



## Doing Qualitative Research Online

### Worksheet: ICT Features for Elicited or Enacted Data Collection

*Doing Qualitative Research Online* (Salmons, 2016) focuses on the decision-making process for selection of the appropriate Information and Communications Technologies (ICTs) for the study. Keep in mind that you will most likely need to interact a number of times with participants to recruit, negotiate consent, schedule and arrange one or more interviews, observations or research event. After you collect the data, you will need to follow up with participants. You may find that you use either the same or different technology, depending on the stage of the process. It is important to consider, not only your own access and level of expertise, but also your participants' access and comfort with the technology.

The features and ways in which you communicate are used in the book instead of naming the social networking site or brand name. Brands vary internationally and many platforms or sites offer more than one way to communicate. In this exercise, name the ICT feature and the tool, platform or social media site. This will help you identify any permissions, training or other steps you will need to make to utilize the ICT for the intended purpose. Think through each of the online communication types you which intend to use at various stages of the study and use this table to name the ICT(s), state briefly a rationale for your choice, your current level of expertise with this technology and questions or concerns. See Table 1 as an example and fill out Table 2.

**Table 1**

Research Stage	ICT(s)	Rationale	Access/ Level of Expertise	Questions, Concerns or Issues to Address
Recruit	Members-only email list	Members participate daily	Expert I will gain access through the moderator	I will need moderator permission to post, and the list eschews any advertising or promotion, so I will need to word the message carefully. If too few respond, I will find an alternative
Negotiate consent	Text message or email	I can explain the study requirements and send the consent agreement link	Expert	I will let participant choose email or text message exchange
Arrange interview	Online calendar poll	An online calendar poll minimizes back and forth for scheduling	Expert	None
Conduct interview	Skype	I want to see the person's non-verbal messages and attain 'synchronicity' with full focus of participant	I have no experience using for interviews Population uses Skype	I will plan practice interviews and make sure that the recording software works
Observe	Facebook	Group members have a Facebook page	User	I will seek consent to observe the participant on Facebook. Concern: participant may interact with others who have not consented. Need



				to decide how to handle posted images
Follow-up	Email	I can attach the transcript	Expert	None

**Table 2**

Research Stage	ICT	Rationale	Level of Expertise	Questions, Concerns or Issues to Address
Recruit				
Negotiate consent				
Arrange interview				
Conduct interview				
Observe				
Follow-up				

Source: Salmons, J. (2016) *Doing qualitative research online*. London: Sage Publications.



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