedom of the subject restraints.
- Some interviews establish long replied details, although different designed improve specific and short restraints.
- Are impartially fast to manage i.e.; the majority of interviews can take part within a short period. In turn, a large sample can become into the possession of resulting in the feedback being represented. Also, having the capability to come into popularized to a large population.
- the interview schedule or probe further away than the given answers, that means they are inflexible (Kfour 2017).

Unstructured Interviews

- An interview schedule might not be used, but if one is used, they will contain open-ended questions in any order can be asked.
- Some questions might be added/missed as the interview proceeds.

Semi-Structured interview,

- Initial questions are identified clearly and are exemplarily asked the same words as were used originally to the respondent.
- The interviewer has substantial latitude to follow up on restraints.
- The interviewer can adjust or boost the standard investigation with individualized and contextualized implementing.

DATA ANALYSIS PROCEDURE

Pre-codes

It is substantial to employ pre-codes wherever possible because otherwise, almost the answers might be so ambiguous or wide-ranging that it might be not possible to collate or compare the restraints.

Whenever possible, it is required to allocate a numeric or alphabets code to each likely answer. The answers, therefore, could be compiled by a computer for data analysis. It is mostly easier to identify the codes in advance where it could be anticipated the potential answers as in closed questions.

For the research report, whenever the data processed and summarized representing statistical analysis, the results will indicate how the information will be used. Furthermore, Creswell (1994) has emphasized that, whenever qualitative (open-ended) and quantitative (closed-ended) data is obtained, the student should describe in details, how the data can be analyzed. Hanna *et al.* (2014) examined the facts of the characteristics of successful English teachers and their uniqueness of teaching the Foreign Language. The collected data as obtained by a Questionnaire used Likert's scale by five-point rating from "totally agree" to "totally disagree", the questions were adjusted into four main categories; namely, teacher proficiency, social/emotional skills, and organization/communication skills awareness.

As mentioned, through the present research that the researcher intends to interview 10 of CBE members from their perspective randomly. Qualitative data will be collected from interviewees who will be given coded in order to illustrate each one participation. Regarding the differences between the interview and the Questionnaire, the interview covers 13 questions.

From different departments, however, the chosen participant's titles namely; Professor, Associate Professor and Assistant Profess as coded as follows: (P), (AP), (AS) respectively. Based on the research questions, the collected data will be then categorized thematically. The next table (2) shows the interview questions as proposed as an example of an interview, and Questionnaire tools which will be answered by the interviewees.

The researcher relied on semi-structured interviews as the basic method of gathering qualitative data. 10 CBE members from different departments will be asked 13 questions about their opinions towards the difference between interview and Questionnaire in personal face to face.

Table (2) Example of survey of Questionnaire or interview

| |
|--|
| 1. To what extent, does the tool has the flexibility that gives the freedom for participant? |
| 2. From your opinion, how far is the level of accuracy for tool respondents? |
| 3. From your perspective, how easy can we get information through the tool? |
| 4. To what extent, does the tool have bias in respondents? |
| 5. From your opinion, do you think that the tool is costly in scientific research? |
| 6. Do you think that the tool takes time to gather information? |
| 7. Does the tool provide participants with confidentiality? |
| 8. How far does the tool control the number of participants? |
| 9. Does the tool provide participants with anonymity? |
| 10. Does the tool have honestly in participants respondents? |
| 11. How easy can we analysis participants answers? |
| 12. To what extent, does the tool controls participants respondents? |
| 13. From your point of view, what are the factors that distinguish each tool than the other? |

Tashakkori *et al.* (2003; 2010) reported that the types of designs argued in a major handbook addressing the social and behavioural research field as expanding proceedings for mixed-methods to consolidate the quantitative and qualitative data, such as:

- One database could be applied to test the accuracy (validity) of the other database.
- One database could assist to demonstrate the other database,
- One database than the other could investigate the various types of questions.
- One database could command better instruments when instruments are not adequate for the population or even sample.
- One database could construct on other databases,
- One database could occur in turn repeatedly with another database during longitudinal research.

Difference between the Questionnaires and the interviews:

- The Questionnaire is self-completed.
- The Questionnaire is completed by the respondent.
- The Questionnaire required to be very obviously laid out with no complications and simple instructions.
- The interview is a Questionnaires worked face-to-face by an interviewer, either by the telephone or fully independent by the participants.

- Because it has profound effects on the Questionnaire design, the uniqueness between these methods is substantial.
- The interview might be much more complex, as far as a Questionnaire worked by the interviewer.

RESULTS AND DISCUSSION

The present research was to explore the views and opinions of CBE members toward Questionnaire Vs. Interview method. Also, it was hoped through this research to find out CBE member views concerning their favourite method used in educational research. It was also intended to discover if there is any an interview or questionnaire that shows the strength and privilege for one method than the other. Within this research, interview methods were used, so as to investigate the following research questions:

- Identifying the most effective method in educational research?
- Discover the factors that distinguish method than the other?

In quantitative research, you have to put into consideration the used methods and measurementss of eight major themes emerged from the data of the research namely; Flexibility (FX), Cost (CS), Quantity (QT), Bias (BS), Confidentiality (CF), Accuracy (AC), Reliability (RE) and Validity (VA).

Flexibility (FX)

The Flexibility was reflected in several participants responses differently. For example:

Because most of the user's listed questions answered only what the researcher needs to know, the Questionnaire, therefore, is less flexible. On the other hand, the interview is more flexible than the Questionnaire (Hussey *et.al.*2003), as it allowed the interviewee to present new ideas and points. It is believed that the interview gives the interviewee time and freedom to answer. It also avoids ambiguity and provides details that the interviewer would like to consider. To find the intended goals, the interviewer can provide what is in the head of the interviewee that may assist.

Cost (CS)

Adams *et al.* (2008) reported that It is believed that the interview is much costly than a Questionnaire. That is because its nature requires a lot of time, effort and data gathering. When convenience data is necessary from large numbers of essentially different users, Questionnaires could be an extremely useful tool. In spite of, they are cost-effective but easier to be examined than other methods.

Quantity (QT)

In fact, in order to have a represented sample that is known for researcher, Questionnaire as a method provides the researcher with more space for much participants whilst interview method would control the number.

Despite, that Questionnaire allows the researcher for an enormous number of participants, but some of them do not respond, and others don't complete the Questionnaire. Consequently, in order to receive enough participants, distributing a huge number of Questionnaires, therefore, would not be guaranteed. less number, however, of interviewed with specialists would be enough (Harris 2010).

Bias (BS)

From my point of view, It is believed that there wouldn't be bias in Questionnaire when answered carefully and honestly by participants, while in interview method there would be bias due to some factors such as interviewer partiality (Johnson 2019).

It is believed that the researcher in Questionnaire may direct participants for what he/she need or see. On the other hand, in interview the researcher may lead the interviewee to what he or she wants.

In my opinion, due to the Questionnaire nature that allows the interviewer to interfere, I think that the Questionnaire is more objectively in responses than an interview with interviewee respondents.

Confidentiality (CF)

There is no doubt that the Questionnaire as a method gives high confidentiality for participant comparing with the interview. I can say that the Questionnaire provides participants with more confidentiality. On the other hand, the interview depends on the agreement and disagreement between both interviewer and interviewee. However, whenever the interviewer requested by the interviewee to put his/her name as a source in the study, the confidentiality will vanish. I believe that Questionnaire gives a higher degree of confidentiality than an interview which provide the participant with more security, trust and comfortability.

The factors Quantity (QT); Bias (BS), and Confidentiality (CF) provides clear answers as differentiating between both techniques. In other words. Due to their nature and usage, those factors are higher in the interview than the Questionnaire.

Accuracy (AC)

In a Questionnaire, the answers mostly subjected to the items required by the researcher. For that reason, if the appropriate answer wouldn't be found, participants somehow are restricted by the items along with satisfying the researcher as well as selecting words. To obtain the appropriate answer through an interview, on the other hand, there is a chance for re-asking and drafting the questions for the participant. That is whenever the questions might not be known or understood. Regarding the subject of the questionnaire, it is believed that there is a possibility for accuracy, especially if the participant does not know or do not have an idea about the issue. Whenever the researcher is specialized, the interviews, however, will be more accurate. Eventually, it seems clear that both tools Questionnaire and interview have strength and weaknesses. Other words, the accuracy of both techniques depends on different factors such as participants seriousness and awareness. This finding is in agreement with the studies of Williams (2007), and Edwards (2013).

Reliability (RE)

Reliability is the extent to which it gives consistent measurement results. Questionnaire pretesting should examine the following (Questionnaire 2017):

- Reliability of Inter-interviewer
- Reliability of Test-retest
- Reliability of Internal consistency.

Validity (VA)

Validity is the level where the Questionnaire measures what it was prepared. Validity indicates how the accuracy of a method measures something.

There are four main types of validity:

- The validity of the **Construct**: Does the test measure the connotation that it's supposed to measure?
- The validity of **Content**: Is the test fully represent what it targets to measure?
- **Suitability** of validity: Does the meaning of the test appear to be adequate to its aims?
- The validity of **Criterion**: Do the results agree with a different test of the same issue?

Kothari (2004) proposed that there are several ways that data can be collected by using different methodologies. Rightly pointed out that research methodology is a set of techniques that are used in a particular area of research. To establish the most appropriate approach for any study, there is no necessarily any right or wrong approach. Whenever searched for a method, which would enable to gather important and rich data, the significant and relevant data to the research subject is a matter.

Aaker *et al.* (1995) stated that for any scientific study, there are two main components, such as theory research and empirical research. The theory involves studying the subject through others' writing and also through formal conversation with informal participants who can comment on the subject area. After that a conclusion follows, with an argument about the study. On the other hand, the empirical method goes through observation and experimentation of what is happening. When these phases are done, the empiricists reach their conclusions, and a discussion will be conducted to identify any valuable information.

Huberman *et al.* (2002) mentioned that when data collection comes in word form, like for example, event descriptions or individual phenomena, it can be classified as a qualitative research approach. On the other hand, the data collected comes in numerical or measurements form that seeks to provide a precise observation, it can be classified as a quantitative research approach.

Several arguments are surrounding the question of which is the best method to use. DeVaus (1996) indicates that it is difficult to decide which the best method for collecting data is, and that selection of any of these methods depends largely on the aim of the study and other factors, such as time, funds, sample size, environment and

conditions. Careful thought and consideration, therefore, should be given to deciding on the appropriate method to use for each study.

Tashakkori and Teddlie (1998) suggested that qualitative research is mostly designed for exploratory studies as more structured or quantitative research.

CONCLUSION

The present research conducted that methodology is a very substantial part. The research methodology is a specific procedure applied to find, carefully choose, process, and information analyzing the particular research topic. The entire study as is conducted in order, the method would be examined the quality, to determine its accuracy or to detect the state or fact of existing of the validity and reliability. Regarding both methods of the Questionnaire and the Interview, however, the researcher by the present research attempted to explore CBE members toward their opinions and views. There is no doubt that both techniques interview and Questionnaire have certain advantages and disadvantages. It can't be said that the advantages of the interview are the disadvantages of Questionnaire and vice versa. Eventually, due to several issues, therefore, it could be concluded that there is no method better than the other. In other words, the strength and distinction for each method depend on different factors such as study nature, participants' honesty, seriousness, concerns, awareness and aims of the study.

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