



Doing Qualitative Research Online

Janet Salmons, PhD

www.vision2lead.com

@einterview

Learn more about the concepts and recommendations discussed in the webinar, *When the Field is Online*.

Consult [Doing Qualitative Research Online](#), [Cases in Online Interview Research](#) and [Gather Your Data Online](#). *DQRO* and *Cases* are [available as e-books](#) with chapter downloads in SAGE Research Methods (SRM), a library database. If you do not have access to SRM through your library, use this [free trial](#) offer.

- **Explanation of the E-Research Framework:** DRQO Chapter 1
- **Explanation of the Typology of Methods:** DRQO Chapter 1
- **Discussion of technology options:** DRQO Chapter 2
- **Discussion of implications for studies using information, communications and technology tools as Medium, Setting, or Phenomenon:** DRQO Chapter 2
- **Discussion of Time-Response Continuum:** Chapter 1
- **Discussion of the miner, gardener, traveler metaphors for researchers' roles:** DRQO Chapter 1
- **How-to steps and discussion of interviews (1-1 or group) using videoconferencing:** DRQO Chapters 8 and 9. Also see: [How to Lead a Videoconference](#).
- **How-to steps and discussion of text-based interviews:** DRQO Chapters 8 and 9
- **Examples from online researchers:** *Cases in Online Interview Research*.
- **Overview of online data collection:** [Gather Your Data Online](#)

Find additional SAGE resources in [this MethodSpace post](#).



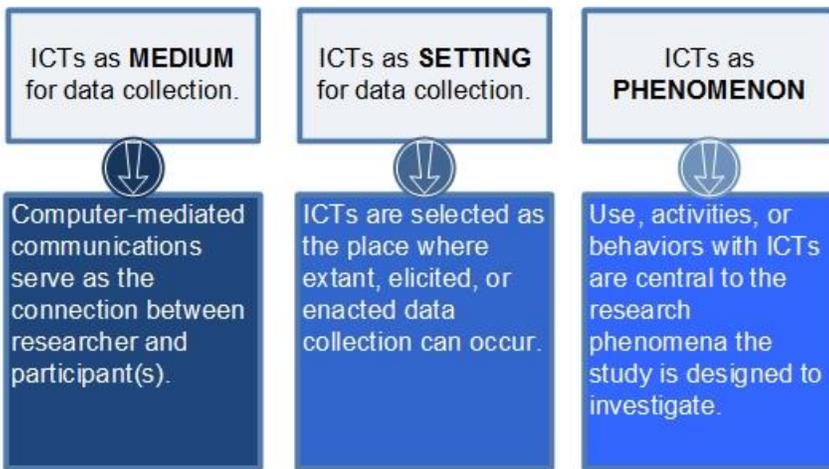
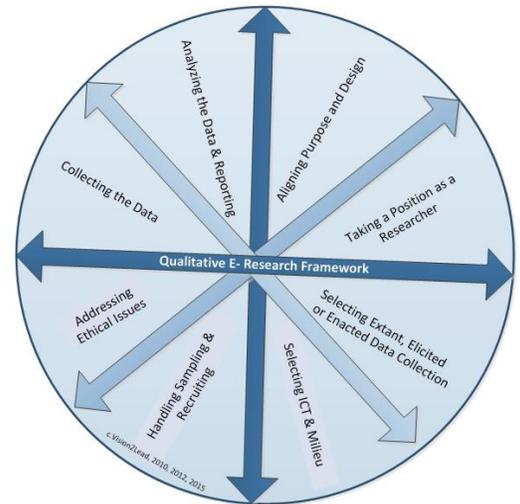
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For more about online interviewing see [Qualitative Online Interviews](#) and [Cases in Online Interview Research](#) by Janet Salmons, PhD and visit see www.vision2lead.com

Eliciting Data in Online Interviews

When thinking about why and how to conduct interviews online, two key questions are:

- 1) **Will the study use data collected through online interviews to investigate real-world, face-to-face phenomena?** If the answer is yes, you will need to consider how information and communications technologies (ICTs) can be used as a communication medium or whether you need specific features found in a platform or online setting.
Or,
- 2) **Will the study use data collected through online interviews to investigate online phenomena or technology features?** If the



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answer is yes, you will need to clarify what specific user experience you want to study.

For example, a researcher interested in ways people handle cancer diagnosis may conduct interviews online because it is convenient, and because it allows the researcher to collect data from participants anywhere. For this

researcher the phenomenon occurs offline, and technology is a medium and setting for communication.

Another researcher might be interested in ways people handle cancer diagnosis by participating in social networking communities with others in treatment. In this situation the online technology is part of the research phenomenon, as well as a medium and setting for an interview.

In the first case, the choice of communications technology may be deferred to the participants: what tools are available and comfortable for interviewees? If the study requires data collected in a certain way, it may be important to check for access and ICT literacy needed by participants. It may be necessary to meet the participant for a trial run in advance of the interviews. For example, if the researcher wants to generate visual data the researcher may need to check whether the participant has a webcam, can use it, and is willing to appear on camera.

In the second case, the researcher plans to interact online with a research participant to investigate online behaviors, so may want to use the same setting for the interviews. This can simplify the process since a member of an online community or social media site would be familiar with communication protocols on that platform. However, if you want to use a members-only group you will need to make sure that is acceptable to the owner, moderator or the community members. Additionally, you will need to be sure the interview dialogue will be private and free of interruptions, and that you can record the interview.

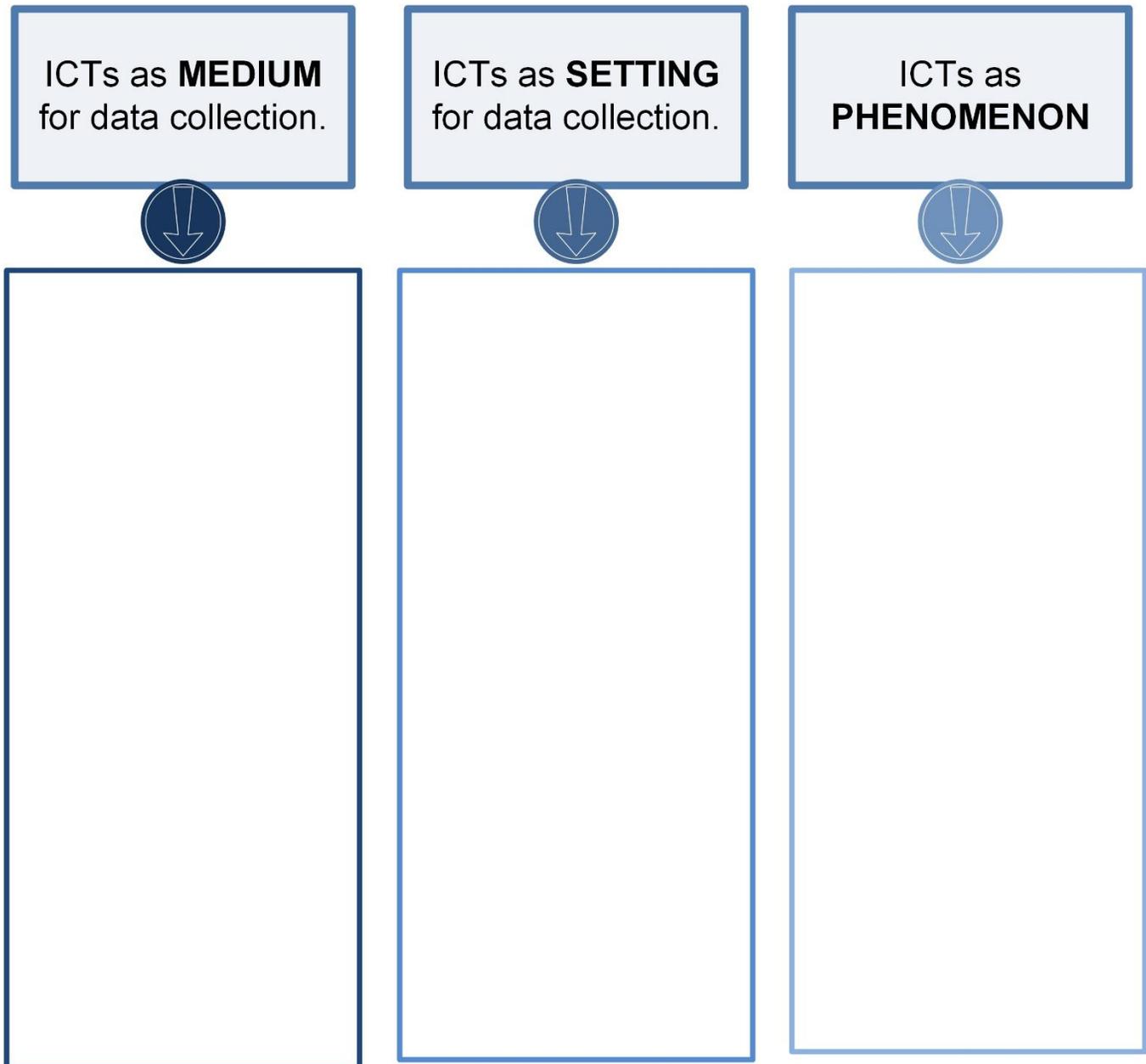


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The Qualitative E-Research Framework(Salmons, 2016) is presented as a circle because choices made in one area create new considerations in other areas. As this overview shows, the researcher's motivation to use data collected in online interviews has implications for ICT selection, timing, when a new tool must be introduced before the actual interview, as well as for items to include in the informed consent agreement. What are your design choices?

Opportunities, Issues and Questions for My Study



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