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THE QUALITATIVE RESEARCH INTERVIEW: FASHIONING RESPONDENT AFFINITY

Tony Dundon, Paul Ryan

Abstract

This article reports on the stages of developing respondent rapport and affinity during the qualitative research interview process. It advances knowledge in terms of respondent dialogue jmr Vol 1, No 1 (2009)

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in the collection of data and its subsequent analysis. The article assesses how the researchers overcame a cautious and suspicious reception from interview respondents. The



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