

Online Interviews

Dr. Frances Clynes

Dissertation Seminar

Friday 12th May 2023



Technical Issues

Is the interviewee familiar with the platform (eg Zoom)?

Have they a strong connection?

Are their camera and mic reliable?

Can you clearly hear what they are saying?

Is your connection reliable?

Is it a secure connection?

Have you agreed with the interviewee what to do if the connection goes down during the interview?



Practical Issues

Time zones

Are all your interviews online?

Will you analyse them differently?

Will you transcribe the data?

How much will the interviewees ease with the platform affect their replies?



Confidentiality

Are you in a private space?

Can the interview be overheard?

Can you use headphones?

Can you be interrupted?

Is the interviewee in a private space?

Can they be interrupted?

Are they using a virtual background?

Have they other applications open?

- Are they recording you?

Ethical Issues

Check university ethics form

- Electronic data
- 'Any audio-visual recordings of interviews are considered as personal data under GDPR/Data Protection Act 2018 and should be managed accordingly. This form only refers to recordings made of online interviews/focus groups, not to other data collected as part of the research.'
- Annotated PG E1 Ethics Form





Ethical Issues

Have you password protected the meeting?

Have you enabled the waiting room?

Have you permission to record?

Storing the MP4s

- Are they password protected?
- How long will you keep them?
- How will you name the files



Ethical Issues

Does the interviewee know they can end the meeting at any time?

Do they know how to?

Have you agreed what will happen to the recording if they end the meeting?



Academic Studies

Disadvantages of Interviewing Online

Dropped calls and pauses, poor audio or video quality, and the inability to read nonverbal cues as a result of inconsistent and delayed connectivity negatively impacted rapport.

- Deakin and Wakefield (2014)

Difficulty connecting. Despite finding Zoom to be intuitive and user-friendly, a majority (88%) of participants in the study experienced some degree of difficulty in joining the session.

Participants commonly expressed frustration when experiencing technical issues, especially in instances where technical difficulties lasted for several minutes. These frustrations were typically in relation to participants' perceived technical abilities.

- Archibald, Ambagtsheer, Casey, and Lawless (2019)



Academic Studies

However

Experiencing technical difficulty can also have the unintended benefit of increasing bonds between the researcher and participant as they work together to resolve the technical issue.

‘We found that the benefits of using Zoom for data collection significantly outweighed the challenges encountered.’

‘We did not experience any difficulty in establishing rapport with participants’

- Archibald, Ambagtsheer, Casey, and Lawless (2019)

Exchanging multiple emails with a participant prior to a virtual interview can also help build rapport.

- Deakin and Wakefield (2014)



Academic Studies

Advantages of Interviewing Online

Convenience - 69% of participants identified Zoom as a preferred method compared to in-person interviews, telephone, or other videoconferencing platforms.

Rapport - Researchers and interviewees identified the ability to respond to nonverbal cues such as facial expressions and gestures as important to facilitating engagement, building trust, and promoting natural, relaxed conversation.

Screen and file-sharing an advantage

- Archibald, Ambagtsheer, Casey, and Lawless (2019)

References

Mandy M. Archibald, Rachel C. Ambagtsheer, Mavourneen G. Casey, and Michael Lawless, 'Using Zoom Videoconferencing for Qualitative Data Collection: Perceptions and Experiences of Researchers and Participants', *International Journal of Qualitative Methods* Volume 18 (2019) pp.1–8

Hannah Deaking and Kelly Wakefield, 'Skype Interviewing: Reflections of Two PhD Researchers', *Qualitative Research* 14(5), pp. 603–16.

Bojana Lobe, David Morgan, and Kim A. Hoffman , 'Qualitative Data Collection in an Era of Social Distancing', *International Journal of Qualitative Methods*, 7 July 2020, <https://journals.sagepub.com/doi/full/10.1177/1609406920937875>

J. Kessa Roberts, Alexandra E. Pavlakis, and Meredith P. Richards, 'It's More Complicated Than It Seems: Virtual Qualitative Research in the COVID-19 Era', *International Journal of Qualitative Methods* Volume 20, pp.1–13

HPCA7022 MACAA Dissertation Module Seminars 2022/2023

All seminars are at 4:00 pm UK time, which will shift between GMT to BST. The seminars will be held on a Thursday afternoon in Semester 1 and on Friday afternoon in Semester 2. In each seminar there will be time for discussion and general questions.

	Date	Topic
Seminar 1	Thursday 20 October 2022	Student presentations of their MA thinking Plus skills lecture
Seminar2	Thursday 17 November 2022	Student presentations of their MA thinking Plus skills lecture
Seminar 3	Thursday 15 December 2022	Student presentations of their MA thinking Plus skills lecture
Seminar 4	Friday 17 February 2023	Student presentations of their MA thinking Plus skills lecture
Seminar 5	Friday 31 March 2023	Student presentations of their MA thinking Plus skills lecture
Seminar 6	Friday 12 May 2023	Student presentations of their MA thinking Plus skills lecture
Seminar 7	Friday 9 June 2023	Student presentations of their MA thinking Plus skills lecture

Next Seminar

FRIDAY 9TH JUNE
2023

4PM BST