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| Salmons_Cases in Online Interview Research_300ppiCMYK_3inchH (1)  Online Interview Research Case Analysis  The focus of this course is on analysis of published cases of online interview research that utilizes various methodologies, methods and technologies. This suggested syllabus can be used in whole or adapted for a graduate course or seminar using *Qualitative Online Interviews* and *Cases in Online Interview Research* by Janet Salmons. 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. It could be offered in online, face-to-face or blended learning settings.  The Annotated Bibliography/Webliography**,** E-Research Tips, Templates and Worksheets, and links to media pieces are available on the *Qualitative Online Interviews* Sage Publications book site, see: <http://www.sagepub.com/books/Book241778>. For more information and resources, visit [www.vision2lead.com](http://www.vision2lead.com).  If you use or adapt this syllabus and are willing to share your experience, write to me at [jsalmons@vision2lead.com](mailto:jsalmons@vision2lead.com). |

**Online Interview Research Case Analysis**   
Syllabus template for use with:

***Qualitative Online Interviews* and *Cases in Online Interview Research***By Janet Salmons, Ph.D.Available from [Sage Publications](http://www.sagepub.com/books/Book241778)   
For more information, see: [www.vision2lead.com](http://www.vision2lead.com)

College or University

Term

**Faculty Contact Information**

**Course Description**

This course will explore ways to critically analyze

**Course Goals**

*Knowledge*

By the end of this course, you should be able to:

* Explain how theories, epistemologies, methodologies relate to data collection methods in a research design
* Assess the appropriateness of online interviews as related to the research design
* Differentiate between styles and purposes of research interviews
* Describe approaches for sampling and recruiting for online interview research
* Assess the position and role of the researcher in the context of a study
* Evaluate Information and Communications Technologies for online interviews and evaluate rationales for choices made for a research design.
* Explain how visual images or modes of visual exchange used in an online interview and evaluate how visual methods align with a research design.
* Evaluate ethical dilemmas in online interview data collection.
* Describe the E-Interview Framework and demonstrate how to use it to assess my own and others' research designs.

*Competencies*

By the end of this course, you should be able to:

* Identify, analyze and address ethical issues associated with conducting online interview research.
* Demonstrate the ability to use online communications tools.
* Work collaboratively with peer learners.
* Demonstrate the ability to locate and critically analyze published scholarly research.
* Understand how to assess ethical dilemmas and develop appropriate research designs and approaches.
* Synthesize all aspects of online interview research practice into a defensible research design.

**Academic Honesty and Plagiarism**

***Note to instructor:*** Post your institution's policy statement here.

**Requirements and Grading**

***Note to instructor:*** Select and weight grades for discussions for online or face-to-face class participation, short papers and projects or final paper based on the level and focus of your course.

Graduate writing mechanics and appropriate academic style (APA, MLA, Chicago) are expected. Length requirement: x pages

Discussion participation (x%)

Unit assignments (x%)

Peer Review assignments (x%)

Project Proposal (x%)

Annotated Bibliography (x%)

Final Paper or Project (x%)

**Project Options:**

1. Online interview research proposal

The course will culminate in a formal proposal or plan for future research using synchronous online interviews. The proposed study can be conducted entirely with qualitative methods or with mixed methods. The proposal could be an early version of the methodology chapter of your dissertation or thesis proposal. It could also be a plan for an article or action research in a professional setting.

The proposal should entail a discussion of your research questions and brief background of the inquiry, supported by the scholarly literature. You should offer a detailed explanation and your rationale of the research methodology including sampling approach, interview type, ICT tool(s) and use of visual or other methods.

You will need to justify your methods using the readings from the course and your own research.

Be prepared to give a brief “defense” of your proposal (10-15 minutes), and be prepared to make revisions based on the feedback of your peers. You will be expected to offer feedback on the proposals of your peers.

1. Literature review of studies conducted using online interviews.
2. Comparative analysis of communication features of a group of ICTs and discussion of their use in online interview research.
3. Research practicum: Conduct practice interviews with other students, record, transcribe and analyze the data.

**Course Materials**

Salmons, J. (2012). *Cases in online interview research*. Thousand Oaks: Sage Publications.

Salmons, J. (2015). *Qualitative online interviews*. Thousand Oaks: Sage Publications.

**Unit Topics, Readings and Assignments**

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| Unit | Topic | Learning Activities |
| **1** | Research Design and The E-Interview Research Framework | **View and discuss media piece:** “An Overview of the E-Interview Research Framework”  **Readings:** *Qualitative Online Interviews*: Chapter 1  Additional readings on qualitative research design, see Annotated Bibliography/Webliography on *Qualitative Online Interviews* Companion Book Site.  **Assignments:**  Develop the course project proposal. |
| **2** | Research Purpose and Motivation  for Choosing to Conduct Interviews Online | **View and discuss media piece:** “Methodologies and Methods in Online Interview Research”  **Reading:** *Qualitative Online Interviews*: Chapters 2 and 3  **Assignments:**  1. Using your library database or open access scholarly journals, find two 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. Assess whether these elements were aligned in this research design. What would you recommend to improve alignment? * Compare and contrast the methodologies and methods in the two studies. Do you believe they made the right choices? What would you recommend? * 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?     2. Submit the course project proposal. |
| **3** | Determining Styles and Technologies for Online Interviews | **View and discuss media piece:** “Technology, Communication and Interview Structures”  **Reading:** *Qualitative Online Interviews*: Chapters 4 and 5  **Assignments:**  1. 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”   2. Begin working on annotated bibliography for the final project. |
| **4** | Ethical Online Research | **View and discuss media piece: “**Ethical Online Interview Research”  **Reading:** *Qualitative Online Interviews*, Chapter 8  **Assignments:**  1. 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:   * 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 (see Figure 8.2)? * What advice would you give the researcher to improve ethical practices with the research participants?   Exchange essays with a peer for review.  2. Continue working on annotated bibliography for the final project. |
| **4** | Analyzing Interview Research with Social Media | **View and discuss media piece: “**Preparing to Interview Online means Preparing to Listen”  **Readings:**  *Qualitative Online Interviews*: Chapter 9  *Cases in Online Interview Research:* **Part I:** Interview Research with Social Media Tools  Chapter 2 Case: Blog Like an Egyptian  Critique and Analysisby Allison Deegan  Framework Commentaryby Janet Salmons  Chapter 3 Case: Stranger in a Strange Land: The Challenges and Benefits of Online Interviews in the Social Networking Space  Critique and analysisby Sally Bishai  Framework commentaryby Janet Salmons  **Assignments:**  1. Complete peer review; discuss with peer and submit.  2. Submit annotated bibliography for the course project. |
| **5** | Interview Research Conducted in Second Life | **View and discuss media piece: “**Preparing to Interview Online means Preparing to Listen” and “Conducting Interviews Online”  **Readings:**  *Qualitative Online Interviews*, Chapter 9  *Cases in Online Interview Research:* Part II: Interview Research in Virtual Worlds  Chapter 4 Case: Interviewing in Virtual Worlds: An Application of Best Practices by Jonathan Cabiria  Critique and Analysis by Ann Randall  Framework Commentary by Janet Salmons  Chapter 5 Case: Beneficial Interview Effects in Virtual Worlds  Ann Randall  Critique and Analysisby Patricia Wall et al.  Framework Commentary by Janet Salmons  **Assignments:** Continue working on the course project. |
| **6** | Analyzing Second Life Interview Research | **Readings:**  *Qualitative Online Interviews*: Chapter 6  *Cases in Online Interview Research:* Chapter 6 Case: Learning to Work In-World: Conducting Qualitative Research in Virtual Worlds Using In-Depth Interviews  Taryn Stanko  Jonathon Richter  Critique and Analysis by Jonathan Cabiria  Framework Commentary by Janet Salmons Chapter 7 Case: Guides and Visitors: Capturing Stories in Virtual-World and Interactive Web Experiences  Patricia Wall, Jonas Karlsson, Zahra Langford, Tong Sun, and Wei Peng, Eric Bier, Christian **Ø**verland, Mike Butman, Suzanne Fischer, and Lisa Korzetz  **Assignments:**  In an essay of three to five pages, discuss what “visual literacy” means in an online research context. How visually literate are you? Do researchers conducting studies in virtual worlds need to develop visual literacy? Explain.  Exchange essays with a peer for review.  **Assignments:** Continue working on the course project. |
| **7** | Interview Research using Videoconferencing and Online Meetings | Readings:  *Cases in Online Interview Research:* PART III: Research Using Combinations of Videoconference, Text, Meeting Tools, E-Mail, and Face-To-Face Interviews  Chapter 8 Case: Transitioning From F2F to Online Instruction: Putting the Action Into Online Research  Wendy L. Kraglund-Gauthier  Critique and Analysis by Lynn Wilson Framework Commentary by Janet Salmons  Chapter 10 Case: Implementing Technology in Blended Learning Courses by Nellie Deutsch  Critique and Analysis by Wendy L. Kraglund-Gauthier  Framework Commentary by Janet Salmons  **Assignments:**   1. Complete peer review from Unit 6, submit. 2. Continue working on the course project. |
| **8** | Interview Research Using a Combination of Technologies | Readings:  *Cases in Online Interview Research:* Chapter 9 Case: Integrated Interdisciplinary Online Interviews in Science and Health: The Climate and Health Literacy Project  Lynn Wilson  Critique and Analysis by Sally Dowling  Framework Commentary by Janet Salmons  **Chapter 11** Case: Online Asynchronous and Face-To-Face Interviewing: Comparing Methods for Exploring Women’s Experiences of Breastfeeding Long Term  Sally Dowling  Critique and Analysis by Nellie Deutsch  Framework Commentary by Janet Salmons  **Assignments:** Continue working on the course project. |
| **9** | Analyzing Studies using the E-Interview Research Framework | Readings:  *Qualitative Online Interviews*: Chapter 11  E-Research Tips: Checklist for Evaluating E-Interview Quality in the Research Proposal and Checklist for Evaluating E-Interview Quality in the Completed Study  **View and discuss media piece:** “Using the E-Interview Research Framework to Assess Design and Research Quality”  *Cases in Online Interview Research* PART IV: Reflections on E-Interview Research  Chapter 12: Building the Bike While Riding It: Creating E-Interview Methods While Conducting Research A Meta-Synthesis of the Cases by Janet Salmons  **Assignments:** Continue working on the course project. |
| **10** | Trends and the Future of Online Interviewing | Readings:  *Qualitative Online Interviews*: Chapter 12  **View and discuss media piece:** “Thinking Ahead: Online Communications and Online Interviews”  **Assignments:**  In an essay of three to five pages, discuss trends that could influence online interview research. Critically review the think­ing of at least three futurists. Identify at least one trend the futurists missed.  Submit final project. |