



Methodology of Germany study

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Interview with Mascha Skribot – Methodological advisor for the Germany study

Why did you conduct a qualitative study?

If you look at the objectives of the Germany study, it is relatively clear that an exploratory approach is needed. We are trying to find out how Germany is perceived in the eyes of the world.

What were the defining aspects of the methodology?

We conducted interviews in 24 countries, and thus in 24 different cultures. This required a particular awareness of the culture in question and also meant that it was essential to create an atmosphere of mutual trust during the interviews. With this achieved, we let the interviewees choose from a total of 14 topics, which allowed them to steer the conversation.

How were the interviewees selected?

It was important to ensure that the interviewees were well placed to talk about Germany and that they had a wide range of different perspectives. We achieved this by talking to representatives from all sectors of society, from the worlds of politics, business, art and culture. We also needed to find a good mix in terms of age and gender. Essentially, we talked to very diverse group of people – from young artists to experienced managers.

How were the countries selected?

This was the third study to be conducted, and the aim was to examine current bilateral and multilateral policy processes and to select countries on this basis. Naturally, economic relations and historical links also played a role.

Can the study make generalised statements about individual countries?

This wouldn't be advisable with our approach, as we selected the sample of interviewees using purposive sampling rather than random sampling. Purposive sampling means that we depict the phenomenon that we want to examine as best we can. In other words, the interviewees – people who are knowledgeable about Germany – paint the picture of how Germany is perceived.

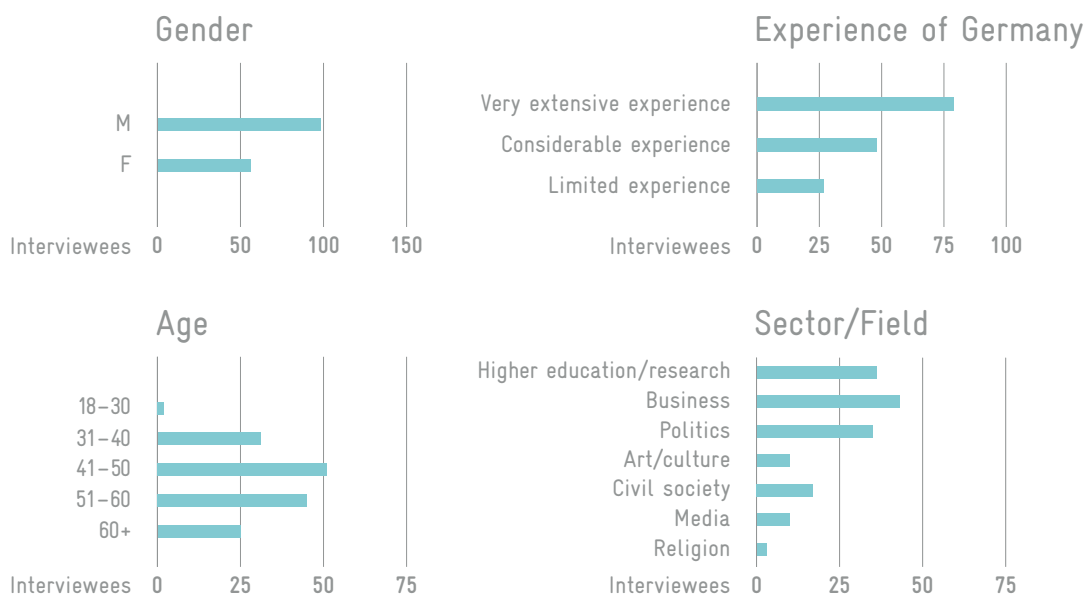
How much data did the interviews produce?

The 154 interviews carried out across the globe worldwide resulted in 4,175 core statements.

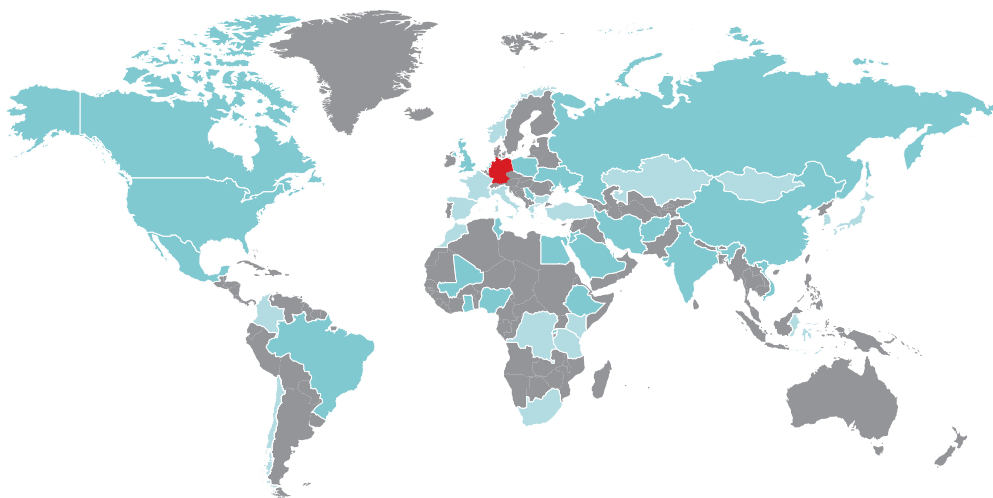
What is it that makes the evaluation of the interviews so special?

The really unique thing about how the Germany study was evaluated was that the person who gathered data in an interview was the one to then evaluate it. This maintained a connection to the original context and also created a connection to the results of the study.

Characteristics of the interviewees



- Countries selected for study 3*
- Countries selected for study 1 and 2
- Germany



*Some of the countries included also took part in the first and second study

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