ONLINE INTERVIEWS CHECKLIST

How to navigate and excel in conducting synchronous interviews virtually!

BEFORE STARTING

- [ ] Assess whether online interviews are the best fit for your research. If visual or contextual details are crucial, consider face-to-face or hybrid options.

- [ ] Make sure the interview mode aligns with your research. For example, online interviews may suit sustainability studies by reducing travel impact.

- [ ] Ensure the chosen interview mode suits your target group. Do they have the necessary hardware and technological skills?

PREPARING ONLINE INTERVIEWS

If online interviews are suitable for your data collection, prepare by:

- [ ] Guaranteeing compliance with your institution's ethical standards.

- [ ] Selecting the most appropriate Voice over Internet Protocol (VoIP) technology(ies) for your target group.

- [ ] Familiarizing yourself and your team with the VoIP software(s).

- [ ] Addressing data security by understanding the VoIP platform's features and limitations.

- [ ] Deciding on a recording method (e.g., VoIP software or an external device).

- [ ] Planning data storage and processing while maintaining ethical standards.

- [ ] Determining how to obtain informed consent.

- [ ] Developing an interview guide suited to the online setting.

- [ ] Building rapport and trust with participants through regular communication.

CONDUCTING ONLINE INTERVIEWS

When starting data collection, keep these tips in mind:

- [ ] If unsure about the best VoIP software, let participants choose the platform they are comfortable with to avoid technical issues.

- [ ] Be prepared to explain why interviews are being conducted online rather than in person.

- [ ] Use video whenever possible to build trust and gather visual/contextual cues. You may ask participants to share artefacts or give virtual tours.

- [ ] Always inform participants before starting a recording, especially when using an external device.

- [ ] Anticipate technical issues - stay flexible and have backup plans.

FOLLOWING UP

- [ ] Secure recording while adhering to data protection standards.

- [ ] Maintain these standards during data processing. For instance, if using AI-based transcription software, ensure it operates entirely locally on your computer.

- [ ] Critically reflect on potential gaps and limitations of the online interview mode: what insights or participants might have been excluded?

- [ ] Consider ways to give back, such as sharing results or hosting an (online) knowledge transfer event.

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Swiss National Science Foundation

sketchy solutions.ch

Questions? Please contact livia.tomas@unine.ch

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