



Remote Interviewing (and focus groups)

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In theory, can use any technology that allows interaction

- Phone
- Email
- Chat
- Video conferencing
- Instant messaging
- Text messaging
- Second Life?



Considerations

- What do you gain?
- What do you lose?



Considerations

- What do you gain?
 - Access to distant others, greater variety of respondents
 - Save travel time
 - Can be shorter than would be likely in f2f
 - Easier to cross time zones
 - Some respondents may be more at ease
 - Some technologies create a transcript for you
- What do you lose?
 - Ability to build rapport through casual interaction
 - F2f information, e.g. nonverbal cues
 - Seeing their circumstances, environment
 - Tends to be more focused, serendipity less likely
 - Therefore better for focused, factual interviews
 - Respondent may be less focused (e.g., multi-tasking)