

Academic Weekly Digest

School of Hospitality & Tourism Management



A conversation without an interviewer

This study discusses the application of a novel qualitative data generation method –self-recorded paired conversations. This method was employed by Dr Yanning Li and her colleagues in a study to understand the negotiation of tourism narratives drawn from shared overnight music festival experiences. The method offers a fresh approach to interviews, moving from traditional, researcher-led individual and focus group interviews towards participant-led conversations preceded by individual narratives.

Self-recorded conversations in tourism memory research

Dr Yanning Li

Dr Yanning Li and her colleagues applied a novel qualitative data generation method—self-recorded paired conversations, to understand the negotiation of tourism memory narratives drawn from shared overnight music festival experiences. Participants are a pair of attendees who had visited an overnight festival together. They were asked to self-record their individual memories and then get together to talk together about the same festival. Thus, the data include three recordings for each pair, two individual and one dialogic. Research participants never met with or talked directly to the researchers. The discussion guidance was deliberately unstructured in order not to direct the reminiscence and to facilitate the use of Interpretative Phenomenological Analysis. The biggest benefit of using the method of self-recorded paired conversations was that the absence of a researcher made it possible to gain less inhibited, highly intimate and emotionally charged memories which would not have been revealed to a stranger.



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“To know
oneself is to
study oneself in
action with
another
person”—Bruce
Lee
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The method has much to offer for qualitative visitor research in the quality and depth of the data gathered, and it is particularly applicable in understanding the memories of collective experiences whether these be day trips, holidays or events with families, friends, colleagues. The method is also a useful addition to the growing toolkit of approaches in the study of emotions in the experience economy.

Further Reading:

Kinnunen, M., Wood, E., Li, Y., & Moss, J. (2022). Self-recorded conversations in tourism memory research. *Annals of Tourism Research*.

Link: bit.ly/3r91lHS