

Interview Questions – a few main issues;

- a) should be based on paper topic or/and its main theme
in this case everyone is writing about the different sociological aspects of shopping; i.e. whether shopping affects person's social status (and if so, to what extent)
questions such as “do you enjoy shopping?” or “how does shopping make you feel?” are just too vague and do not have much to do with the theme/topic of the paper
- b) whom are we interviewing is important – basic demographic information should be included: person's age, gender, ethnicity, education level, income – so that later we can compare the results;
- c) questions have to be objective – we cannot ask questions that will lead the responded to answer in the way that we want them to (avoidance of bias);
for example, even if researcher believes that Wal-Mart is destroying our country, we should not ask our respondents: “Why should we beware of Wal-Mart?” or “Is Wal-Mart greedy?” because we are influencing their answers, putting words in their mouths to some degree;
better way to ask the question would be: “How do you view/what do you think of Wal-Mart's employment practices?”

Specific examples:

- a) Theme: Brand vs non-brand stopping;
Topic could be: “Importance of branding on the shopping behaviors of American women”

sample questions:

“What are some of your favorite stores?” and “Why those?”;

“In your opinion, is there a difference between brand and non-brand items? Please explain your answer”

questions like: “what is the key thing in your life – having a lot of money or being in style?” or “if the “cheap” item was to be worn by a star would you wear it?” are a bit problematic because answers to such questions do not tell us anything about the shopping behaviors or importance of brands

- b) Theme: Money and shopping
Topic could be: Influence of current economic crisis on the shopping habits of African American New Yorkers”

sample questions:

“Do you mainly purchase items that are on sale or full priced items?”

“Do you have a specific budget when you shop?” and follow up might be “Do you go above your budget limit while shopping?”