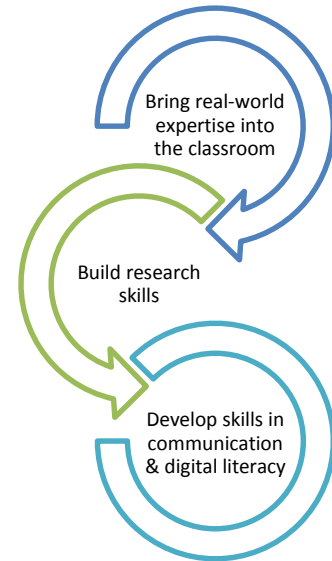# Qualitative E-Interview Tips

Develop Skills through Class Projects

Use online interviews in a) research methods courses to give students practice in planning and conducting interviews and b) in courses on other topics to bring practical knowledge or specialized expertise into the classroom through interviews with practitioners. In either case, students are learning scholarly research skills and developing digital literacies while gaining real-world perspectives on course content. Select the combination of exercises, interviews with classmates and/or external participants appropriate for the level and focus of your course. Adjust topics to fit research or curricular course content and level.

Create learning opportunities through interviews between students in the class, between students and members of the local community with expertise related to class subject matter. Use online interviews to create learning opportunities with others across the globe.

Bring real-world expertise into the classroom

Build research skills

Develop skills in communication & digital literacy

Active Learning in Any Milieu

Class
Peer interviews can build social presence or draw on peer experience.

Community
Explore local issues, build relationships with local partners, and/or prepare for local field/service learning.

Cyberspace
Explore global issues, learn from experts not available locally.

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.

Unit	Topic	Assignment Suggestions
1	Planning to Conduct Interviews Online	• Create a 3-5 page comparative review of two published studies, one using online interviews and one using face-to-face interviews. Discuss advantages, appropriate techniques from each.
2	Developing Questions	• Read background material on the interview topic and/or participant. Develop 5 to 7 open-ended questions, and at least 2 follow-up questions.
3	Preparing For an Online Interview	• In a 3-5 page plan, analyze one or more communication technology you are interested in using for an online interview. What specific skills will you need, what skills will the participant need, for a successful interview? • Practice using the selected communications technology. Are you comfortable with all of the features?
3	Practicing Online Interview Skills	• Practice interviewing your classmate in-person and online. Compare and contrast online and live communication dynamics and effectiveness and write a 2-3 page analysis. • Practice interviewing your classmate using two different communication technologies. Compare and contrast online communication dynamics and effectiveness and write a 2-3 page analysis. • Ask your classmate for feedback on the interview questions, and revise as needed if the questions are too complex, too long, etc. • Review a recording of one of your practice interviews, or one of your classmate's interviews. Analyze the interview example, and discuss effectiveness in a 2-3 page essay.
4	Conducting the Online Interview	• Conduct and record the interview.
5	Reflecting on the Interview	• Share the interview recording with your classmate(s) and discuss what you learned. • Apply new learning in an analysis that includes references to course readings and other research on the topics covered in the interview. Submit as a written assignment or give an oral presentation.