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| **Qualitative Inquiry and Online Interview Research** This outline provides a basis for a course that explores online interview methods into the context of qualitative research methodologies. This course focuses on review, critique and analysis of published qualitative research articles. This course could be offered online, face-to-face, or as a blended learning class. Assignments and pace can be scaled up or down as appropriate for Masters, professional doctorate or PhD programs.The outline can be used in whole or adapted for a graduate course or seminar using *Qualitative Online Interviews* by Janet Salmons. Some additional readings are noted, others may be selected from the Annotated Bibliography/Webliography.The Annotated Bibliography/Webliography, E-Research Tips, Templates and Worksheets, and links to media pieces are available on the Sage Publications book site, see: <http://www.sagepub.com/books/Book241778>. For more information and resources see: [www.vision2lead.com](http://www.vision2lead.com).Multiple assignment options are offered for each unit. Depending on level of the course and available time, you may decide to select articles as exemplars, or require students to locate and choose articles relevant to their own research interests. If you use or adapt this syllabus and are willing to share your experience, write to me at jsalmons@vision2lead.com.  |
| Course MaterialsSalmons, J. (2015). *Qualitative online interviews*. Thousand Oaks: Sage Publications.Selected articles using online interviews and ethnographic, phenomenological, grounded study, and case study methodologies.And additional materials such as:Birks, M., & Mills, J. (2012). *Grounded theory: A practical guide* Thousand Oaks: Sage Publications.Charmaz, K. (2014). *Constructed grounded theory: A practical guide through qualitative analysis* (Second ed.). Thousand Oaks: Sage Publications.Giorgi, A. (2009). *The descriptive phenomenological method in psychology: A modified Huessrlian approach*: Duquesne University Press Gobo, G. (2008). *Doing ethnography*. Thousand Oaks: Sage Publications.Hesse-Biber, S., & Leavy, P. (2010). *Handbook of emergent methods*. New York: Guilford Press.Kozinets, R. V. (2010). *Netnography: Doing ethnographic research online*. Thousand Oaks: Sage.Kvale, S., & Brinkman, S. (2014). *InterViews: Learning the craft of qualitative research interviewing* (Third ed.). Thousand Oaks: Sage Publications.Markham, A. N. (2009). What constitutes quality in qualitative internet research? Response. In A. N. Markham & N. K. Baym (Eds.), *Internet inquiry: Conversations about method*. Thousand Oaks: Sage Publications..McKee, H. A., & Porter, J. E. (2009). *Ethics of internet research*. New York: Peter Lang.Moustakas, C. (1994). *Phenomenological research methods*. Thousand Oaks: Sage Publications..Pink, S. (2013). *Doing visual ethnography* (Third ed.). London: Sage Publications.Rubin, H. J., & Rubin, I. S. (2011). *Qualitative interviewing: The art of hearing data* (Third ed.). Thousand Oaks: Sage Publications.Yin, R. K. (2014). *Case study research: Design and methods* (Fifth ed.). Thousand Oaks: Sage Publications. |

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| Unit | Learning Activities |
| 1. An Holistic View of Online Qualitative Research Design
 | **Reading:** *Qualitative Online Interviews,* Chapter 1 **View and discuss media piece:** “An Overview of the E-Interview Research Framework.”**Assignments:**Using your library database or open access scholarly journals, find a qualitative study based on data collected using online interviews, focus groups and/or observations. Using the Template and Worksheet, “E-Interview Research Framework,” identify key questions related to the selected study. Explain how the author addresses these questions. What unanswered questions remain? What recommendations do you have for this researcher?  |
| 1. Choosing Methodologies and Methods
 | **Reading:** *Qualitative Online Interviews,* Chapter 2Select additional readings on qualitative methodologies. (See Bibliography/Webliography for suggestions.)**View and discuss media piece:** “Methodologies and Methods in Online Interview Research.”**Assignments:**Using your library database or open access scholarly journals, find two qualitative peer-reviewed articles based on data collected through inter­views. Select one example of a study based on data collected in live, face-to-face interviews and one based on data collected through online interviews. * Identify the epistemology, main theories, methodologies, and methods used for each study. Use Template and Worksheet, “Mapping Facets of an E-Research Design” to lay out key elements of each study.
* Assess whether these elements were aligned in this research design. What would you recommend to improve alignment?
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| 1. Creating a Rationale for Online Methods
 | **Reading:** *Qualitative Online Interviews*, Chapter 3 **Assignments:**1. Review the online research articles from Units 1 and 2 and analyze the rationales offered for selecting online data collection methods.
* Look at the rationale given for selecting online data collec­tion. How did the researcher describe the reasons for taking this approach? Did the researcher make a compelling case? How did the basis for selection given by the researcher align with reasons discussed in Chapter 3? Use Template and Worksheet: “Reasons for Choosing to Use ICTs to Collect Data” to explain the selected approach and rationale.
* Did the researchers discuss their positions? Compare and contrast the positions taken for both studies. Use Template and Worksheet: “Metaphors for the Researcher’s Position” to explain the researcher’s position vis a vis the study and critique the rationale supporting the selected approach.
1. Locate three or more scholarly resources about researcher bias in qualitative research. Write an essay about how the issues compare and contrast when the study is conducted online. For the issues you identify as unique to the online environment, recommend strategies you think e-researchers should use.
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| 1. Choosing the Style(s) and Technology for Data Collection with Interviews
 | **Reading:** *Qualitative Online Interviews*, Chapters 4 and 5**View and discuss media piece:** “Technology, Communication and Interview Structures.”**Assignments:**Choose a topic of interest and develop at least three different inter­view plans using varied styles and levels of structure. Choose one plan and explain how it will be implemented. Provide a rationale to support why this plan is appropriate to the purpose of the study. Use Templates and Worksheet to outline proposed approaches:* Template and Worksheet: “Medium, Setting, or Phenomenon, ICT and Interview Style.”
* Template and Worksheet: “Typology With Interview Metaphors.”
* Template and Worksheet: “ICT Features for Preparation, Interviews, or Follow-Up with Participants.”
* Template and Worksheet: “Time–Response Continuum.”
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| 1. Collecting Data with Online Interviews
 | **Readings:** *Qualitative Online Interviews,* Chapters 9 and 10 *Excerpts selected from:*Kvale, S., & Brinkman, S. (2014). *InterViews: Learning the craft of qualitative research interviewing* (Third ed.). Thousand Oaks: Sage Publications.Rubin, H. J., & Rubin, I. S. (2011). *Qualitative interviewing: The art of hearing data* (Third ed.). Thousand Oaks: Sage Publications.**View and discuss media pieces:** * **“**Preparing to Interview Online means Preparing to Listen”
* “Conducting Interviews Online”

**Assignment:** In a 3-5 page essay, discuss the following:* Explain the concept of *Epoche*. What could you do to clear your mind in readiness for an online interview?
* Rubin and Rubin (2011) observed that people relate to one another through culturally understood roles in which obliga­tions and responsibilities are known to both parties. When the inter­view occurs online, how do people know “culturally understood roles” and agree to obligations and responsibilities? Recommend steps researchers (or participants) should make in the planning phase.
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| 1. Design for ethical online qualitative studies
 | **Readings:** *Qualitative Online Interviews*, Chapter 8* E-Research Tips: Ethical E-Research
* E-Research Tips: Informed Consent

*Excerpts selected from:*McKee, H. A., & Porter, J. E. (2009). *Ethics of internet research*. New York: Peter Lang.**View and discuss media piece: “**Ethical Online Interview Research”**Assignments:**Review at least two studies conducted with data collected online (observation, participant observation, interviews, or focus groups). In a 3-5 page essay, discuss the following questions:* Did the researcher obtain informed consent from participants? Was it adequate; why or why not?
* Do you feel that the researchers acted ethically? Why or why not?
* Where would you place the research setting on the Public–Private Internet Continuum? Do you agree with the researcher’s definition and assumptions about what is public or private in this milieu?
* What advice would you give the researcher to improve ethical practices?
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| 1. Methodology: Ethnography
 | **Readings:** Study based on ethnographic research conducted online.*Excerpts selected from:*Gobo, G. (2008). *Doing ethnography*. Thousand Oaks: Sage Publications.Hesse-Biber, S., & Leavy, P. (2010). *Handbook of emergent methods*. New York: Guilford Press. (See Chapters 12-15)Kozinets, R. V. (2010). *Netnography: Doing ethnographic research online*. Thousand Oaks: Sage.Pink, S. (2013). *Doing visual ethnography* (Third ed.). London: Sage Publications.**Assignments:*** Analyze the methodologies and online methods used in the selected study. Use the “Knowledge Framework: Interrelated Facets of a Research Design” to map out the study. Note any missing areas not covered in the article.
* In a 3-5 page essay, critique the selected study including rationale for selecting online methods, alignment of methodologies, theories and methods used, and ethical issues. Make recommendations to improve the study.
* Exchange essays with a classmate, compare and contrast your analyses and discuss your recommendations.
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| 1. Methodology: Phenomenology
 | **Readings:** Study based on phenomenological research conducted online.Excerpts selected from:Giorgi, A. (2009). *The descriptive phenomenological method in psychology: A modified Huessrlian approach*: Duquesne University PressMoustakas, C. (1994). *Phenomenological research methods*. Thousand Oaks: Sage Publications.**Assignments:*** Analyze the methodologies and online methods used in the selected study. Use the “Knowledge Framework: Interrelated Facets of a Research Design” to map out the study. Note any missing areas not covered in the article.
* In a 3-5 page essay, critique the selected study including rationale for selecting online methods, alignment of methodologies, theories and methods used, and ethical issues. Make recommendations to improve the study.
* Exchange essays with a classmate, compare and contrast your analyses and discuss your recommendations.
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| 1. Methodology: Case Study
 | **Readings:** Study based on case study research conducted online.*Excerpts selected from:*Yin, R. K. (2014). *Case study research: Design and methods* (Fifth ed.). Thousand Oaks: Sage Publications.**Assignments:*** Analyze the methodologies and online methods used in the selected study. Use the “Knowledge Framework: Interrelated Facets of a Research Design” to map out the study. Note any missing areas not covered in the article.
* In a 3-5 page essay, critique the selected study including rationale for selecting online methods, alignment of methodologies, theories and methods used, and ethical issues. Make recommendations to improve the study.
* Exchange essays with a classmate, compare and contrast your analyses and discuss your recommendations.
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| 1. Methodology: Grounded Theory
 | **Readings:** Study based on grounded theory research conducted online.*Excerpts selected from:*Birks, M., & Mills, J. (2012). *Grounded theory: A practical guide* Thousand Oaks: Sage Publications.Charmaz, K. (2014). *Constructed grounded theory: A practical guide through qualitative analysis* (Second ed.). Thousand Oaks: Sage Publications.**Assignments:*** Analyze the methodologies and online methods used in the selected study. Use the “Knowledge Framework: Interrelated Facets of a Research Design” to map out the study. Note any missing areas not covered in the article.
* In a 3-5 page essay, critique the selected study including rationale for selecting online methods, alignment of methodologies, theories and methods used, and ethical issues. Make recommendations to improve the study.
* Exchange essays with a classmate, compare and contrast your analyses and discuss your recommendations.
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| 1. Quality in Online Qualitative Research
 | **Readings:** *Qualitative Online Interviews,* Chapter 2* E-Research Tips: Checklist for Evaluating E-Interview Quality in the Research Proposal
* E-Research Tips: Checklist for Evaluating E-Interview Quality in the Completed Study

Markham, A. N. (2009). What constitutes quality in qualitative internet research? Response. In A. N. Markham & N. K. Baym (Eds.), *Internet inquiry: Conversations about method*. Thousand Oaks: Sage Publications.**View and discuss media piece:** “Using the E-Interview Research Framework to Assess Design and Research Quality”**Assignments:*** Review the articles and related essays for the ethnographic, phenomenological, case study and grounded theory studies. In a 3-5 page essay, compare and contrast the quality factors in this set of studies.
* Exchange essays with a classmate, compare and contrast your analyses and discuss your recommendations.
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