

#



Doing Qualitative Research Online

#

Worksheet: Interview Style and Structure

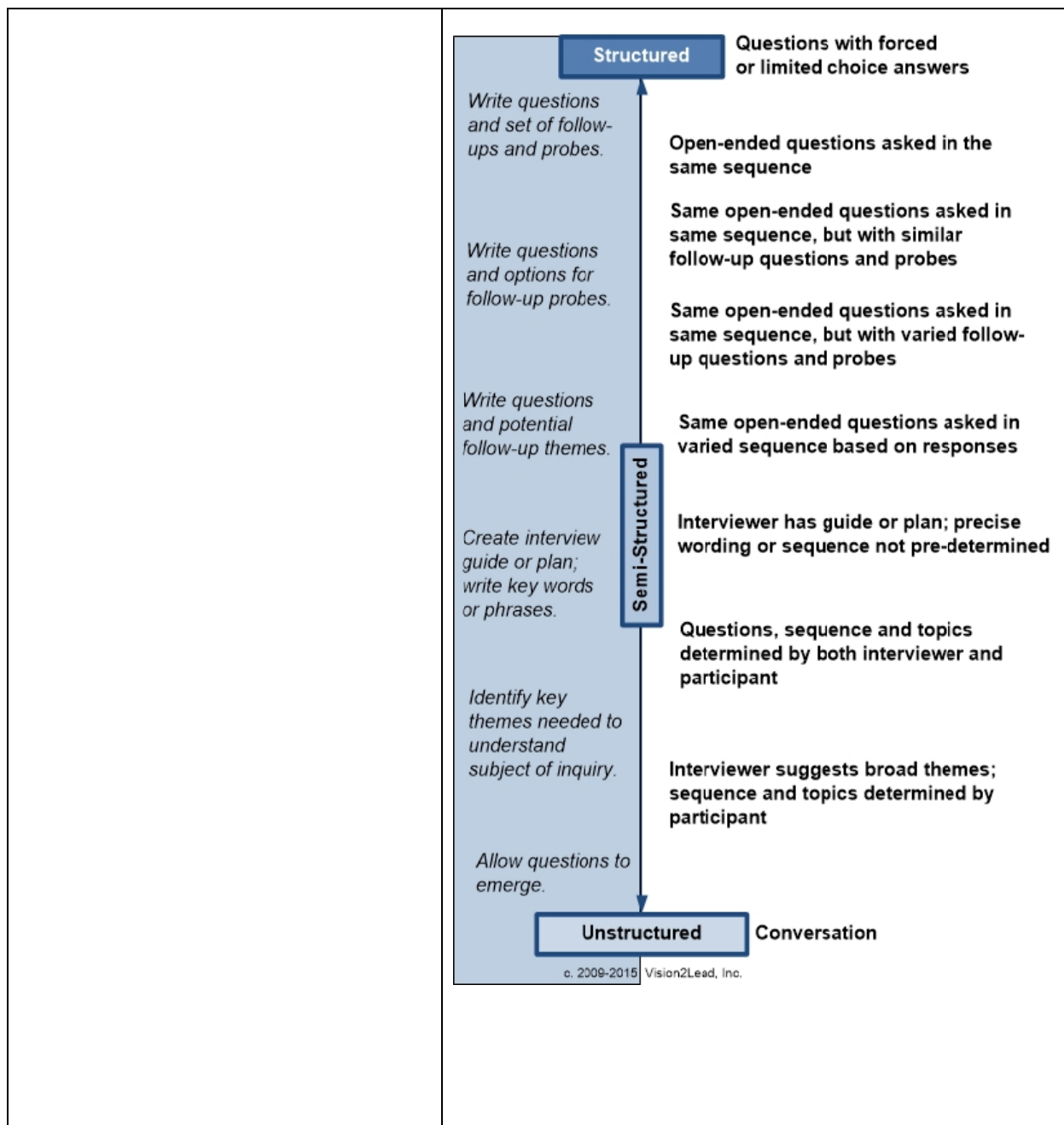
An underlying principle for the approaches described in *Doing Qualitative Research Online* (Salmons, 2016) is that the design for studies that utilize data collected online is an iterative process. The Qualitative eResearch Framework points to related areas to consider at the design stage. Consideration of interview style(s) and structure(s) relates to the choice of Information and Communications Technology (ICT). Structure in the context of the interview generally refers 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. Observations follow a similar pattern: for some studies, the researcher has a more structured intention to observe the same behaviors or artifacts in every setting, while in others they take a more unstructured approach that allows researchers to remain open to variations across participants and settings.

Drawing on the various interview research styles described in *Doing Qualitative Research Online* (Salmons, 2016), define the interview and/or observation style(s) that best align with the purpose of the study and population you which will include in your sample. Use this worksheet to map out the types and sequence of interview questions or observation guidelines that will fit the data collection objectives for your proposed study.



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

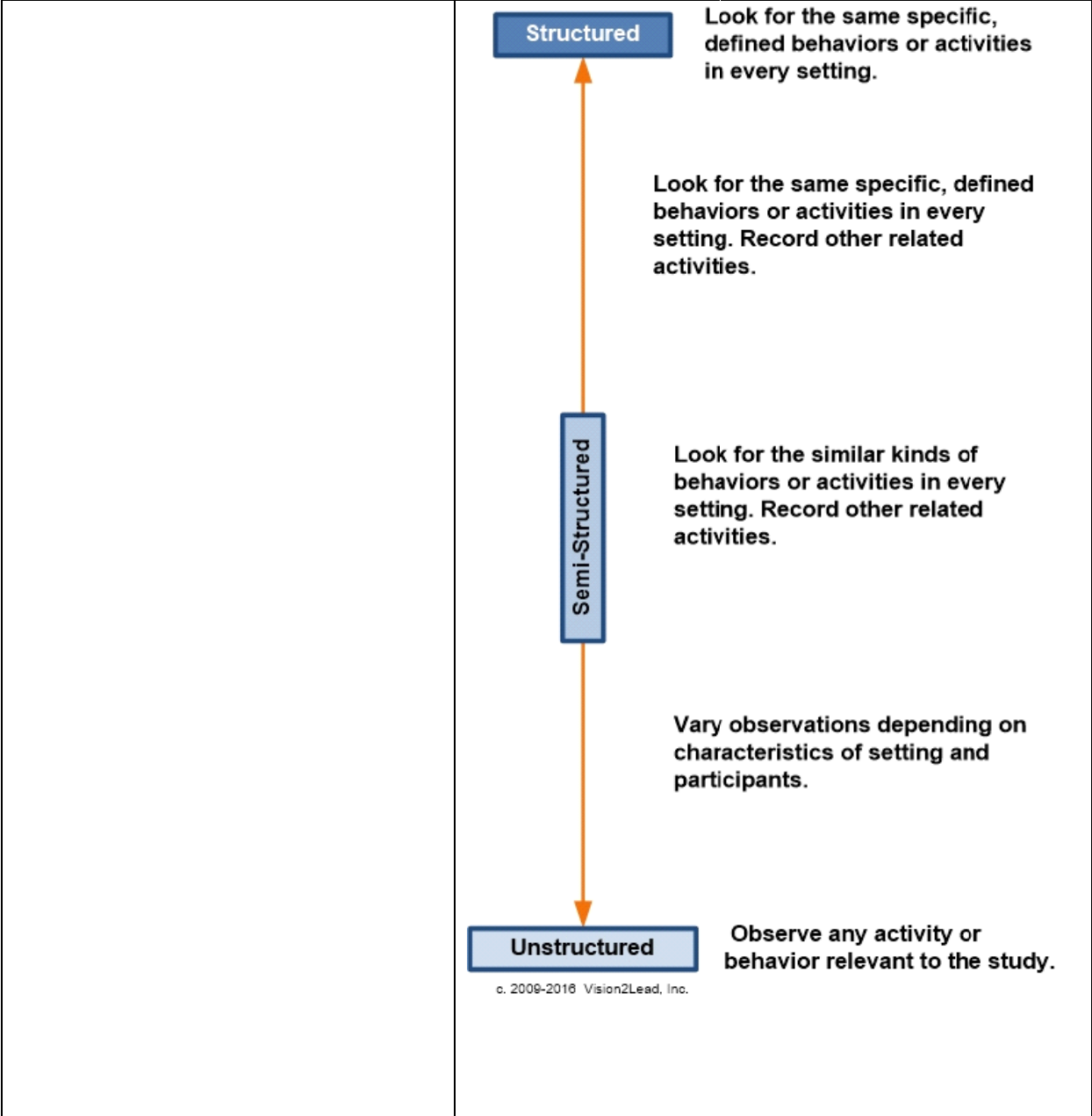
What types and sequence of questions are appropriate for your study?



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



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



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



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