SOFTWARE & TECH

Doing Interviews By Steinar Kvale

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Mastering Qualitative Research: A Deep Dive into Doing Interviews by Steinar Kvale

In the vast landscape of social science research, few tools are as powerful—yet as deceptively simple—as the interview. For decades, researchers have turned to conversations as a way to uncover lived experiences, explore complex phenomena, and give voice to participants’ perspectives. Yet the art and craft of conducting a rigorous research interview have often remained opaque, passed down through apprenticeship rather than systematic guidance. That changed with the publication of *Doing Interviews* by Steinar Kvale. This seminal work, part of the “FOCUS (FOCUS on Qualitative Research Methods)” series by SAGE Publications, has become a cornerstone for students, academics, and practitioners who seek to move beyond casual conversation toward a structured, ethically sound, and epistemologically grounded method of knowledge production. In this article, we explore the key contributions of **Doing Interviews By Steinar Kvale**, unpacking its central themes, practical techniques, and enduring relevance in today’s research environment.

Who Is Steinar Kvale and Why His Work Matters

Steinar Kvale (1938–2008) was a Danish psychologist and professor at the University of Aarhus. He dedicated much of his career to understanding the philosophical and methodological underpinnings of qualitative interviewing. His book *InterViews: An Introduction to Qualitative Research Interviewing* (first published in 1996) is widely regarded as a classic, and the concise companion volume *Doing Interviews* distills its essence for researchers who need a hands-on guide. Kvale’s approach bridges Continental hermeneutics, phenomenology, and dialogue theory, positioning the interview not merely as a data-collection tool but as a co-constructed conversation between interviewer and participant. For anyone undertaking qualitative research, understanding the principles laid out in **Doing Interviews By Steinar Kvale**is essential to producing credible, insightful findings.

The Seven Stages of an Interview Investigation

One of the most enduring contributions of Kvale’s framework is his identification of seven distinct stages in the interview research process. Rather than jumping straight to questioning, he insists that rigorous interviewing begins long before the recorder is turned on and continues well after the transcript is printed. These stages provide a logical structure that researchers can follow to ensure methodological coherence and ethical integrity.

- Thematizing: Formulating the purpose of the study and the research questions. What do you want to know? Why is this knowledge valuable? Kvale emphasizes that interviews should not be exploratory fishing expeditions but focused inquiries grounded in theory or literature.
- Designing: Planning every aspect of the interview study, including ethical protocols, participant selection, interview guide development, and logistical considerations. Here, the researcher must anticipate how the interview situation can be structured to elicit rich, nuanced responses.
- Interviewing: The actual conversational encounter. This is the phase most researchers focus on, but Kvale reminds us that it is only one part of a larger whole. Skillful interviewing requires active listening, probing, and the ability to handle unexpected turns gracefully.
- Transcribing: Converting oral speech into written text. Kvale warns that transcription is not a neutral act;

choices about punctuation, pauses, and tone format shape the data. Researchers must decide on a transcription style that aligns with their analytical goals.

- Analyzing: Interpreting the transcribed material. Kvale outlines multiple analysis techniques, from meaning condensation and categorization to narrative structuring and thematic coding. The choice depends on the research question and the epistemological stance.
- Verifying: Ensuring the reliability, validity, and generalizability of the findings. Kvale argues that verification should be an ongoing process throughout the interview study, not just a final check. Reflexivity and transparency are key.
- Reporting: Communicating the results in a way that is accessible, ethical, and persuasive. A good interview report should let the reader hear the participant’s voice while also demonstrating the researcher’s interpretive rigor.

By treating these stages as interconnected rather than sequential, Kvale encourages a holistic research design where each decision informs the others. This systematic approach is what sets **Doing Interviews By Steinar Kvale** apart from generic interviewing guides.

The Interview as a Craft and a Conversation

A central metaphor in Kvale’s work is that of the interviewer as a *traveler* rather than a *miner*. The miner metaphor implies that knowledge exists deep inside the participant, waiting to be extracted. In contrast, the traveler metaphor positions the interviewer as someone who journeys alongside the participant, exploring landscapes of meaning together. Knowledge is co-constructed through dialogue, and the interviewer’s own subjectivity is not a bias to be eliminated but a resource to be used reflexively. This philosophical shift has profound implications for how we view the interview relationship. Kvale’s emphasis on qualitative research interviewing as a craft means that technical skills (such as questioning techniques and active listening) must be combined with interpersonal sensitivity and theoretical awareness.

Key Interviewing Techniques from Kvale’s Approach

In *Doing Interviews*, Kvale provides concrete guidance on how to conduct a successful interview. He distinguishes between different types of questions: introductory questions, follow-up questions, probing questions, specifying questions, direct questions, indirect questions, structuring questions, silence, and interpreting questions. Each serves a distinct purpose in guiding the conversation while allowing the participant to share their perspective. For example, a well-timed pause can encourage a participant to elaborate more deeply than a direct question might. Kvale also advises against leading questions that steer participants toward predetermined answers. Instead, he advocates for open-ended prompts that invite stories and examples. The goal is not to confirm a hypothesis but to discover the participant’s lifeworld.

Another critical technique is **active listening**. Kvale insists that interviewers must be fully present, not just waiting for their turn to speak. This involves maintaining eye contact, nodding affirmatively, and using verbal cues that show understanding. He also warns against “questionnaire-like” interviews where the researcher mechanically reads from a list. A good interview flows like a natural conversation, yet the researcher retains a clear sense of purpose. The balance between structure and flexibility is at the heart of the craft described in **Doing Interviews By Steinar Kvale**.

Ethical Considerations Throughout the Interview Process

Ethics are not an afterthought in Kvale’s framework; they permeate every stage. Informed consent, confidentiality, and the right to withdraw are basic requirements, but Kvale pushes further. He discusses the power dynamics inherent in the interview situation: the researcher controls the agenda, interprets the participant’s

words, and ultimately presents the findings to an academic audience. Participants may feel vulnerable or exposed. Kvale urges researchers to be acutely aware of this imbalance and to mitigate harm through empathy, respect, and transparency. Furthermore, he raises the issue of “therapeutic interviewing” – a situation where the interview becomes quasi-clinical, prompting participants to disclose deeply personal information without the support of a therapeutic relationship. Researchers must avoid crossing that boundary. These ethical dimensions are explained with clarity in **Doing Interviews By Steinar Kvale**, making it a must-read for anyone working with human subjects.

Transcription: The Art of Capturing Speech

Kvale dedicates considerable attention to transcription because it is a surprisingly consequential step. The choice of whether to include every “um” and “ah,” whether to mark pauses with ellipses or timestamps, whether to correct grammar – all these decisions affect the data. He recommends that researchers transcribe their own interviews whenever possible, as the act of transcribing facilitates immersion in the data and highlights nuances that might be missed by a third party. However, Kvale also acknowledges that transcription is a time-consuming process and that resources may limit this ideal. In any case, he advises documenting the transcription conventions used so that readers can assess the validity of the analysis. This thoroughness is typical of Kvale’s approach: nothing is taken for granted.

Analysis Methods Described in Doing Interviews

Kvale provides several analytical paths, each with its strengths. **Meaning condensation** involves reducing long statements into concise formulations, a technique inspired by phenomenological reduction. **Meaning categorization** involves coding interview segments into categories, which can be done inductively or deductively. **Narrative structuring** focuses on the temporal and causal ordering of events within a participant’s story. **Interpretation of meaning** goes beyond what is explicitly said to uncover latent themes. Kvale also introduces **ad hoc meaning generation**, a pragmatic approach where the researcher combines multiple techniques as needed. He emphasizes that analysis should not be an afterthought but planned in tandem with data collection. The flexibility he offers is a major reason why **Doing Interviews By Steinar Kvale**remains popular among researchers from diverse disciplines, including sociology, education, nursing, and psychology.

Validity, Reliability, and Generalizability in Interview Research

Critics often challenge qualitative interviews on the grounds that they are subjective, non-generalizable, and difficult to replicate. Kvale addresses these concerns head-on. He redefines reliability not as consistency of measurement (since interviews are context-dependent) but as transparency and consistency in the research process. A reliable interview study is one where the researcher documents their decisions and allows scrutiny. Validity, for Kvale, refers to whether the methods actually investigate what they claim to investigate. He advocates for “validity as quality of craftsmanship” – i.e., the researcher continuously checks, questions, and theorizes the findings throughout the study. Generalizability, meanwhile, is not about statistical representativeness but about analytical generalization: the extent to which the findings can be transferred to other settings or theories. By reframing these concepts, Kvale legitimizes interview research as a rigorous scientific endeavor.

Practical Advice for Beginners and Experienced Researchers Alike

One of the strengths of *Doing Interviews* is its accessibility. Kvale includes numerous examples from his own research and that of his students. He demonstrates how to write an interview guide, how to handle a participant who becomes emotional, how to deal with “difficult” informants, and how to end the interview gracefully. He also discusses the use of technology, such as recording devices and transcription software. For those new to qualitative research, the book offers a roadmap; for seasoned researchers, it provides a refreshing reminder

of fundamental principles. Many readers find that returning to **Doing Interviews By Steinar Kvale**helps them refine their practice and avoid common pitfalls, such as asking too many leading questions or failing to probe deeply enough.

The Enduring Relevance in the Digital Age

Although first published in the 1990s, Kvale’s insights remain remarkably current. With the rise of online interviews via video conferencing platforms, researchers face new challenges: maintaining rapport without physical presence, ensuring audio quality, and handling technical interruptions. Yet the core principles Kvale espoused – thematizing, designing, ethical mindfulness, active listening, and rigorous analysis – apply equally to digital settings. Moreover, his emphasis on context and co-construction fits well with contemporary calls for decolonizing methodologies and centering participant voices. As more researchers turn to interviews to understand phenomena like remote work, online learning, and digital activism, **Doing Interviews By Steinar Kvale**provides a timeless methodology that adapts to new modalities.

Critiques and Limitations of Kvale’s Approach

No work is without its critics. Some argue that Kvale’s phenomenological orientation is too individualistic, ignoring structural and systemic forces that shape participants’ narratives. Others find his seven-stage model overly prescriptive, potentially stifling creativity. Additionally, Kvale’s reliance on the interviewer as a “traveler” might underplay the power hierarchies that persist even in the most dialogical encounters. Nevertheless, Kvale himself acknowledged these tensions and encouraged researchers to adapt his framework to their specific contexts. His writing invites dialogue, not dogma. Engaging with these critiques actually enriches one’s understanding of the method—which is why **Doing Interviews By Steinar Kvale**remains a staple in graduate seminars worldwide.

How to Use This Book in Your Research Journey

If you are planning a qualitative interview study, starting with *Doing Interviews*can save you time and frustration. Read it before you design your interview guide. Use it to reflect on your own interviewing style. Keep a copy on your desk during transcription and analysis to remind yourself of best practices. You may also find it

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