COMPARISON CHART – METHODS OF QUALITATIVE DATA ACQUISITION

Alternative 1

One in-depth face-to-face interview. High in level of participant commitment. Two data acquisition techniques taking place at the same time:

- 1. Verbal interview data being acquired
- 2. Participant observation taking place

Alternative 2

One Skype/Zoom/Telecon interview. Medium level of participant commitment. Same two data acquisition techniques but reduced in data substance. Difficult to retain significant length of interview.

Alternative 3

Telephone interview 1
No participant

observation

Telephone interview 2

No participant observation

Telephone interview 3

No participant observation

Supported by other data: memos, notes, observations of complementary data sources, quantitative data...

A 30 to 45 Minute Time Window & Corresponding Value Added Obtained