Virtual public sphere: Collective action and moderation within The Mexican Association of Victoria Facebook group.
Donald J. Trump @realDonaldTrump · 20h
I don’t know @SamuellLJackson, to best of my knowledge haven’t played golf w/him & think he does too many TV commercials—boring. Not a fan.

Samuel L. Jackson Retweeted
Anthony Anderson @anthonyanderson · 14h
C’mon @realDonaldTrump you played Golf with @SamuellLJackson and me as well. we also had lunch together! shrimp and hot dogs. sound familiar?

RETWEETS    LIKES
565          887

3:49 PM - 5 Jan 2016 · Details
In-depth interview methodology

- Allows to know the universe of meanings surrounding the interviewee.

- Provides an insightful panorama on the manner in which social relationships are built.

- Gives the researcher tools for deeply analysing social phenomena.

- Provides information on how the actors involved in certain phenomenon are conceiving the world.
Who to interview?

- One of the biggest challenges of the in-depth interview is to find the adequate people to interview.

- The questions have to respond have to be aligned to the research aims.

- Link between the theory and the methodology.

- How to connect the sources with the theoretical framework.
Interview vs Quantitative Data Analysis

While the data provides a reliable insight on statistic and numeric information, the interview provides with universe of meanings.

Quantitative information is considered to be non-alterable whereas interviews are subject to interpretation.

Both approaches are valuable but they serve for different purposes

CHOSING ANY OF THEM DEPENDS ON
Question

What methodology would you use for endeavouring your own research and why?