Contents

List of Figures ix
List of Tables xi
Preface xiii
Organization of the Book xv
About the Companion Website xvii
Acknowledgments xix
Dedication xxi
About the Author xxiii

1 Qualitative Approaches for Research in a Data-Intensive World 1

Highlights 1
Objectives 1
Qualitative Research: Understanding How the World Is Seen and Experienced 2
Qualitative Research in the Information Age 3
A Holistic Approach to Designing and Conducting Qualitative e-Research 11
Summary of Key Concepts 13
On the Website 14
Discussion Questions and Exercises 14

Part I Designing Online Qualitative Studies 15

2 Choosing Methodologies and Methods for Online Studies 17

Highlights 17
Objectives 18
Aligning Purpose and Design 18
Theories and Theoretical Contributions 21
Epistemologies for Qualitative Online Research 21
Choosing Methodologies for Online Qualitative Research 25

Methods: Ways to Conduct the Study 33
Does Technology Serve as the Medium, Setting, or Phenomenon? 36
Summary of Key Concepts 38
On the Website 38
Discussion Questions and Exercises 38

3 Choosing Information and Communications Technologies that Fit the Research Design 41

Highlights 41
Objectives 42
Information and Communications Technologies: Tools and Features for Qualitative Online Research 42
Aligning Features with Research Purposes 49
Choosing, Finding or Creating a Conducive Meeting Space 50
Summary of Key Concepts 50
On the Website 51
Discussion Questions and Exercises 51

Part II Becoming an Ethical Online Researcher 53

4 Designing an Ethical Online Study 57

Highlights 57
Objectives 58
Foundations of Research Ethics 58
Ethical Theories 59
International Ethics Codes and Statements 61
Ethical Guidelines from Professional Societies 63
Ethical Issues for Online Qualitative Researchers 64
Thinking about Ethical Positions that Support Online Qualitative Research Design 65
Summary of Key Concepts 69
On the Website 69
Discussion Questions and Exercises 69

5 Conducting an Ethical Online Study 71

Highlights 71
Objectives 71
Adapting and Applying Ethics Theories and Codes in Qualitative Online Research 72
Protect Human Subjects 74
Obtain Appropriate Informed Consent from Participants 78

Respect for the Online Research Setting 90
Reflexivity and Ethical Research Practice 92
Summary of Key Concepts 94
On the Website 95
Discussion Questions and Exercises 95

Part III Collecting Qualitative Data Online 97

6 Preparing to Collect Data Online 99
Highlights 99
Objectives 100
Taking a Position as a Researcher 100
Methods and Strategies for Sampling 103
Reflexivity and Self-Awareness throughout the Study 110
Summary of Key Concepts 113
On the Website 113
Discussion Questions and Exercises 113

7 Collecting Extant Data Online 115
Highlights 115
Objectives 115
Types of Extant Data Collection 116
Triangulation: Using Extant Data in Multimethod Studies 123
Summary of Key Concepts 125
On the Website 125
Discussion Questions and Exercises 125

8 Eliciting Data Online 127
Highlights 127
Objectives 128
What Does It Mean to Elicit Data? 128
Interview Style and Structure 128
Preparing the Questions and/or Prompts 135
Planning to Conduct an Interview 137
Summary of Key Concepts 140
On the Website 140
Discussion Questions and Exercises 140

9 Using Enacted Methods Online 143
Highlights 143
Objectives 143

Understanding Enacted Research 144
Enacted Approaches for the Online Environment 145
Preparing for Enacted Research Events 156
Summary of Key Concepts 157
On the Website 158
Discussion Questions and Exercises 158

Part IV Analyzing Data and Reporting Findings 159

10 Organizing, Analyzing, and Interpreting Data 161

Highlights 161
Objectives 161
Questions to Consider When Developing the Analytic Strategy 162
Reasoning as the Basis for Analyzing and Interpreting Data 164
Stages of the Analytic Process 165
Summary of Key Concepts 167
On the Website 167
Discussion Questions and Exercises 167

11 Writing, Reporting, and Contributing to the Literature 169

Highlights 169
Objectives 170
Completing the Degree, Contributing to the Literature and the World 170
Using the Qualitative e-Research Framework to Plan and Organize Reports 172
Summary of Key Concepts 180
On the Website 180
Discussion Questions and Exercises 180

Appendix: Qualitative Research Methods Resources 183
Glossary of Terms 187
References 195
Index 207