



Das Face-To-Face-Interview (German Edition)

Anne-Carin Frommhold

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Studienarbeit aus dem Jahr 2003 im Fachbereich Soziologie - Methodologie und Methoden, Note: 1,7, Universität Trier, 9 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das face-to-face-Interview galt lange Zeit als „Königsweg“ in der Umfrageforschung. Durch den technischen Fortschritt und die damit entstandenen Möglichkeiten haben sich jedoch längst andere Erhebungsarten wie das telefonische oder das elektronische Interview erfolgreich durchgesetzt. Die einstige Attraktivität der mündlichen Befragung wird, wie sich noch zeigen wird, durch steigende Kosten und sinkende Ausschöpfungsquoten gemindert. Somit ersetzt das telefonische Interview zunehmend die face-to-face-Befragung.

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