

Qualitative E-Interview Research

**Worksheet: Choosing and ICT and Taking a Position**

These tables allow you to apply concepts introduced in Chapter 3 of [*Qualitative Online Interviews*](http://www.sagepub.com/books/Book241778) to your own research design. As the E-Interview Research Framework shows, you need to think through decisions about each design element in the context of the whole. The two sets of decisions reflected in these tables are interrelated because the nature of the technology used for communicating with participants may influence the position the researcher can or will take in relation to the study and participants. As you can see from the questions listed in the second table, these choices may also relate to ethical issues and potential researcher bias. (See Chapter 8 for more on ethical issues.)

Can you succinctly define and explain your rationale for making choices about the technologies you will use for the study, and the position you will take? What new questions about your research design are raised by this exercise? Do you need to make changes in the research design—or the ways you describe it?

**Meshing Choices for Online Data Collection and with the E-Interview Research Framework**

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|  | Choosing Online Data Collection | Your Rationale |
| Aligning Purpose & Design | * Does the researcher offer a clear rationale for choosing online interviews to investigate real-world phenomena or online activities or behaviors? |  |
| Choosing Online Data Collection | * Does the researcher provide a rationale for decisions about why online data collection approaches are appropriate for the study? |  |
| Positioning the Researcher | * Does the researcher explain how his/her position relates to the choice of e-data collection? |  |
| Determining Styles | * Does the researcher show how choices for online data collection and determination of Internet as medium, setting and/or phenomenon relates to the selected interview/observation styles? |  |
| Selecting ICT & Milieu | * Does the researcher share whether the study will investigate online behavior in or with a specific ICT or online setting? If so, does that ICT or setting lend itself to interviews and observations? * How will the interview use text based, audio, and/or visual communication options? * If the interview technology has capacity for visual exchange, has the researcher acknowledged the visual nature of interview in the research design and planned for collection and analysis of visual data? |  |
| Handling Sampling & Recruiting | * Does the researcher explain any implications of the choice of online data collection for sampling and recruiting participants? |  |
| Addressing Ethical Issues | * Does the researcher offer an ethical rationale for the selection of online interviews (and as relevant, observations)? |  |
| Collecting the Data | * Does the researcher explain the rationale for design choices to participants, as appropriate? |  |

**Meshing Decisions about Researcher Position with the E-Interview Research Framework**

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|  | Positioning the Researcher |  |
| Aligning Purpose & Design | * Does the researcher reveal how his/her position furthers (or conflicts with) the purpose of the study? |  |
| Choosing Online Data Collection | * Does the researcher explain how his/her position relates to the choice of e-data collection? |  |
| Positioning the Researcher | * Does the researcher reveal a position on the etic-emic continuum? * Does the researcher explain a researcher role as miner, traveler (Kvale, 2007; Kvale & Brinkman, 2009), or gardener (Salmons, 2010)? |  |
| Determining Styles | * Does the researcher explain how his or her position vis a vis the research may influence ability to carry out the selected interview style? |  |
| Selecting ICT & Milieu | * Does the researcher disclose any conflicts of interest or personal preferences for a choice of ICT that might introduce bias or otherwise influence study results? |  |
| Handling Sampling & Recruiting | * Does the researcher disclose any conflicts of interest with the population? |  |
| Addressing Ethical Issues | * Does the researcher discuss whether he or she is a known insider in the selected research setting? If so how might status or prior knowledge add a risk for researcher bias—and how will this risk be mitigated? |  |
| Collecting the Data | * Does the researcher need to explain any positional issues to participants when conducting the interview? |  |