INTERPRETING INTERVIEWS: A FRAMEWORK FOR REFLEXIVE INTERVIEW PRACTICE AND ANALYSIS

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Research interviews are the bricks and mortar of qualitative research, being one of the routine methods of obtaining knowledge of individuals, groups and organisations. Despite the almost ubiquitous application of the research interview in many fields, it is often used in a naive way. Through the use of original metaphors drawing on trends in language, subject and discourse,

Professor Mats Alvesson from Lund University in Sweden will present a seminar at the University of Wollongong on Monday 12 March which offers a reflexive approach to conducting and interpreting interviews. His presentation will challenge the researcher to question the interpretive nature and theoretical underpinnings not only of the interview method, but also of the knowledge which is conveyed through it.

Prof Alvesson is a globally renowned management scholar from Lund University in Sweden, and has published in many of the world’s leading management and organization journals. In this seminar, Prof Alvesson will share his considerable expertise in relation to getting the most out of qualitative research methods.

This is a great opportunity for any academic or research student who uses the research interview method to hear the views of a world-class scholar in the area of qualitative methods and discourse analysis. The seminar will be followed by a light lunch for attendees in the Smart foyer, with plenty of Q&A opportunities.

Date: Monday, 12 March
Time: 12.30 – 1.30pm
Where: Building 20, Lecture Theatre 3
University of Wollongong

RSVP to Helen Harman in the Commerce Faculty Office — hharman@uow.edu.au or ext 4578 — by Friday 9 March.