



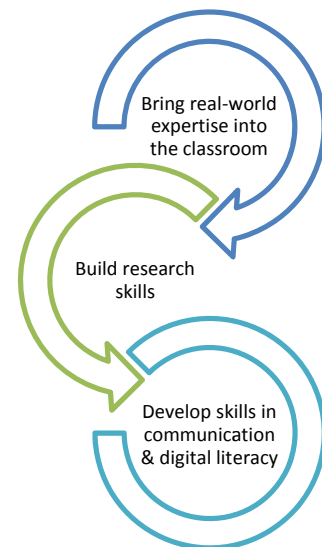
Doing Qualitative Research Online

#

Develop Skills through Class Projects

Use online interviews in: (a) research methods courses to give students practice in planning and conducting interviews; and (b) in courses on other topics to bring practical knowledge or specialized expertise into the classroom through interviews with practitioners. In either case, students are learning scholarly research skills and developing digital literacies while gaining real-world perspectives on course content. Select the combination of exercises, interviews with classmates and/or external participants appropriate for the level and focus of your course. Adjust topics to fit research or curricular course content and level.

Create learning opportunities through interviews between students in the class, between students and members of the local community with expertise related to class subject matter. Use online interviews to create learning opportunities with others across the globe.



Active Learning in Any Milieu



[Attribution-NonCommercial-ShareAlike CC BY-NC-SA](https://creativecommons.org/licenses/by-nc-sa/4.0/)

Unit	Topic	Assignment Suggestions
1	Planning to Conduct Interviews Online	<ul style="list-style-type: none"> • Create a 3–5 page comparative review of two published studies, one using online interviews and the other using face-to-face interviews. Discuss advantages, appropriate techniques from each.
2	Developing Questions	<ul style="list-style-type: none"> • Read background material on the interview topic and/or participant. Develop 5–7 open-ended questions, and at least 2 follow-up questions.
3	Preparing For an Online Interview	<ul style="list-style-type: none"> • In a 3–5-page plan, analyze one or more communication technologies you are interested in using for an online interview. What specific skills will you need, what skills will the participant need, for a successful interview? • Practice using the selected communications technology. Are you comfortable with all the features?
3	Practicing Online Interview Skills	<ul style="list-style-type: none"> • Practice interviewing your classmate in person and online. Compare and contrast online and live communication dynamics and effectiveness and write a 2–3-page analysis. • Practice interviewing your classmate using two different communication technologies. Compare and contrast online communication dynamics and effectiveness and write a 2–3-page analysis. • Ask your classmate for feedback on the interview questions, and revise as needed if the questions are too complex, too long, etc. • Review a recording of one of your practice interviews, or one of your classmate’s interviews. Analyze the interview example, and discuss effectiveness in a 2–3-page essay.
4	Conducting the Online Interview	<ul style="list-style-type: none"> • Conduct and record the interview.
5	Reflecting on the Interview	<ul style="list-style-type: none"> • Share the interview recording with your classmate(s) and discuss what you learned. • Apply new learning in an analysis that includes references to course readings and other research on the topics covered in the interview. Submit as a written assignment or give an oral presentation.

