Creating Qualitative Interview Protocols

**Research Seminar**: 1-2.30pm Friday 11 May, in KG02.

**Workshop** for thesis students: 3-4.30pm Friday 11 May in KG02 (or nearby).

**Presenter**: Gordon Hunter, Professor of Information Systems, Faculty of Management, The University of Lethbridge, Alberta, Canada.

The seminar will provide an overview of the qualitative approach that Gordon takes to conducting research. A full paper for the seminar is available from the Department’s seminar page: [http://www.acis.canterbury.ac.nz/information/seminars.shtml](http://www.acis.canterbury.ac.nz/information/seminars.shtml)

At the workshop for thesis students, Gordon will talk about interview protocols he has used and discuss with students how they might develop their own protocols to gather data for a project that interests them. The workshop will be very interactive and attendees will be expected to participate.

**Keywords**: qualitative research, Grounded Theory, Narrative Inquiry, Long Interview Technique, interview protocol

The paper describes a technique which facilitates the documentation of research participant stories interpreting their experiences in response to a research question. From a Narrative Inquiry approach, interview protocols were developed based upon the exploration of a research question. The technique may be applied when gathering qualitative data in one-on-one interviews. Each interview protocol provided consistency across a number of interviews; but also allowed for flexibility of responses by the research participant within their respective interviews. The approach addresses the conundrum of consistency and flexibility. Four different research projects are described in the paper. The specific interview protocol is presented and it is shown how the protocol serves to address the project’s research question. The paper concludes with a description of how these techniques may be employed, in general, to contribute to the exploratory investigation of a research topic, in the context of business and management studies.

Gordon was an Erskine Fellow at Canterbury in 2005. He has a Ph.D. from Strathclyde Business School, Scotland. Gordon is a Fellow of the Society of Management Accountants of Canada. In 2011 Gordon was appointed CMA Distinguished Scholar by CMA Alberta. At Lethbridge, Gordon is the Director of the Small Business Institute which investigates small business issues. He has extensive experience as a systems analyst and manager in industry and government organizations in Canada. He is a member of the Advisory Board for the *Journal of Information, Information Technology, and Organizations*. Gordon is an Associate Editor of the *Journal of Global Information Management*, *The International Journal on Innovation in the Digital Economy*, and the *International Journal of Sociotechnology and Knowledge Development*. He serves on the Editorial Board of several journals. Gordon has published articles in many journals including *MIS Quarterly; Information Systems Research; The Journal of Strategic Information*...
Gordon’s research approach takes a qualitative perspective employing Personal Construct Theory and Narrative Inquiry to conduct in-depth interviews. He applies qualitative techniques in interdisciplinary research such as small business, agricultural management, and cross-cultural investigations. His current research interests in the information systems (IS) area include the effective management of IS with emphasis on the personnel component; the role of Chief Information Officers; and the use of IS by small business.