

PHOTO-VOICE ANALYSIS



Introduction

Photovoice (Wang & Burris, 1994, 1997) is seen as an effective tool when working with co-researchers on community based participatory research. Using photography, and building up a narrative about their photos can help participants identify and represent their lived experience within the places and spaces of their community. This in turn can help us develop a deeper understanding of the community needs with regard to overcoming barriers to enterprise and employability. (Nowell, et al, 2006; Palibroda et al, 2009; Wang, 2006).

We believe that a photovoice approach, supported by the community knowledge of our partners and other community-based stakeholder, will help us develop meaningful, effective and comprehensive strategies to address the barriers to enterprise.

Although it may be straightforward to recruit co-researchers and, once initial themes have been identified through the training workshop, it is important that we have a uniform and comprehensive way of collating, discussing and analysing the data.

Additionally, if we are to present an exhibition of photographs (we propose to apply for additional funding for this) then we must ensure that the stories we present are an accurate representation of our participants lived experience. (Wang & Burris, 1997; Wang & Redwood-Jones, 2001)
Analysis workshop

Before the workshop all photos should be submitted electronically to the project team and two copies of each must be printed. It might be helpful if co-researchers select their 12 best photos for the workshop. Stick one copy of each photo to flip chart paper (maybe four or six photos per sheet of paper). Prior to the workshop co-researchers should be equipped with sticky labels so they can prepare a brief caption for each of the photos (place, date taken, focus of image) they have taken and this can be matched to the printed photos at the start of the workshop.

Aim of workshop

To select individual photographs and create a narrative or set of narratives around the themes identified in the training workshop for co-researchers. It will also allow the identification of any additional themes or areas of interest.

Objectives of workshop

Obtain a brief description of content of photographs (a caption) which co-researchers have prepared in advance

Develop a deep description showing how meaningful, effective co-researchers signify and value the content of the images and including how other community stakeholders see this image in the context of the themes of the project

Plan a narrative that reflects co-researchers and community stakeholders images and interpretation

Equipment

- Self-adhesive labels with descriptions (given out in advance)
- Prints of photos (two sets are needed, attach one copy of each photo to a sheet of flip chart paper, number each photo – both copies should have the same number - and display on the walls or large table, leave other photos loose on table as an aid to discussion)
- Voice or video recorder
- Flip chart paper
- Pens for flip chart paper
- Note paper / pens
- Blu-tac or Sellotape
- PPT or other means of display with a reminder of the themes identified in the training workshop
- Consent forms for participation in workshop and media release forms for images.
- Register of attendees

Attendees

Alongside the co-researchers it is helpful to have a small number community stakeholders present to add their voice to the interpretation

Process

1. Make sure all participants have signed into workshop and have signed consent forms and media release forms
2. Ask co-researchers to add their caption labels to their photos that are displayed on the flip chart paper
3. Allow all participants to have time to view the all the photos, and make notes of their initial thoughts – hopefully discussions will develop
4. All participants to sit round table with individual copies of photos available

5. Workshop leader to start discussion of themes – what do we learn from the images?

What problems or successes do the photos illustrate? What story is being told? How to we build on the successes or solve the problems regarding enterprise development in their community? What do the participants need from Elie 2,0?

6. Agree on final selection of photos from group (around 20) and the story they tell

After Workshop

Type up notes from recording of event – this does not need to be a transcript.

Create short story from photos through extended captions.



References

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Wang C, Burris M. Empowerment through photo novella: Portraits of participation. *Health Education Quarterly*. 1994;21:171–181.

Wang C, Burris M. Photovoice: Concept, methodology, and use for participatory needs assessment. *Health Education and Behaviour*. 1997;24:369–387

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