Worksheet for Visual and Virtual Interviews or Research Events

Researchers need to decide whether to use structured, semistructured or unstructured approaches (or a mix) in interviews. This decision-making process extends to interviews and other research events where visual elicitation approaches will be used to generate discussion with the participant(s).

Researchers may choose to use a more structured style, where they select images (graphics, drawings, photographs or media) that represent the research phenomenon, setting, etc., and use the same images in each interview. An advantage of this approach is consistency across all interviews and the ability to readily identify themes and codes at the analysis stage. Also, the researcher can create or find images that do not include distracting or controversial elements outside of the scope of the study, and the researcher can secure the rights or permission to use the images in publications. A disadvantage is that participants' observations and perspectives may not be represented in researcher-generated images.

Researchers may choose to use a semistructured style, where they select images (graphics, drawings, photographs or media) that represent particular aspects of the phenomenon or setting as related to individual participants or groups of participants. Again, if the researcher is creating or finding images, the researcher retains control of image content and publication rights.

Alternatively, researchers may choose to use a more unstructured style, where participants generate images. The key advantage involves the personalization of images by participants, so images used in the study represent the participants' experiences with the research phenomenon. A disadvantage is that participants' images may include other people who are not consenting participants. As well, the researcher may not be able to obtain permission to publish user-generated images.

What approach fits *your* study? Why? How will you carry it out? Use the worksheet below to map out your strategy.

Consider implications for each visual interview style	Identify the style(s) of visual exchange appropriate to your study
Structured Present visual stimuli with limited choice answers. **1**	
Present same visual stimuli with open-ended questions asked to all participants in the same sequence. **2**	
Present same visual stimuli with the same open-ended questions and different follow-ups based on responses.	
Present visual stimuli to participants; articulate varied open-ended questions or follow-ups based on responses. **3**	
Semistructured Present a picture, diagram or mind map as a framework, ask the participant to annotate based on experiences or perceptions. **4**	
Navigate a virtual environment or game; ask open-ended questions and discuss visual representations of phenomena. **5**	
Navigate a physical environment using GPS and/or a mobile devices to discuss representations on location. **6**	
Use visual stimuli identified or created and/or shared by the participant as the basis for open-ended questions. **7**	
Unstructured Interviewer and participant collaborate on the creation of visuals to communicate and develop ideas or elicit responses. **8**	

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