

Index

- age of austerity 3
- analysis methods: *see* data analysis methods
- anonymity of research participants
 - blogs 177–178
 - email interviews 216–217, 224
 - instant messenger 239, 243–245, 250
 - Internet discussion forums 201–205
 - online focus groups 280, 281, 284, 292
 - online user-generated content 129–130
 - Skype interviews 271
 - solicited diaries 102–105
 - surveys 34–35
 - see also* private/public boundaries
- ‘anorexia’ 72, 74, 75–76, 81–82, 89
- Asperger’s Disorder, Internet discussion forums 190, 193–194, 206–207
- Association for Internet Researchers (AoIR) 130, 176–177, 202, 204
- asynchronous email interviewing 214–215, 217–218, 230
- asynchronous online focus groups 276–277
 - analysis of data 292–293
 - differences to synchronous 276–279
 - group size 282–283
 - moderating discussions 289
 - steps for running 285
- Audacity* 156
- audience, relationship to media 125–126
- authenticity
 - bloggers 180–181
 - Internet discussion forums 202–203
- authorship
 - blogs 177–178
 - online user-generated content 129–130
- benefits of research method: *see* researcher perspective
- ‘Big Q’ approach 17
- blogs 166–169, 183–184
 - data analysis 181–182
 - design 171–176
 - ethical issues 176–178
 - pitfalls 178–181
 - research questions 171–172
 - researcher perspective 169–171
 - sampling 171–176
- body hair removal 16, 23, 34, 37–38, 39
- bottom up (inductive) analysis 250–251
- British Psychological Society (BPS) 55, 84, 130, 153, 176–177, 201, 224
- bulletin boards (online) 189
- CAQDAS software 134, 136, 175–176
- celebrity culture 127, 167–168
- challenges: *see* pitfalls
- chronic skin conditions 276, 294
- clinical psychology 45–46
- clinical trials 257, 261, 264
- codes of conduct: *see* instructions for research participants; moderating discussions
- coding
 - instant messenger 250–251
 - Internet discussion forums 201
 - media data 136–137
 - online focus groups 293
- collection of data: *see* data collection methods
- comparative design
 - Association for Internet Researchers
 - instant messenger 251
 - story completion 47–48, 50, 55–56
 - vignettes 76, 80
- compensation (monetary), solicited diaries 102–104, 105
- completion instructions: *see* instructions for research participants

320 Index

- computer-mediated focus groups: *see* online focus groups
- confidentiality: *see* anonymity of research participants
- conflict
 - Internet discussion forums 198–199
 - online focus groups 283–284, 287–289, 292
 - ‘trolling’ 24, 34–35
- consent
 - blogs 176–178
 - email interviews 226–227
 - instant messenger interviews 243–245
 - online focus groups 283
 - online user-generated content 129–130
 - solicited diaries 102–105, 106
 - vignettes 84–85
- consistency, media data 132–133
- constructionism: *see* social constructionist approaches
- content: *see* design of research; research questions
- content analysis
 - blogs 182
 - online focus groups 293
- convenience
 - blogs 170
 - email interviews 215–216, 223
 - instant messenger 237–238
 - online focus groups 280, 292–293
 - Skype interviews 259, 271
 - see also* geographical flexibility
- conversation analysis
 - Internet discussion forums 207
 - online focus groups 293
 - story completion 65
 - talkback radio 157
- conversation flow, instant messenger
 - interviews 247–249
- conversation flow, Skype 268
- copyright, media data 134, 177–178
- costs of research
 - compensation for participants 102–104, 105
 - talkback radio data 156–157
- couple relationships 121, 127, 131
- creativity, story completion 49, 61
- critical realist approaches 23–24
- cultural differences
 - story completion 63
 - synchronous online focus groups 291–292
- data analysis methods
 - blogs 178–179, 181–182
 - email interviews 228, 230
 - instant messenger 245–247, 250–251
 - Internet discussion forums 206–207
 - media data 134–138
 - online focus groups 292–293
 - Skype interviews 269–270
 - solicited diaries 110
 - story completion 62–65
 - surveys 35–37
 - talkback radio 157, 161
 - vignettes 87–88
 - vs collection 1–2
- data collection methods
 - blogs 178
 - email interviews 216, 227–228
 - importance of method 2, 300–301
 - instant messenger 240–241
 - language use 301
 - media data 133–134
 - Skype interviews 260, 267
 - solicited diaries 105, 106–108, 109
 - story completion 59
 - talkback radio 153–157
 - vignettes 76–77, 85, 86
 - vs analysis 1–2
 - see also* design of research; scope
- data collection modes (online vs offline)
 - solicited diaries 109
 - story completion 59
 - surveys 19–21
 - vignettes 76–77, 85
- data saturation 152
- data security 224–225, 250
- data transcription: *see* transcription
- deductive analysis, online focus groups 293
- demographic questions
 - instant messenger 245
 - story completion 58–59
 - surveys 28
- demographics
 - bloggers 179–180, 181
 - email interviews 222–223
 - instant messenger 245
 - see also* diversity, research participants
- design of research 6
 - blogs 171–176
 - email interviews 222, 225
 - Internet discussion forums 199
 - media methods 131–132
 - Skype interviews 263–266
 - solicited diaries 100–101
 - story completion 52–54, 61

- surveys 24–29, 30–31
- talkback radio 151–152
- vignettes 79–83, 85
- dialogical approaches 73
- diaries 94–95
 - see also* solicited diaries
- difficulties: *see* pitfalls
- digital revolution 121–123
- discourse analysis
 - Internet discussion forums 206–207
 - media data 137
 - Skype interviews 269–270
 - story completion 63
 - surveys 36
 - vignettes 88
- discursive analysis, talkback radio 157
- discursive perspectives
 - Internet discussion forums 194, 195–199, 201
 - talkback radio 145, 154–155
 - vignettes 73–74
- discursive psychology
 - story completion 65
 - surveys 36
- discussion forums: *see* Internet discussion forums
- distance: *see* geographical flexibility
- distractions
 - instant messenger 238, 249
 - online focus groups 284, 285
 - Skype interviews 267–268
- distress for research participants 284
 - see also* conflict; moderating discussions
- diversity, research participants
 - access to technology 261, 282
 - bloggers 179–180
 - Internet discussion forums 194
 - online focus groups 280
 - piloting 60
 - story completion 51, 55
 - surveys 19–21
- Doctor Who* 121–123
- domestic violence 95
- drop-out, participants
 - online focus groups 279
 - solicited diaries 105
 - surveys 33–34
 - vignettes 84–85
- eating disorders discussion forums 197, 199–200
- electronic discussions: *see* online focus groups
- email accounts 225
- email encryption software 224–225
- email interviews 10, 213–215, 231–232
 - data analysis 228, 230
 - design 222, 225
 - ethical issues 217, 224–225, 226
 - methods of analysis 230
 - pitfalls 228–230
 - recruiting participants 215–216, 222–224, 226
 - research questions 221, 226
 - researcher perspective 215–221
 - sampling 222–224
 - steps to using 225–228
 - vs face-to-face 216–217, 218–219, 232
- email surveys 19
- emoticons 229
- endings
 - online focus groups 289–290
 - surveys 28–29
- essentialist approaches 47–48, 49–50, 51–52
- ethical issues 6
 - blogs 176–178
 - email interviews 217, 224–225, 226
 - ending surveys 28–29
 - fabrication of data 180–181, 204
 - Internet discussion forums 201–205, 206
 - legal responsibilities 217
 - media methods 129–131
 - morality research 78, 167–184
 - online focus groups 283–284
 - Skype interviews 262
 - solicited diaries 102–105
 - story completion 55
 - surveys 29
 - talkback radio 152–153
 - technological development 301–302
 - vignettes 84–85
- experiences of research participants
 - email interviews 217–218, 221
 - sensitive topics 49
 - story completion 49, 51–52
 - surveys 23
 - vignettes 74–75
- experiential approaches 23–24
- fabrication of data 180–181, 204
- face-to-face vs email interviews 216–217, 218–219, 232
- face-to-face vs instant messenger interviews 236–237, 247–249, 252

322 Index

- fan communities, discussion forums 191, 197–198
 fantasy responses 61–62
 feedback
 email interviews 220–221
 online focus groups 284
 surveys 32
 vignettes 86
 feminist campaign against men's magazines 127, 133, 139
 first-person
 story completion 49, 54
 vignettes 73, 80
 flow: *see* conversation flow
 focus groups: *see* online focus groups
 follow up, solicited diaries 100, 108
 format
 email interviews 225
 instant messenger interviews 242–243
 OP (opening post) 195–196
 solicited diaries 100–101, 108
 vignettes 85–86
 see also structure
 forums, meaning of 190
 see also Internet discussion forums
 Foucauldian discourse analysis 269
 frequency counts 64–65
- gatekeepers
 Internet discussion forums 203–204
 online focus groups 281–282
 solicited diaries 105
- gender differences
 bloggers 180
 story completion 47–48
 teenage 'anorexia' 76
 violence in South Africa 95
- geographical flexibility
 email interviews 215–216, 223
 instant messenger 237–238
 Skype interviews 259, 271
- Glamour* magazine 120, 123, 132–133
- ground rules: *see* instructions for research participants
- grounded theory 65, 250–251, 293
- group norms, Internet discussion forums 196–199
- group size: *see* size of sample group
- guidance: *see* instructions for research participants
- guidelines
 online media 201–202, 224
 Skype interview questions 263–266
- hardcopy
 solicited diaries 109
 story completion 59
 surveys 19
 vignettes 85
- horizontal patterning, story completion 62–63
- humorous responses
 email interviews 229
 story completion 61–62
 surveys 35
- hypothetical scenarios xxvi
 story completion 48–49, 62
 vignettes 8–9, 74–75, 78–79
- identity
 blogs 180–181
 email interviews 223–224
 instant messenger 239, 247
 Internet discussion forums 193–194
 online focus groups 283
 pseudonyms 130, 177–178, 239, 247
 talkback radio 150–151
 see also anonymity
- IM: *see* instant messenger
- inductive analysis
 blogs 182–183
 instant messenger 250–251
 online focus groups 293
- infidelity 47–48
- informed consent: *see* consent
- innovation in research methods 3–4
- instant messenger interviews 10, 235–237, 251–253
 data analysis 250–251
 pitfalls 247–250
 research questions 241–242
 researcher perspective 237–241
 sampling 242
 steps to using 242–247
 vs face-to-face 236–237, 247–249, 252
- instructions for research participants
 email interviews 226
 instant messenger 246, 248–249
 online focus groups 283–284, 291–292
 solicited diaries 100–101, 106–107
 story completion 54, 57–58
 surveys 25

- Internet as data source 300, 301–302;
see also blogs; email interviews; instant messenger; Internet discussion forums; online focus groups; Skype interviews; social media
- Internet discussion forums 10, 189–193, 207–208
 data analysis 206–207
 design 199
 ethical issues 201–205, 206
 pitfalls 205–206
 research questions 194–199, 205–206
 researcher perspective 193–194
 sampling 199–201
- Interpretative Phenomenological Analysis 65–66, 262
- interview schedules 263–266
- interviews
 bloggers 181
 face-to-face vs email 216–217, 218–219, 232
 face-to-face vs instant messenger 236–237, 247–249, 252
 follow up to solicited diaries 100, 108
 skills for 216, 245, 267
see also email interviews; instant messenger; Skype interviews
- ‘Jefferson’ style transcription 269–270
- lad culture 122, 127, 133
- language
 collection of data 301
 conversation analysis 65, 157, 207, 293
 conversation flow 247–249, 268
 talkback radio 149–150, 154–155, 157
 ‘textspak’ 229
see also discourse analysis
- lay discourse, teenage ‘anorexia’ 72, 89
- legal responsibilities, researchers 217
- length of responses
 blog trawling 178–179
 solicited diaries 101
 vignettes 87
- literacy issues 102
- Livejournal* 167, 173–175, 177, 180, 183
- location: *see* geographical flexibility; venues
- magazines 120, 123, 132–134
- masculinity in magazines 122, 127, 133, 139
- media data 2, 9, 119–126, 138–140
 data analysis 135–138
 design 131–132
 ethical issues 129–131
 overview of chapters 9–10
 pitfalls 134–135
 research questions 128
 researcher perspective 125–128
 sampling 131–134
 text-audience relationship 125
- mediated intimacy 120
- member checks 251
- memories
 email interviews 217–218, 221
 solicited diaries 96, 97–98, 104–105
- methodology 301
- methods of analysis: *see* data analysis
 methods
- moderating discussions 287–289
- monetary compensation for participants 102–104, 105
- morality: *see* ethical issues
- morality research
 blogs 167–184
 vignettes 78
- Morrissey* discussion forum 197
- motivations: *see* participant motivations
- narrative analysis
 blogs 182
 email interviews 230
 story completion 63–64, 65–66
- naturalistic data
 blogs 129–130
 media data 127
 online discussion groups 10
 talkback radio 148–149, 161
- news sites reader comments 122, 124–125, 127, 129–130
- newspapers 121, 123–124, 133
- NVivo
 blogs 175–176
 media data 136
 solicited diaries 110
- offensive language
 online focus groups 283–284, 292
 ‘trolling’ 24, 34–35
see also conflict
- offline: *see* hardcopy
- off-topic responses, solicited diaries 108–109

324 Index

- online data collection
 - story completion 59
 - surveys 19–21
 - vignettes 76–77, 85
- online focus groups (OFGs) 11, 275–279, 293–295
 - data analysis methods 292–293
 - ethical issues 283–284
 - pitfalls 291–292
 - research questions 281
 - researcher perspective 279–280
 - sampling 280, 281–283
 - steps to using 285–290
- online media: *see* blogs; email interviews; instant messenger; Internet discussion forums; online focus groups; Skype interviews; social media
- online news sites, reader comments 122, 124–125, 127, 129–130
- online safety 284
- OP (opening post) 195–196
- open responding, surveys 18–19
- open-ended questions
 - instant messenger 237
 - solicited diaries 100–101
 - surveys 15
 - vignettes 74
- order effects, story completion 56–57
- Parkinson's disease (PD) discussion forums 206
- participant information sheets (PIS) 28–29, 286
- participant motivations
 - email interviews 228–229
 - solicited diaries 102–104
 - story completion 60–61
 - surveys 33
- participants: *see* research participants
- payment to participants 102–104, 105
- pedagogical features 7–8
- perspectives: *see* views of research participants
- phenomenological analysis 262
- piloting
 - online focus groups 285–287
 - solicited diaries 106
 - story completion 58, 60
 - surveys 32
 - vignettes 86
- pitfalls
 - blogs 178–181
 - email interviews 228–230
 - instant messenger 247–250
 - Internet discussion forums 205–206
 - media data 134–135
 - online focus groups 291–292
 - Skype interviews 267–269, 271
 - solicited diaries 108–110
 - story completion 60–62
 - surveys 33–35
 - talkback radio 156–157
 - vignettes 86–87
- podcasts 154
- popular music 214, 218
- posts
 - definition 190
 - OP (opening post) 195–196
 - see also* Internet discussion forums
- poststructuralist approaches 36
- power relations
 - solicited diaries 102–104
 - talkback radio 150
 - vignettes 88
- print media: *see* magazines; newspapers
- privacy: *see* anonymity of research participants
- private/public boundaries
 - blogs 176–178
 - copyright 134, 177–178
 - email interviews 224
 - Internet discussion forums 201–202
 - online data collection 301–302
 - online user-generated content 129–130, 201–203
 - Skype interviews 260
- 'Pro-Ams' 125
- pro-ana discussion forum 197, 199–200, 204
- 'producers' 125
- professionals, as research participants 55, 60
- projective tests 45–48
- pseudonyms
 - blogs 177–178
 - instant messenger 239, 247
 - online user-generated content 130
- psychoanalytics 8, 46, 137
- psychology, clinical 45–46
- public data: *see* private/public boundaries
- public opinion
 - online reader comments 124–125
 - talkback radio 144–145, 149, 150–151
- publication, impact of media data 138
- qualitative content analysis, blogs 182
- qualitative orientation in surveys 15–17

- quality of data 61
 email interviews 217–218, 229
 Skype interviews 267–268
 solicited diaries 109
 story completion 60–61
 surveys 34–35
 vignettes 87
- quantitative research
 solicited diaries 96–97
 vignettes 71–72, 77–78
- questionnaires 17
 see also surveys
- racism, talkback radio 146–147, 159–160
- radio: *see* talkback radio
- rapport
 email interviews 216, 228–229
 instant messenger 236, 245
 Skype interviews 259–260
- reader comments (news sites) 122, 124–125, 127, 129–130
- real time: *see headings beginning* synchronous
- realist approaches
 media data 128
 surveys 23–24
- recruiting participants
 blogs 174–175
 email interviews 215–216, 222–224, 226
 instant messenger 240–241
 online focus groups 281–282, 291–292
 Skype interviews 262–263, 271
 solicited diaries 105
 story completion 55
 surveys 33
- reflective pragmatism 301–302
- refugees 145, 146–147, 153–155
- register, survey questions 26
- representation
 Internet discussion forums 194
 media 126, 128
 social constructionist frameworks 23–24
 talkback radio 146
- research aims
 aligning to blogs research 178, 183–184
 Skype interviews 266
 solicited diaries 101–102
- research design: *see* design of research
- research method benefits: *see* data collection methods; researcher perspective
- research participants: *see* anonymity; consent; diversity; drop-out; motivations, payment to, private/public boundaries; recruiting participants; sampling
- research questions
 blogs 171–172
 email interviews 221, 226
 instant messenger 241–242
 Internet discussion forums 194–199, 205–206
 media data 128, 131
 method/data source 5–6
 online focus groups 281
 Skype interviews 261–262, 263, 266
 solicited diaries 99–100
 story completion 51–52, 58
 surveys 22–25, 26–27, 31–32
 talkback radio 149–151
 vignettes 77–78, 80–83, 85
- researcher perspective
 blogs 169–171
 email interviews 215–221
 instant messenger 237–241
 Internet discussion forums 193–194
 media methods 125–128
 online focus groups 279–280
 Skype interviews 258–261
 solicited diaries 97–99
 story completion 48–51
 surveys 17–22
 talkback radio 146–149
 vignettes 74–77
- resources 2–3
 blogs 170
 media data 127–128
 online focus groups 280, 285–287
 story completion 48
 surveys 21
 talkback radio 156–157
 vignettes 76–77
 see also timescales
- rhetorical psychology 88
- roll-off: *see* drop-out, participants
- safety online 284
- same sex marriage 236, 243–245
- sampling 6
 blogs 171–176, 177, 178–179
 email interviews 222–224
 instant messenger 242
 Internet discussion forums 199–201

326 Index

- sampling (cont.)
 - media data 131–135
 - online focus groups 280, 281–283
 - Skype interviews 262–263
 - solicited diaries 101–102, 105
 - story completion 54–55
 - surveys 19–21, 29–30, 33
 - talkback radio 152, 153–156
 - vignettes 76–77, 83–84
 - see also* recruiting participants; size of sample group
- search engines, blogs 172, 173–174
- self-disclosure
 - Internet discussion forums 195–196
 - online focus groups 280, 281
 - see also* social desirability of response
- self-reporting issues 48–49, 64–65
- semi-structured interviews 242–243, 263–266
- sensitive topics
 - instant messenger 239–240
 - online focus groups 280
 - solicited diaries 97–98
 - story completion 49
 - vignettes 75
- shallow responses
 - solicited diaries 109
 - story completion 61
 - vignettes 87
- ‘shock-jock’ talkback radio 145, 160
- ‘should’ questions 81–82
- size of sample group
 - blogs 175
 - online focus groups 282–283
 - Skype interviews 262
 - solicited diaries 105
 - story completion 54–55
 - surveys 19–21, 29–30
 - talkback radio 152, 155
 - vignettes 83–84
- skin conditions 276, 294
- Skype accounts 266–267
- Skype interviews 10–11, 256–258, 270
 - data analysis methods 269–270
 - design 263–266
 - ethical issues 262
 - pitfalls 267–269, 271
 - research questions 261–262, 263, 266
 - researcher perspective 258–261
 - sampling 262–263
 - steps to using 266–267
- smart phones, data collection 59–60
- snowball sampling 223–224, 282
- social categories 51, 55–56
 - see also* diversity, research participants
- social constructionist approaches
 - media data 128–129, 139
 - story completion 47–48, 49–50, 51–52
 - surveys 23–24
 - vignettes 73–74
- social desirability of response
 - controversial opinions 147–148
 - email interviews 217
 - story completion 48–49, 54
 - talkback radio 148–149
 - vignettes 75–76
- social interaction, Internet discussion forums 196–199
- social media 9–10, 23
- software packages
 - Audacity* 156
 - email encryption 224–225
 - media data 136–137
 - solicited diaries 110
- solicitation, blogs 174–175
- solicited diaries 9, 94–97, 110–113
 - design 100–101
 - ethical issues 102–105
 - methods of analysis 110
 - pitfalls 108–110
 - research questions 99–100
 - researcher perspective 97–99
 - sampling 101–102
 - steps to using 105–108
- sticky threads 193
 - see also* Internet discussion forums
- stories: *see* story completion; vignettes
- story completion 8, 45–48, 66–67
 - design 52–54, 61
 - ethical issues 55
 - methods of analysis 62–65
 - pitfalls 60–62
 - research questions 51–52, 58
 - researcher perspective 48–51
 - sampling 54–55
 - steps to using 55–60
- story mapping 63–64
- story stem design 52–54, 61
- structure
 - interview schedules 263–266
 - online focus groups 290
 - Skype interviews 263–266
 - solicited diaries 100–101

- surveys 25, 27–28, 32
- vignettes 79–80
 - see also* design of research
- students, as research participants 55
- stuttered conversation, instant messenger
 - interviews 247–249
- subforums 190
 - see also* Internet discussion forums
- subjectivity
 - blogs 182
 - solicited diaries 98, 110
 - surveys 22
 - talkback radio 146
- Sudanese refugees 145, 146–147, 153–155
- SurveyMonkey* 37, 59
- surveys 8, 15–17, 37–39
 - design 24–29, 30–31
 - ethics 29
 - methods of analysis 35–37
 - pitfalls 33–35
 - research questions 22–24, 31
 - researcher perspective 17–22
 - sampling 19–21, 29–30
 - steps to using 31–33
 - typology 18
- sustainable tourism 257, 260–261, 265–266
- Swift, Taylor Internet discussion forums 191
- synchronous email interviewing 214, 219–220
 - see also* instant messenger
- synchronous online focus groups 276
 - analysis of data 292–293
 - cultural differences 291–292
 - differences to asynchronous 277–279
 - distractions 285
 - group size 282–283
 - moderating discussions 287–289
 - steps for running 285
 - structure 290
- synchronous Skype interviewing 259–260
- synchronous solicited diaries 96, 97–98
- talk-as-interaction 146–147
- talkback radio 9, 144–145, 160–162
 - data analysis 157, 161
 - design 151–152
 - ethical issues 152–153
 - pitfalls 156–157
 - research questions 149–151
 - researcher perspective 146–149
 - sampling 152, 153–156
 - steps to using 153–156
- talk-in-interaction 147
- technical issues
 - access to technology 261, 282
 - email interviews 228
 - online focus groups 291
 - Skype interviews 267–269, 271
 - surveys 22
- technological development
 - Internet as data source 300, 301–302
 - video calling 257–258
 - see also* online data collection
- teenage ‘anorexia’ 72, 74, 75–76, 81–82, 89
- teenage skin conditions 276, 294
- testing: *see* piloting
- text analysis: *see* discourse analysis; narrative
 - analysis; qualitative content analysis;
 - thematic analysis
- text-audience relationship 125
- ‘textspeak’ 229
- textual methods 2, 8–9
 - see also* solicited diaries; story completion;
 - surveys; vignettes
- thematic analysis
 - blogs 182
 - email interviews 230
 - Internet discussion forums 200, 206
 - media data 137
 - Skype interviews 262, 269
 - solicited diaries 110
 - story completion 62–63
 - surveys 36
 - vignettes 87–88
- Thematic Apperception Test (TAT) 46
- third-person
 - story completion 49, 54
 - vignettes 73, 80
- threads 190, 193
 - see also* Internet discussion forums
- timescales
 - email interviews 226, 227–228
 - Internet discussion forums 199
 - solicited diaries 109–110
 - surveys 21
- titles, surveys 25
- top down (deductive) analysis 293
- transcription
 - email interviews 215–216, 232
 - instant messenger 241
 - media data 131–132
 - online focus groups 292–293
 - Skype interviews 269–270

328 Index

- transcription (cont.)
 - solicited diaries 109–110
 - surveys 21
 - talkback radio 154–155, 156, 158–160
- transformative aims, solicited diaries 98–99
- transgender 61–62
- translation, solicited diaries 102–103, 109
- ‘trawling’, blogs 173–174
- trolling (online) 24, 34–35
- trustworthiness: *see* authenticity
- venues
 - email interviews 216
 - instant messenger 238
 - online focus groups 285–287
 - Skype interviews 260
 - solicited diaries 98
- vertical patterning, story completion 63
- video calling 257–258
 - see also* Skype interviews
- views of research participants
 - instant messenger 241–242
 - story completion 51–52
 - surveys 23, 26
 - wording 26
- vignettes 8–9, 71–74, 88–90
 - design 79–83, 85
 - ethical issues 84–85
 - methods of analysis 87–88
 - pitfalls 86–87
 - research questions 77–78, 80–83, 85
 - researcher perspective 74–77
 - sampling 76–77, 83–84
 - steps to using 85–86
- violence in South Africa 95, 107
- virtual methods 2, 10–11
 - see also* email interviews; instant messenger; online focus group (OFG) research; Skype interviews
- visual research elements
 - blogs 181–182
 - Skype interviews 259–260
 - story completion 50–51
 - surveys 22
- withdrawal: *see* drop-out, participants
- wording, survey questions 25, 26
- ‘would’ questions 81–82
- YouTube 121, 154
- zingers 24, 38