



COURSE..... **Designing and Analyzing Interviews from Different Epistemological Perspectives.**

SEMESTER/YEAR.... 2º/2026

PROGRAM..... School of Methods

CLASS-HOURS..... 30 hours or 15 hours (select)

PROFESSOR..... Ann L Cunliffe

LANGUAGE.....ENGLISH

COURSE OBJECTIVES

Course Objective:

The objective is to provide students with the knowledge and skills to be able to plan, conduct, and analyse/interpret interviews in competent and consistent ways.

LEARNING GOALS

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to methods, for the stricto sensu graduate programs at FGV-EAESP.

Program learning goals	Course learning goals	Level of contribution
Scientific method	The objectives are to: - Understand and discuss the key ontological and epistemological assumptions that influence how qualitative research is conducted. - Understand the different forms that interviews can take, depending on the epistemological perspective. - Provide students with the knowledge and skills to be able to plan, conduct, and analyse or interpret interviews in competent and consistent ways.	• • •
Research project / procedures	1. Design and conduct interviews from realist, responsive, narrative, phenomenological, discursive, visual, and dialogical perspectives. 2. Explain how interviews are analysed and/or interpreted from each perspective. 3. Design online interviews.	• • •
Qualitative research methods	Interviews are one of the most common forms of data collection in qualitative research today. Understanding the different types of interviews and how to analyse/interpret the data from different epistemological perspectives is therefore a key skill for researchers.	• • •
Quantitative research methods	---	○ ○ ○
Development of academic papers	---	○ ○ ○
<u>Other course learning goals:</u> ---		



The full description of the learning goals of FGV-EAESP stricto sensu graduate programs can be found at <https://rebrand.ly/cursos-pos-eaesp>.

PREVIOUS KNOWLEDGE REQUIRED

CONTENT/METHODOLOGY

Interviews are one of the most common forms of data collection in research today. In this course we will examine how to design and conduct interviews from various epistemologies (Cunliffe, 2011). This will include realist, narrative, phenomenological, dialogical, and online approaches to interviewing. We will also explore how to analyze and interpret interview data from each perspective.

Methods: Lecture, class discussion, class exercises.

ASSESSMENT

Class participation – 20%
Presentation – 20%
A final individual project – 60%

COURSE SCHEDULE (OPTIONAL)

3rd November 2026: Introduction to the Problematics and the relationship to interviewing. Types of Interviews, ethical issues.

10th November 2026: Realist, Social Constructionist, Materialist and Phenomenological Interviews

17th November 2026: Narrative, Visual, Reflexive and Dialogic interviews. Online interviews.

24th November, 2026: Interpreting and analysing interview data

BIBLIOGRAPHY

Required Reading: King, N., Horrocks, C. & Brooks, J. (2019) *Interviews in Qualitative Research*. (2nd Edition). Sage.

Additional article readings for each class will be confirmed nearer the date

FURTHER INFORMATION (OPTIONAL)

Ann L. Cunliffe is Professor of Organization Studies at FGV. Ann's current research draws on non-positivist and reflexive qualitative research methods.

Ann has published articles in *Organizational Research Methods*, *Management Learning*, the *British Journal of Management*, *Journal of Management Studies*, and *Organization Studies*. She is ranked 17 in the top 54 most published authors from 1998-2017 in *Organizational Research Methods* and is founder of the biennial Qualitative Research in Management and Organization Conference In New Mexico, USA. She is ranked 3 in Brazil and 2259 in the world in the 2026 Ranking of Best Scientists in the field of Business and Management.