

Contents

<i>List of Figures</i>	xiii
<i>List of Tables</i>	xv
<i>About the Author</i>	xvii
<i>Acknowledgments</i>	xix
<i>Preface to the Second Edition</i>	xxi
<i>Organization of the Book</i>	xxv
<i>Research Cameos</i>	xxvii
<i>Discover your online resources</i>	xxxvii
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 with Information and Communications Technologies	3
Qualitative e-Research: Inquiries in the Digital Environment	8
Roles for Qualitative e-Researchers	11
What Happens When Researchers Use these Ideas?	14
A Holistic Approach to Designing and Conducting Qualitative e-Research	15
Summary of Key Concepts	18
Discussion Questions and Exercises	18
SECTION I DESIGNING ONLINE QUALITATIVE STUDIES	21
2 Choosing Methodologies and Methods for Online Studies	23
Highlights	23
Objectives	24

Methodologies and Methods Are a Starting Point	24
Think Like an Architect	24
Researcher as Decision-Maker	25
Aligning Purpose and Design	25
Theories and Theoretical Contributions	27
Theory in Qualitative Research	29
Epistemologies for Qualitative Online Research	30
Choosing Methodologies for Online Qualitative Research	35
Methods: Ways to Conduct the Study	42
Does Technology Serve as the Medium, Setting, or Phenomenon?	45
Summary of Key Concepts	47
Discussion Questions and Exercises	48
3 Choosing Information and Communications Technologies for Online Studies	49
Highlights	49
Objectives	49
Information and Communications Technologies: Tools and Features for Qualitative Online Research	50
Synchronous or Asynchronous Communication	53
Media Richness Theory	54
Online Communication Is Rarely Either/Or	54
Choosing Time–Response Communications for Your Study	56
Non-Verbal Communications Online	57
Aligning Features with Research Purposes	61
Choosing, Finding, or Creating a Conducive Meeting Space	62
Summary of Key Concepts	64
Discussion Questions and Exercises	64
SECTION II BECOMING AN ETHICAL ONLINE RESEARCHER	67
4 Designing an Ethical Online Study	71
Highlights	71
Objectives	72
Research Ethics and Your Study	72
Internet Research Ethics	74
Ethical Theories	75
International Ethics Codes and Statements	76
Ethical Guidelines from Professional Societies	78
Ethical Issues for Online Qualitative Researchers	80

Thinking about Ethical Positions that Support Online Qualitative Research Design	81
Summary of Key Concepts	86
Discussion Questions and Exercises	86
5 Conducting an Ethical Online Study	89
Highlights	89
Objectives	90
Adapting and Applying Ethics Theories and Codes in Qualitative Online Research	90
Four Issues that Matter When Designing Ethical Online Research	91
Protect Human Subjects	92
Obtain Appropriate Informed Consent from Participants	97
Respect for the Online Research Setting	114
Summary of Key Concepts	117
Discussion Questions and Exercises	119
6 Researchers' Roles and Positions	121
Highlights	121
Objectives	122
Self-Awareness + Transparency + People Skills = Research Credibility	122
Self-Awareness, Reflexivity, and Ethical Research Practice	125
Reflection and Reflexivity	125
How-to Steps	126
Taking a Position as a Researcher	127
Insider (Emic) and Outsider (Etic) e-Research Positions	128
Building Credibility as a Researcher	130
Becoming a Credible, Ethical, Reflective Online Researcher	132
Summary of Key Concepts	132
Discussion Questions and Exercises	133
SECTION III PREPARING TO COLLECT DATA ONLINE	135
7 Creating a Sampling Plan	137
Highlights	137
Objectives	137
Methods and Strategies for Sampling	138
Types of Purposive Sampling	140
Sample Frames	146
Sample Size	147
Developing a Sampling Plan for Online Research	148

Communicating Your Plan	150
Summary of Key Concepts	150
Discussion Questions and Exercises	151
8 Recruiting, Finding, and Selecting Participants Online	153
Highlights	153
Objectives	153
Recruiting and Selecting Human Participants	154
Opportunities and Constraints for Online Recruiting	154
What Characteristics Should Participants Have?	155
Communicating with Potential Participants	159
Ensuring that Participants Are Credible	159
Participants Drawn from Existing Sample Frames	160
Constructing a Sample Frame	162
Ensuring that Researchers Are Credible	163
Getting Out the Recruitment Message	167
Summary of Key Concepts	170
Discussion Questions and Exercises	170
9 Preparing to Interact with Participants Online	171
Highlights	171
Objectives	171
Get Ready to Collect Data Online!	172
Communications Technologies and Research Preparation	172
Preparation Varies by ICT Characteristics	174
Preparing for a Synchronous or Near-Synchronous Text-Based Interaction	174
Preparing for an Asynchronous Text-Based Interaction	178
Preparing for a Video Interaction	179
Preparing to Interact in a Web Conferencing Meeting Space	180
Preparing to Interview in an Immersive Virtual Environment	183
Getting Ready to Interact with Participants	185
Summary of Key Concepts	187
Discussion Questions and Exercises	188
SECTION IV COLLECTING QUALITATIVE DATA ONLINE	189
10 Finding and Collecting Extant Data Online	191
Highlights	191
Objectives	191

In Perspective: Documents in Research	192
Creating a Sampling Strategy	195
Extant Data Collection	197
Unobtrusive Observation Conducted Online	199
Field Notes in an Online Observation	203
Triangulation: Using Extant Data in Multimethod Studies	204
Big Qual	206
Using Extant Sources in Your Study: Big Qual, Documents, or Materials?	207
Summary of Key Concepts	207
Discussion Questions and Exercises	208
11 Eliciting Data Online	209
Highlights	209
Objectives	210
What Does It Mean to Elicit Data?	210
Online Interviews	210
Typology of e-Interview Structures	212
Preparing the Questions and/or Prompts	219
Planning to Conduct an Interview	221
Learning the ICT	223
Conducting a Research Interview	225
Can You Protect the Data?	228
Summary of Key Concepts	229
Discussion Questions and Exercises	230
12 Using Enacted Methods Online	231
Highlights	231
Objectives	232
Understanding Enacted Research	232
Multimodal Digital Literacies: Foundations for Enacted Research	234
Enacted Approaches for the Online Environment	237
Visual Elicitation: 'What Do these Images, Media, or Artifacts Mean?'	242
Generating Visuals During the Research Event	245
Vignette, Scenario or Problem-based Role-plays	248
Issues in Online Visual Research	250
A Comparison of Possible Research Designs	251
Summary of Key Concepts	251
Discussion Questions and Exercises	253

SECTION V WORKING WITH DATA AND REPORTING FINDINGS	255
13 Organizing, Analyzing, and Interpreting Data	257
Highlights	257
Objectives	258
Plan the Analytic Strategy that Fits Your Online Study	258
What Stages Will I Follow?	258
When Will I Begin to Analyze the Data: During or After Data Collection?	261
Are Specific Analytic Conventions or Approaches Part of the Methodology I Have Selected?	263
What Form(s) of Reasoning Will I use to Interpret the Data and Find Meaning?	268
What System Will I Use for Coding? Will I Use Computer Aided Qualitative Data Analysis Software (CAQDAS)?	270
How Will I Interpret and Analyze Different Types of Data?	272
What Do Methodologists Say About Data Analysis?	276
Developing Your Judgment and Welcoming Other Views	278
Summary of Key Concepts	279
Discussion Questions and Exercises	280
14 Writing, Reporting, and Contributing to the Literature	281
Highlights	281
Objectives	282
Processes for Evaluating and Reviewing Research Are Central to Scholarly Work	282
Quality in Qualitative Research? Criteria for Evaluation and Review	283
Using the Qualitative e-Research Framework to Evaluate Research	286
Completing the Degree, Contributing to the Literature and the World	293
Summary of Key Concepts	295
Discussion Questions and Exercises	296
15 Online Communications and Online Qualitative Research: Trends and Influences	297
Highlights	297
Objectives	298

Online Collaboration and Social Literacies	298
Disintermediation and Apomediation	300
Privacy in Online Milieus	302
ICT and Social Trends: Implications for Researchers	303
Summary of Key Concepts and Recommendations for Further Research	303
Discussion Questions and Exercises	304
<i>Appendix: Qualitative Research Methods Resources</i>	305
<i>Glossary of Terms</i>	309
<i>References</i>	319
<i>Index</i>	337