

Qualitative E-Interview Research

**Worksheet: Interview Style and Structure**

An underlying principle for the approaches described in [*Qualitative Online Interviews*](http://www.sagepub.com/books/Book241778) and [*Cases in Online Interviews*](http://www.sagepub.com/books/Book235442)is that the design for studies that utilize data collected online is an iterative process. The E-Interview Research Framework points to related areas to consider at the design stage. Consideration of interview style(s) and structure(s) should precede the choice of Information and Communications Technology. These topics are discussed in Chapter 4 of *Qualitative Online Interviews.*

As defined in Chapter 4, structure in the context of the interview *“*refers generally to the extent to which the questions, order, and process are planned ahead of the interview and the extent of consistency from one interview to another” (p. 56). Observations associated with online interview research follow a similar pattern. For some studies the researcher has a more structured approach to observe particular behaviors or artifacts while in others they take a more unstructured approach that allows researchers to stay open to observe any points of interest about the participant or setting.

The “Stories of Online Inquiry” for Chapter 4 begins on page 69. This exemplar maps out the types and sequence of interview questions. Drawing on the various interview research styles described in Chapter 4, define the interview style(s) that best align with the purpose of the study and population you will include in your sample. Use this worksheet to map out the types and sequence of interview questions that will fit the data collection objectives for your proposed study. If you plan to collect data from observations, note the degree of structure in defined or open approaches that fit your study.

**What types and sequence of questions and observations are appropriate for your study?**

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