

# 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
<b>Part I Designing Online Qualitative Studies</b>	<b>15</b>
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
<b>Part II Becoming an Ethical Online Researcher</b>	<b>53</b>
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
<b>Part III Collecting Qualitative Data Online</b>	<b>97</b>
<b>6 Preparing to Collect Data Online</b>	<b>99</b>
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
<b>7 Collecting Extant Data Online</b>	<b>115</b>
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
<b>8 Eliciting Data Online</b>	<b>127</b>
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
<b>9 Using Enacted Methods Online</b>	<b>143</b>
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
<b>Part IV Analyzing Data and Reporting Findings</b>	<b>159</b>
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