



Doing Qualitative Research Online

RESOURCES ON ETHICAL ISSUES

University, Professional Associations and Societies' Guidelines

American Psychological Association:

Psychological research online: Opportunities and challenges:

<http://www.apa.org/science/leadership/bsa/internet/internet-report.aspx?item=2>

Association of Internet Researchers Ethics Guides 2002 and 2012:

http://ethics.aoir.org/index.php?title=Main_Page, <http://www.aoir.org/reports/ethics2.pdf>
<http://ethics.aoir.org/index.php?title=Resources-url>

British Educational Research Association (BERA):

Jones, C. (2011) Ethical issues in online research: <https://www.bera.ac.uk/researchers-resources/publications/ethical-issues-in-online-research>

British Psychological Association (BPS):

- Report of the Working Party on Conducting Research on the Internet: Guidelines for ethical practice in psychological research online:
http://www.bps.org.uk/sites/default/files/documents/conducting_research_on_the_internet-guidelines_for_ethical_practice_in_psychological_research_online.pdf
- Ethics Guidelines for Internet-Mediated Research:
<http://www.bps.org.uk/system/files/Public%20files/inf206-guidelines-for-internet-mediated-research.pdf>

Edinburgh University Personal Data Research Guidelines:

<http://staff.napier.ac.uk/services/secretary/governance/DataProtection/CodeofPractice/Pages/PersonalDatainResearch01.aspx>



Attribution-NonCommercial-NoDerivs CC BY-NC-ND

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

National Center for Research Methods and Economic (NCRM) and Social Research Council:
Anonymity and Confidentiality, R. Wiles, G. Crow, S. Heath & V. Charles:

http://eprints.ncrm.ac.uk/423/1/0206_anonymity%2520and%2520confidentiality.pdf

Data linkage: Challenges and opportunities, Peter Elias:

<http://www.ncrm.ac.uk/resources/podcasts/view.php/data-linkage>

- Framework for Research Ethics: <http://www.esrc.ac.uk/funding/guidance-for-applicants/research-ethics/>

Informed consent in Social Research: A Literature Review, R. Wiles, S. Heath, G. Crow & V.

Charles: <http://eprints.ncrm.ac.uk/85/1/MethodsReviewPaperNCRM-001.pdf>

The ethics of secondary data analysis <http://eprints.ncrm.ac.uk/3301/>

- Visual Ethics: Ethical Issues in Visual Research:
<http://eprints.ncrm.ac.uk/421/1/MethodsReviewPaperNCRM-011.pdf>
- What are Qualitative Research Ethics? R. Wiles:
 - Podcast: <http://www.ncrm.ac.uk/resources/podcasts/view.php/what-are-qualitative-research-ethics>
 - Paper: <http://eprints.ncrm.ac.uk/2924/>

Social Research Association Ethical Guidelines: <http://the-sra.org.uk/wp-content/uploads/ethics03.pdf>

Business and Marketing Research Guidelines

CASRO, Council of American Survey Research Organizations:

- Social Media Research Guidelines:
http://c.ymcdn.com/sites/www.casro.org/resource/resmgr/docs/social_media_research_guidel.pdf

ESOMAR, European Society for Opinion & Marketing Research, ICC/ESOMAR International:

- Guidelines on Social Media Research:
<https://www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ESOMAR-Guideline-on-Social-Media-Research.pdf>
- Guideline for Online Research: <http://www.esomar.org/knowledge-and-standards/codes-and-guidelines/guideline-for-online-research.php>
- Online Sample Quality:
http://c.ymcdn.com/sites/www.casro.org/resource/resmgr/ESOMAR_GRBN_Online_Sample_Qu.pdf

Market Research Association Guide to the Top 16 Social Media Research Questions:

http://www.mra-net.org/rq/documents/MRA_IMRO_SMR16.pdf



Attribution-NonCommercial-NoDerivs CC BY-NC-ND

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

Market Research Society (MRS) Guidelines for Online Research (2012):

<https://www.mrs.org.uk/pdf/2012-02-16%20Online%20Research%20Guidelines.pdf>

Governmental Agencies' Guidelines

DPA Section 33 Overview for Research: [http://www.adls.ac.uk/wp-](http://www.adls.ac.uk/wp-content/uploads/2011/04/Section-33-of-the-DPA-a-practical-note-for-researchers.pdf)

[content/uploads/2011/04/Section-33-of-the-DPA-a-practical-note-for-researchers.pdf](http://www.adls.ac.uk/wp-content/uploads/2011/04/Section-33-of-the-DPA-a-practical-note-for-researchers.pdf)

European Textbook on Ethics in Research: https://ec.europa.eu/research/science-society/document_library/pdf_06/textbook-on-ethics-report_en.pdf

European Union Data Privacy Rules: <http://ec.europa.eu/justice/data-protection/>

Privacy Impact on Scientific Research Studies:

http://www.wellcome.ac.uk/stellent/groups/corporatesite/@policy_communications/documents/web_document/wtvm054713.pdf

US Department of Health and Human Services:

- International Compilation of Human Research Standards:
<http://www.hhs.gov/ohrp/international/intlcompilation/intlcompilation.html>
- The Belmont Report:
<http://www.hhs.gov/ohrp/humansubjects/guidance/belmont.html>

WMA Declaration of Helsinki: Ethical Principles for Medical Research Involving Human Subjects: <http://www.wma.net/en/30publications/10policies/b3/>



Attribution-NonCommercial-NoDerivs CC BY-NC-ND

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

Books

- Browne, K. and Nash, C.J. (2010) *Queer methods and methodologies*. Farnham: Ashgate Publishing.
- Deacon, D., Pickering, M., Golding, P. and Murdock, G. (2007) *Researching communications: A practical guide to methods in media and cultural analysis*. London: Bloomsbury Academic.
- Lee, R.M. (1993) *Doing research on sensitive topics*. Thousand Oaks, CA: Sage Publications.
- McKee, H.A. and Porter, J.E. (2009) *Ethics of internet research*. New York: Peter Lang.
- Miller, T., Birch, M., Mauthner, M. and Jessop, J. (eds) (2012) *Ethics in qualitative research* (2nd edn). London: Sage Publications.
- Orton-Johnson, K. (2010) Ethics in online research: Sage Internet Research Methods. In J. Hughes (ed.), *Internet research methods*. London: Sage Publications.
- Salmons, J. (2015) *Qualitative online interviews*. Thousand Oaks, CA: Sage Publications.
- Salmons, J. (ed.) (2012) *Cases in online interview research*. Thousand Oaks, CA: Sage Publications.
- Whiteman, N. (2012) *Undoing ethics: Rethinking practice in online research*. New York: Springer.

Articles

- Bell, L. and Nutt, L. (2012) Consenting to what? Issues of access, gate-keeping and ‘informed’ consent. In T. Miller, M. Birch, M. Mauthner and J. Jessop (eds), *Ethics in Qualitative Research*. London: Sage Publications.
- Ben, I. and McGrath, K. (2010) Ethics and social networking sites: A disclosive analysis of Facebook. *Information Technology & People*, 23(4), 290–311.
- Berry, D.M. (2004) Internet research: Privacy, ethics and alienation: An open source approach. *The Journal of Internet Research*, 14(4), 323–32.
- Boyd, D. (2015) Untangling research and practice: What Facebook’s ‘emotional contagion’ study teaches us. *Research Ethics*. doi: 10.1177/1747016115583379
- Bradley, S.K. and Carter, B. (2012) Reflections on the ethics of Internet newsgroup research. *International Journal of Nursing Studies*, 49(5), 625–30. doi: <http://dx.doi.org/10.1016/j.ijnurstu.2011.10.018>
- Buchanan, E. (2011) Internet research ethics: Past, present, future. In M. Consalvo and C. Ess (eds), *The handbook of internet studies* (Vol. West Sussex). New York: Wiley-Blackwell.
- Curtis, B.L. (2014) Social networking and online recruiting for HIV research: Ethical challenges. *Journal of Empirical Research on Human Research Ethics*, 9(1), 58–70. doi: 10.1525/jer.2014.9.1.58
- Edwards, R. and Mauthner, M. (2012) Ethics and feminist research: Theory and practice. In T. Miller, M. Birch, M. Mauthner and J. Jessop (eds), *Ethics in qualitative research* (2nd edn). London: Sage Publications.



[Attribution-NonCommercial-NoDerivs CC BY-NC-ND](https://creativecommons.org/licenses/by-nc-nd/4.0/)

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

- Fossheim, H. and Ingierd, H. (eds) (2015) *Internet research ethics*. Utgivelsesår: Capelen Damm Akademisk.
- Gertz, N. (2015) Autonomy online: Jacques Ellul and the Facebook emotional manipulation study. *Research Ethics*. doi: 10.1177/1747016115579534
- Ghandour, L., Yasmine, R. and El-Kak, F. (2013) Giving consent without getting informed: A cross-cultural issue in research ethics. *Journal of Empirical Research on Human Research Ethics*, 8(3), 12–21. doi: 10.1525/jer.2013.8.3.12
- Grimes, J.M., Fleishmann, K.R. and Jaeger, P.T. (2010) Research ethics and virtual worlds. In C. Wankel and S. Malleck (eds), *Emerging ethical issues of life in virtual worlds*. Charlotte, NC: Information Age Publishing.
- Guillemin, M. and Gillam, L. (2004) Ethics, reflexivity, and ‘ethically important moments’ in research. *Qualitative Inquiry*, 10(2), 261–80. doi: 10.1177/1077800403262360
- Howell, C., Cox, S., Drew, S., Guillemin, M., Warr, D. and Waycott, J. (2014) Exploring ethical frontiers of visual methods. *Research Ethics*, 10(4), 208–13. doi: 10.1177/1747016114552685
- Hutchinson, E. (2014) Researching forums in online ethnography: Practice and ethics. In S. Hillyard (ed.), *Big Data? Qualitative approaches to digital research*. Bingley: Emerald.
- Johnsson, L., Eriksson, S., Helgesson, G. and Hansson, M.G. (2014) Making researchers moral: Why trustworthiness requires more than ethics guidelines and review. *Research Ethics*, 10(1), 29–46. doi: 10.1177/1747016113504778
- Karyda, M., Gritzalis, S., Park, J.H. and Kokolakis, S. (2009) Privacy and fair information practices in ubiquitous environments. *Internet Research*, 19(2), 194–208. doi: <http://dx.doi.org/10.1108/10662240910952346>
- Lunnay, B., Borlagdan, J., McNaughton, D. and Ward, P. (2015) Ethical use of social media to facilitate qualitative research. *Qualitative Health Research*, 25(1), 99–109. doi: 10.1177/1049732314549031
- Madge, C. (2007) Developing a geographers’ agenda for online research ethics. *Progress in Human Geography*, 31(5), 654–74. doi: 10.1177/0309132507081496
- Mahon, P. Y. (2014). Internet research and ethics: Transformative issues in nursing education research. *Journal of Professional Nursing*, 30(2), 124–9. doi: <http://dx.doi.org/10.1016/j.profnurs.2013.06.007>
- Más-Bleda, A., Thelwall, M., Kousha, K. and Aguillo, I.F. (2014) Successful researchers publicizing research online. *Journal of Documentation*, 70(1), 148–72. doi: <http://dx.doi.org/10.1108/JD-12-2012-0156>
- Miller, T. (2012) Reconfiguring research relationships: Regulation, new technologies and doing ethical research. In T. Miller, M. Birch, M. Mauthner and J. Jessop (eds), *Ethics in qualitative research* (2nd edn). London: Sage Publications.
- Miller, T. and Bell, L. (2012) Consenting to what? Issues of access, gatekeeping and ‘informed consent’. In T. Miller, M. Birch, M. Mauthner and J. Jessop (eds), *Ethics in qualitative research* (2nd edn). London: Sage Publications.
- Nunan, D. and Yeniciglu, B. (2013) Informed, uninformed and participative consent in social media research. *International Journal of Market Research*, 55(6), 791–808. doi: 10.2501/IJMR-2013-067



[Attribution-NonCommercial-NoDerivs CC BY-NC-ND](https://creativecommons.org/licenses/by-nc-nd/4.0/)

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

- O'Connor, D. (2013) The apomediated world: Regulating research when social media has changed research. *Journal of Law, Medicine & Ethics*, 41(2), 470–83. doi: 10.1111/jlme.12056
- Orton-Johnson, K. (2010) Ethics in online research: Sage internet research methods. In J. Hughes (ed.), *Internet research methods*. London: Sage Publications.
- Pierson, J. (2012) Online privacy in social media: A conceptual exploration of empowerment and vulnerability. *Communications & Strategies*, 88, 99–120.
- Salmons, J. (2014) Online research ethics: Questions researchers ask, answers guidelines provide. In K. Woodfield (ed.), *Social media in social research: Blogs on blurring the boundaries*. London: NatCen Social Research.
- Sieber, J.E. (2011) Beyond informed consent. *Journal of Empirical Research on Human Research Ethics*, 6(4), 1–2. doi: <http://dx.doi.org/10.1525/jer.2011.6.4.1>
- Soukup, P. (2008) Ethics@E-Mail: Do new media require new morality? *Markkula Center for Applied Ethics*. <http://www.scu.edu/ethics/publications/ie/v8n2/email.html>
- Suler, J. (2008) *Ethics in cyberspace research Psychology of cyberspace*. Retrieved from: <http://www-usr.rider.edu/~suler/psycyber/psycyber.html>
- Tan, X., Li, Q., Kim, Y. and Hsu, J. (2012) Impact of privacy concern in social networking web sites. *Internet Research*, 22(2), 211–33. doi: <http://dx.doi.org/10.1108/10662241211214575>
- Tracy, S.J. (2010) Qualitative quality: Eight ‘big-tent’ criteria for excellent qualitative research. *Qualitative Inquiry*, 16(10), 837–51. doi: 10.1177/1077800410383121
- Trevisan, F. and Reilly, P. (2014) Ethical dilemmas in researching social media campaigns on sensitive personal issues: Lessons from the study of British Disability Dissent Networks, *Information, Communication & Society*. Published online before print: doi 10.1080/1369118X.2014.889188
- Vainio, A. (2013) Beyond research ethics: Anonymity as ‘ontology’, ‘analysis’ and ‘independence’. *Qualitative Research*, 13(6), 685–98. doi: 10.1177/1468794112459669
- Williams, S.G. (2012) The ethics of internet research. *Online Journal of Nursing Informatics*, 16(2).
- Zimmer, M. (2010) ‘But the data is already public’: On the ethics of research in facebook. *Ethics and Information Technology*, 12(4), 313–25. doi:<http://dx.doi.org/10.1007/s10676-010-9227-5>



[Attribution-NonCommercial-NoDerivs CC BY-NC-ND](https://creativecommons.org/licenses/by-nc-nd/4.0/)

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