

Virtual & Visual: Performing the Online Interview

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Typology of Online Visual Interview Methods



Researchers can do the following:	To achieve these kinds of interactions with research participants:
<p>Transmit visual images. Image or media files, links to images posted on a server or website, or images captured in the moment are sent to the other party during the interview.</p> <p>View visual representation of phenomena together: Researchers can view photos, graphics, artifacts, or media during the interview.</p> <p>Navigate in a visual virtual environment. Observe and experience websites, software applications, or 3D virtual environments.</p> <p>Generate visual images. Access shared tools that allow researchers and/or participants to create drawings, diagrams or visual maps, snapshots or videos.</p> <p>c. 2012 Vision2Lead, Inc.</p>	<p>Visual communication describes the use of images to communicate abstract concepts, relationships between concepts or data, or examples of research phenomena.</p> <p>Visual elicitation refers specifically to the process of using visual stimuli to draw out a verbal or a visual response. The scenery or events in an immersive virtual environment navigated by researcher and participant, the images or media viewed together, or the graphic generated during the interview may stimulate response.</p> <p>Visual collaboration refers to a collaborative approach to either stimulate new thinking or create responses in relation to visual representations of the research phenomena. Researchers and participants can create, edit, or embellish images together during the interview.</p>

Visual Approaches in Structured, Unstructured and Semi-Structured Interviews

Structured

Present visual stimuli with limited choice answers.

Present same visual stimuli with open-ended questions asked to all participants in the same sequence

Present same visual stimuli with similar follow-up questions and probes

Semi-Structured

Present same visual stimulus with open-ended questions based on responses.

Present varied visual stimuli to participants; articulate questions or probes based on responses.

Visual stimuli identified, created and/or shared by both interviewer and participant.

Unstructured

Interviewer and participant collaborate on the creation of visuals to communicate ideas or elicit responses.



Learn more! Read *Online Interviews in Real Time* (2010) and *Cases in Online Interview Research* (2012), both available from Sage Publications and your favorite bookseller.

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