



How to manage your online presence

Because in qualitative research, the interviewer is the research instrument. Participants will respond to your facial expressions, what they can see of your body language and what clues they have about you from your environment.



You may be limited in where you can work from, but small adjustments can make a big difference to a poor online presence.

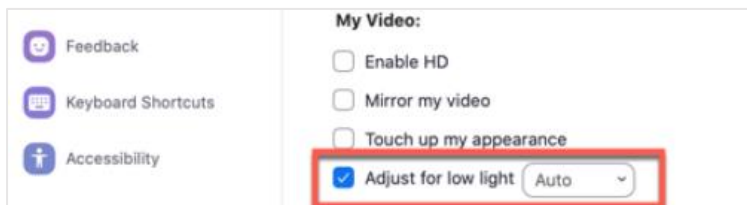
Basics – audio, video, lighting

- Set up and test your camera and audio in advance
- Set up the room, lighting, background, and seating
- Aim for a neutral background with some warmth and a little personality, but without too much distraction. So they don't try to read the titles of the books on your shelf.
- Have your face well-lit so they can see your expressions. You can use a USB halo light (as used by social media influencers) to give a warm even tone to your face, if the room lighting is too awkward.
- Have your webcam at eye level so you can appear to have eye contact by looking into it



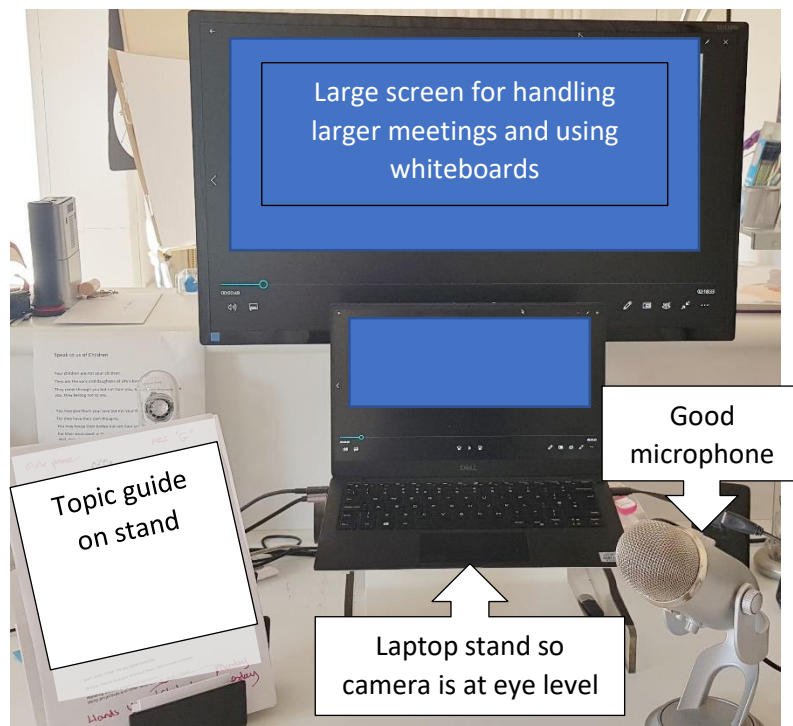


Some software allows you to adjust the lighting and put a filter on your face.



In Zoom, its under Settings/ Video and can be reached from the desktop or from the video icon in a meeting.

Have your topic guide, stimulus material, notepad etc in easy reach



Don't feel restricted by being in a box.

If you sit back, you can have your arms and part of your torso in view. You may need to be a bit more extrovert (if it's not your natural style) and make an effort to speak clearly.

Use more repeat receipts (“Uhhh” “OK” “Yes” – all the things you say that mean “I’m listening” and “I hear you”)



And you can do a listening pose by leaning forward a bit.

As in face to face, looking down occasionally gives the respondent some thinking space.



As soon as you can, make use of any ‘together mode’ your software offers you. The AI removes participants pbackgrounds and puts them in virtual setting. Apparently people have been known to turn to the side to talk to the person ‘next’ to them.



Together mode from Microsoft Teams

Immersive scenes from Zoom