

Interviews in the Digital Age: Comparing Data from Online and Face-to-Face Methods

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Poster

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Abstract

Introduction

The increasing use of online interviews raises questions about their equivalence to face-to-face interviews in terms of quantity and quality of data collected. This systematic review, conducted following PRISMA guidelines, synthesizes empirical studies comparing both methods to assess their advantages, limitations and impact on research outcomes.

Methods

A search was performed in Web of Science, Medline, Scopus, PsyArticles, PsycInfo, and ERIC using a strategy incorporating terms related to face-to-face and online interviewing, as well as their comparison. Empirical articles with quantitative data published in English-language peer-reviewed journals were selected, while theoretical reviews, reports, and grey literature were excluded. Title and abstract screening was performed using the AI-driven ASReview tool, yielding 114 articles for full-text assessment.

Results

The studies analyzed show differences in the quantity and quality of data collected. Online interviews have advantages such as reduced costs and greater accessibility, but pose challenges in establishing rapport, capturing non-verbal communication, and achieving depth in responses. In some cases, data collected in online interviews may be less rich in emotional or expressive nuances.

Conclusions

Both online and face-to-face interviews have distinct strengths and limitations that may influence data quality. The decision on which modality to use should be based on the objectives of the study and the characteristics of the sample. Future studies could explore hybrid approaches that optimize the benefits of both methodologies.

Keywords

Interviews; Face-to-face; online; Systematic Review

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