

Analyzing Photographs and Interviews: Towards an Analysis Model in Ethnographic Research

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Outline of presentation

1. Objectives of the presentation
2. The study
3. The community
4. The methodology: photovoice
5. The procedure
6. Conclusion

Objectives of the Presentation

- To describe the role of ATLAS.ti in facilitating the analysis of the photovoice data.
- To propose a model to describe, analyze, and interpret photovoice data with ATLAS.ti.
- To reflect upon the integration of the photovoice data into the whole of the analysis of data collected through multiple methods of data collection, within the context of ethnographic research.

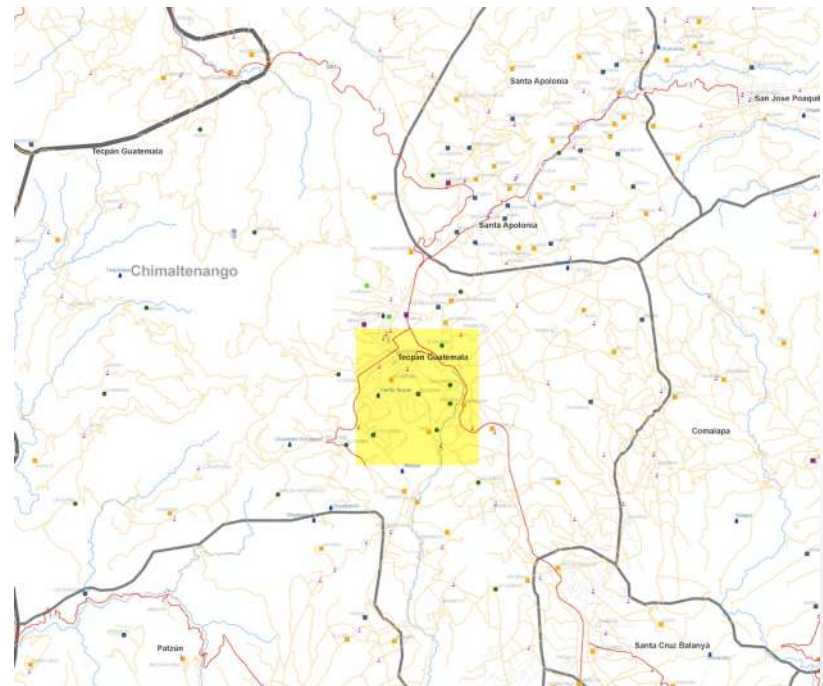
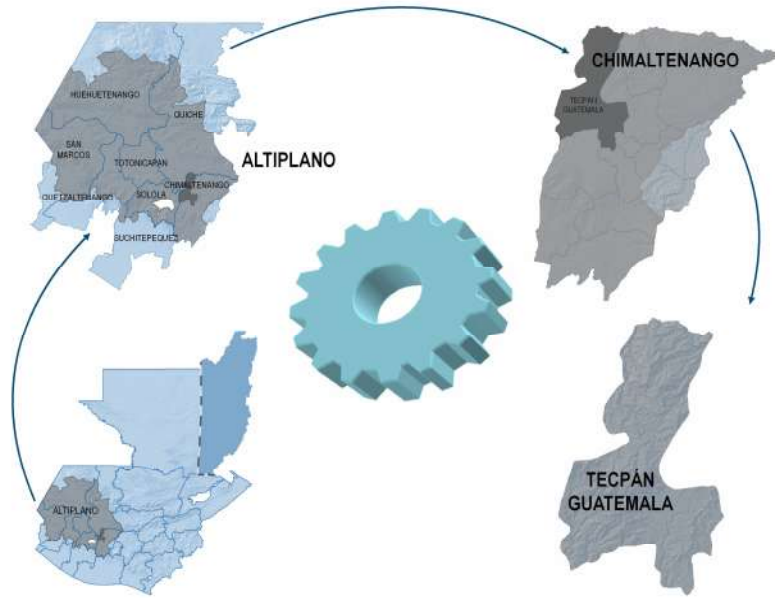
The Study

- Study “Managed Migration and the Value of Labor.”
- Funded by the National Science Foundation Cultural Anthropology program.
- Co-principal investigator with:
 - Dr. David Griffith (P.I., ECU)
 - Dr. Kerry Preibisch (U. of Guelph), and
 - Dr. Elizabeth Juarez (Colégio de Michoacán)
- Study examines how guestworkers from Guatemala and Mexico who migrate temporarily to Canada and the United States, and the communities in which they live, practice and value their labor.
- Data collection in Mexico and Guatemala:
 - Mexico: Sinaloa and Michoacán
 - Guatemala: Chimaltenango and Santa Rosa
- Multi-method ethnographic approach:
 - Informal interviewing
 - Semi-structured interviewing
 - Observation
 - Photovoice
 - Pile sorting
 - Consensus building

The Community

- Santa Clara, municipality of Tecpán, department of Chimaltenango
- Population: 2,832
- Agricultural community
- Since 1970s, export tradition
- According to the local health center data, about 150 people (men mostly) migrate internationally, 70% of whom do it to Canada [data not fully reliable]

The Community



The Methodology

“...a qualitative research method in which the participants use cameras to generate data (...) [thus] directly involving participants in the research process. The photographs generated by participants become central artifacts for discussion in an in-depth interview and or/or focus group” (Novak 2010:292).

*“Photovoice is designed to enable people to produce and discuss photographs as a means of catalyzing personal and community change”
(Wand and Pies 2008:184)*

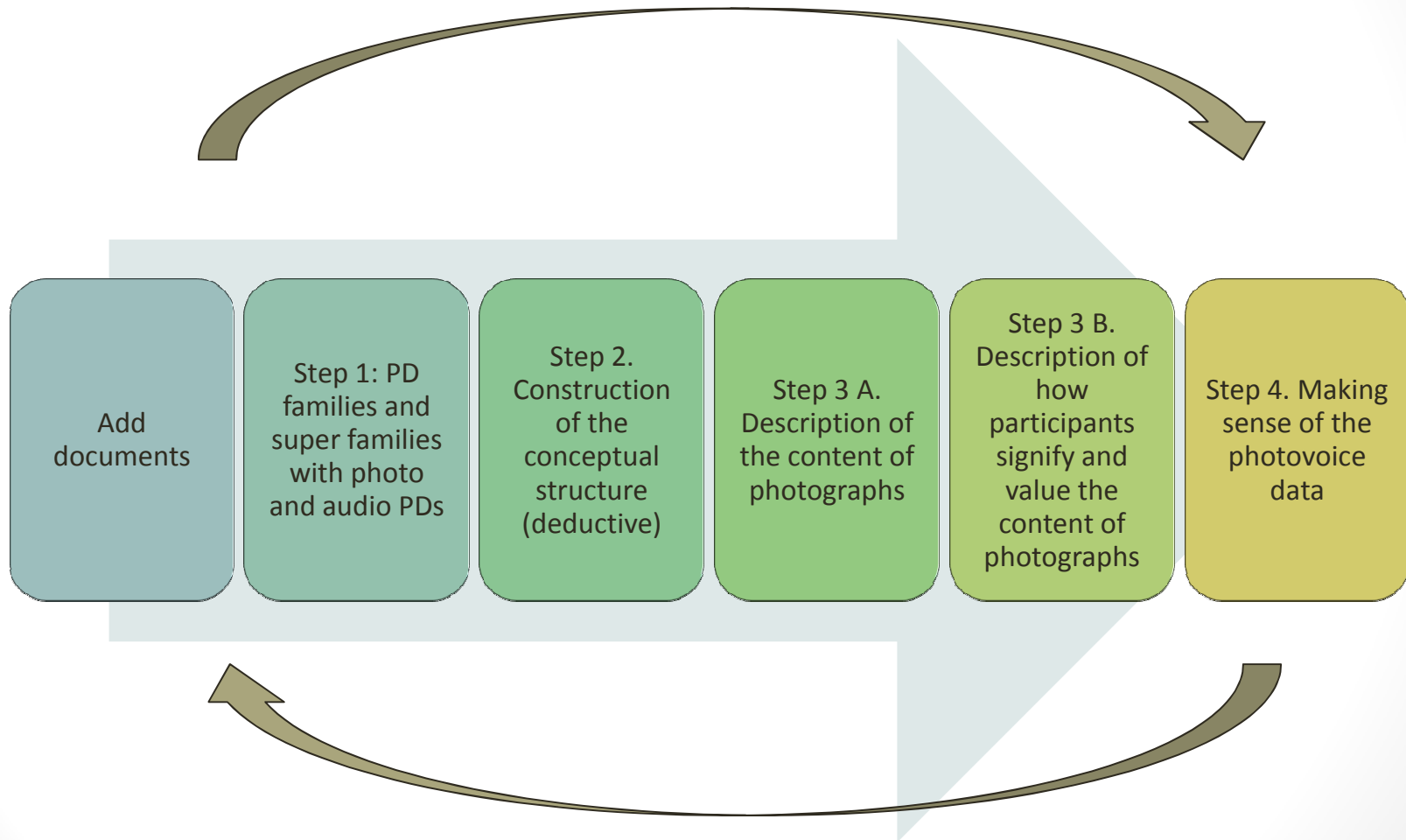
Method closely related to the tradition of participatory action research, particularly in health.

Participatory and action-oriented in the sense that community members conduct data collection and that the process of taking photographs and reflecting upon them through interviewing is conducive to constructive reflection in the tradition of Freire’s critical education.

The methodology: Photovoice procedure

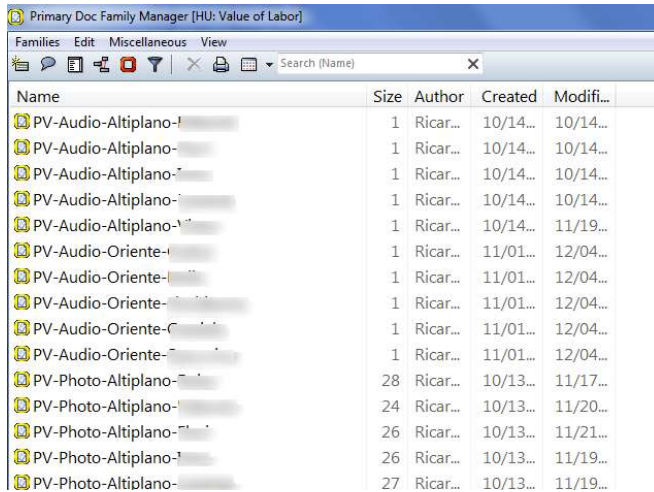
- Two communities in Guatemala
- Cameras given to six people (3 women and 3 men), in each community
- 26-29 photographs each household
- Total of 160 pictures in one community and 167 in the other
- Focus on daily work activities of members of the household
- Thematic analysis with the assistance of ATLAS.ti

Steps of the Process with ATLAS.ti



Step 1.

Primary document (PD) organization into families and super families

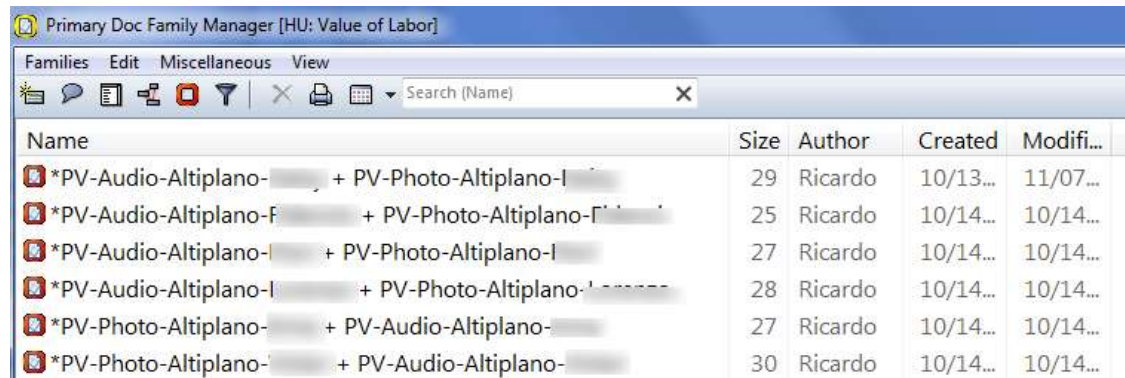


Primary Doc Family Manager [HU: Value of Labor]

Name	Size	Author	Created	Modifi...
PV-Audio-Altiplano-I	1	Ricar...	10/14...	10/14...
PV-Audio-Altiplano-	1	Ricar...	10/14...	10/14...
PV-Audio-Altiplano-	1	Ricar...	10/14...	10/14...
PV-Audio-Altiplano-	1	Ricar...	10/14...	10/14...
PV-Audio-Altiplano-V	1	Ricar...	10/14...	11/19...
PV-Audio-Oriente-	1	Ricar...	11/01...	12/04...
PV-Audio-Oriente-	1	Ricar...	11/01...	12/04...
PV-Audio-Oriente-	1	Ricar...	11/01...	12/04...
PV-Audio-Oriente-C	1	Ricar...	11/01...	12/04...
PV-Audio-Oriente-	1	Ricar...	11/01...	12/04...
PV-Photo-Altiplano-	28	Ricar...	10/13...	11/17...
PV-Photo-Altiplano-	24	Ricar...	10/13...	11/20...
PV-Photo-Altiplano-	26	Ricar...	10/13...	11/21...
PV-Photo-Altiplano-	26	Ricar...	10/13...	11/19...
PV-Photo-Altiplano-	27	Ricar...	10/13...	11/19...

- A. Group PDs into families:
1. Audio PDs by site
 2. Photo PDs by site

B. Create Super PD Families: audio and photo PDs by site

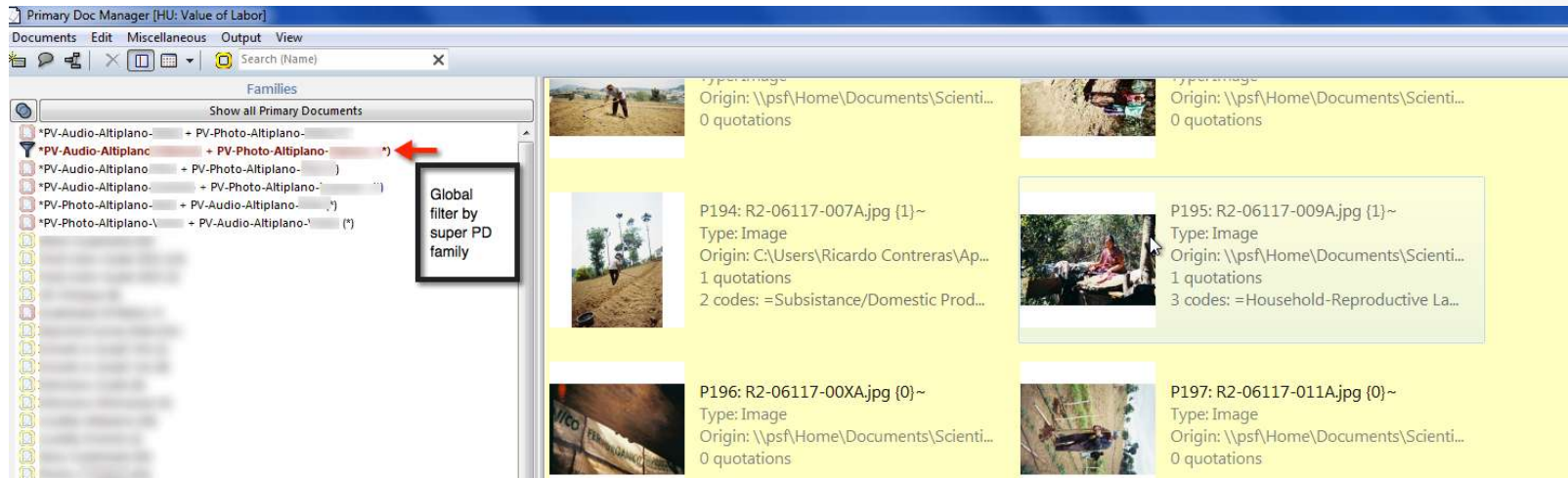


Primary Doc Family Manager [HU: Value of Labor]

Name	Size	Author	Created	Modifi...
*PV-Audio-Altiplano- + PV-Photo-Altiplano-I	29	Ricardo	10/13...	11/07...
*PV-Audio-Altiplano-f + PV-Photo-Altiplano-I	25	Ricardo	10/14...	10/14...
*PV-Audio-Altiplano-I + PV-Photo-Altiplano-I	27	Ricardo	10/14...	10/14...
*PV-Audio-Altiplano-I + PV-Photo-Altiplano-I	28	Ricardo	10/14...	10/14...
*PV-Photo-Altiplano- + PV-Audio-Altiplano-	27	Ricardo	10/14...	10/14...
*PV-Photo-Altiplano- + PV-Audio-Altiplano-	30	Ricardo	10/14...	10/14...

Step 1 (continued).

Using global filters for Super PD families in preparation for data exploration



A global filter is set for the Super PD family whose photo and audio documents will be analyzed. This PD family corresponds to a household as a unit of analysis. The photos of one household should be fully described and analyzed before starting the process with the data from another household.

Step 1 (continued).

Visualization of photo PDs as tiles

Tile view of photo PDs, extra large size

P194: R2-06117-007A.jpg (1)~
Type: Image
Origin: C:\Users\Ricardo Contreras\Ap...
1 quotations
2 codes: =Subsistance/Domestic Prod...

P195: R2-06117-009A.jpg (1)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...
1 quotations
3 codes: =Household-Reproductive La...

P196: R2-06117-00XA.jpg (0)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...
0 quotations

P197: R2-06117-011A.jpg (0)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...
0 quotations

P198: R2-06117-012A.jpg (1)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...
1 quotations
2 codes: =Subsistance/Domestic Prod...

P199: R2-06117-013A.jpg (1)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...
1 quotations
3 codes: =Household-Reproductive La...

P200: R2-06117-014A.jpg (1)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...
1 quotations

P201: R2-06117-015A.jpg (1)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...
1 quotations
3 codes: =Household-Reproductive La...

P202: R2-06117-017A.jpg (0)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...
0 quotations

P203: R2-06117-016A.jpg (1)~
Type: Image
Origin: C:\Users\Ricardo Contreras\Ap...
1 quotations

P204: R2-06117-018A.jpg (0)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...

P205: R2-06117-019A.jpg (0)~
Type: Image
Origin: \\psf\Home\Documents\Scienti...

This facilitates the process of selection of photo PDs. A necessary prior step is to set a global filter for the Super PD family corresponding to the household whose photos and interview (audio PD) will be analyzed.

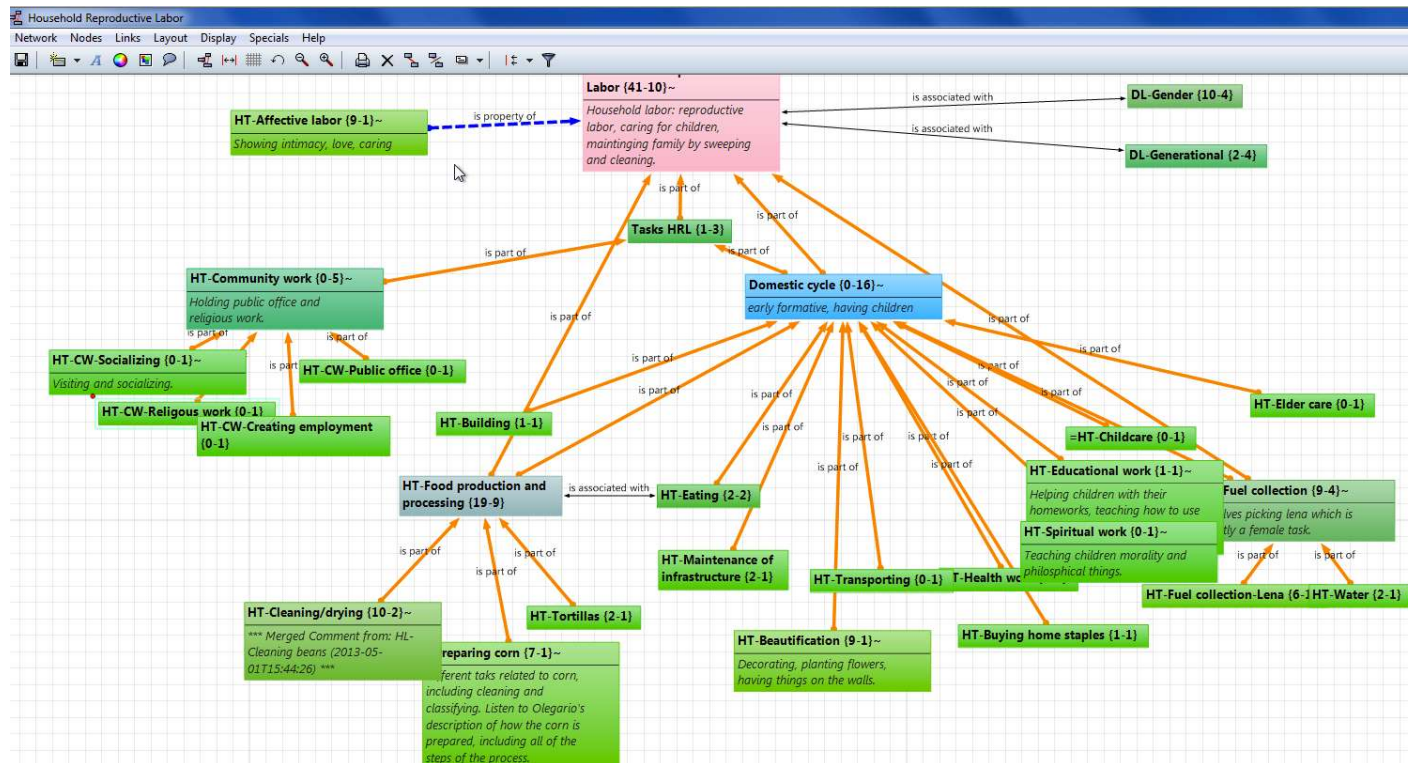
Step 2.

Construction of Conceptual Framework

- **Concept map.** Using the code-to-code network tool, create a semantic concept map representing the conceptual framework that will be guiding data exploration. In this case, a framework representing different forms of labor. Deductive process but informed throughout by findings. Thus, ultimately, there is a deductive-inductive dialogue.
- **Purpose of concept map.** The resulting semantic structure has two objectives:
 - Guide exploration.
 - Create a coding scheme (deductive, but flexible and informed by the evidence).

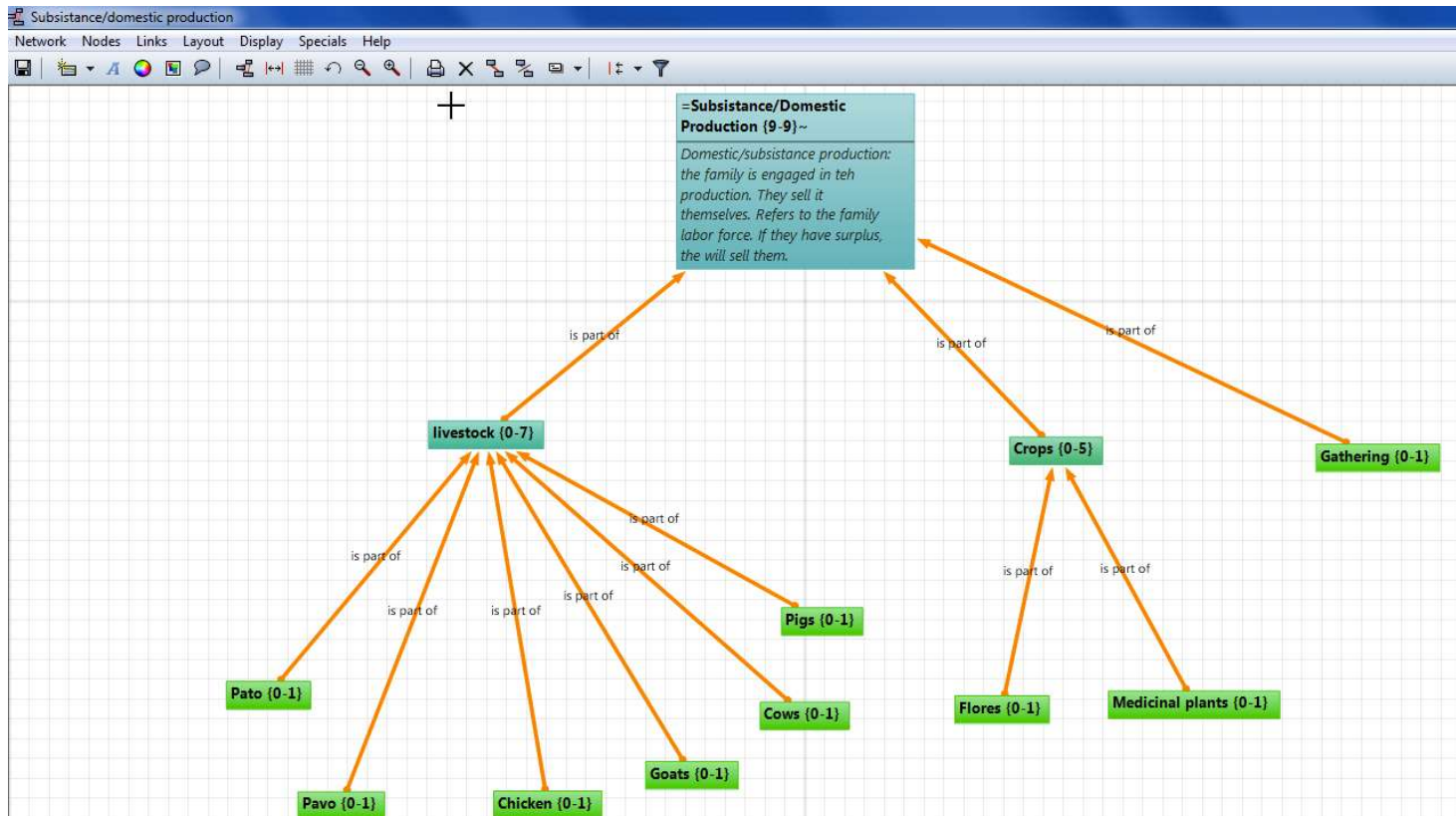
Step 2 (continued).

Conceptual framework: sub-domain “household reproductive labor”



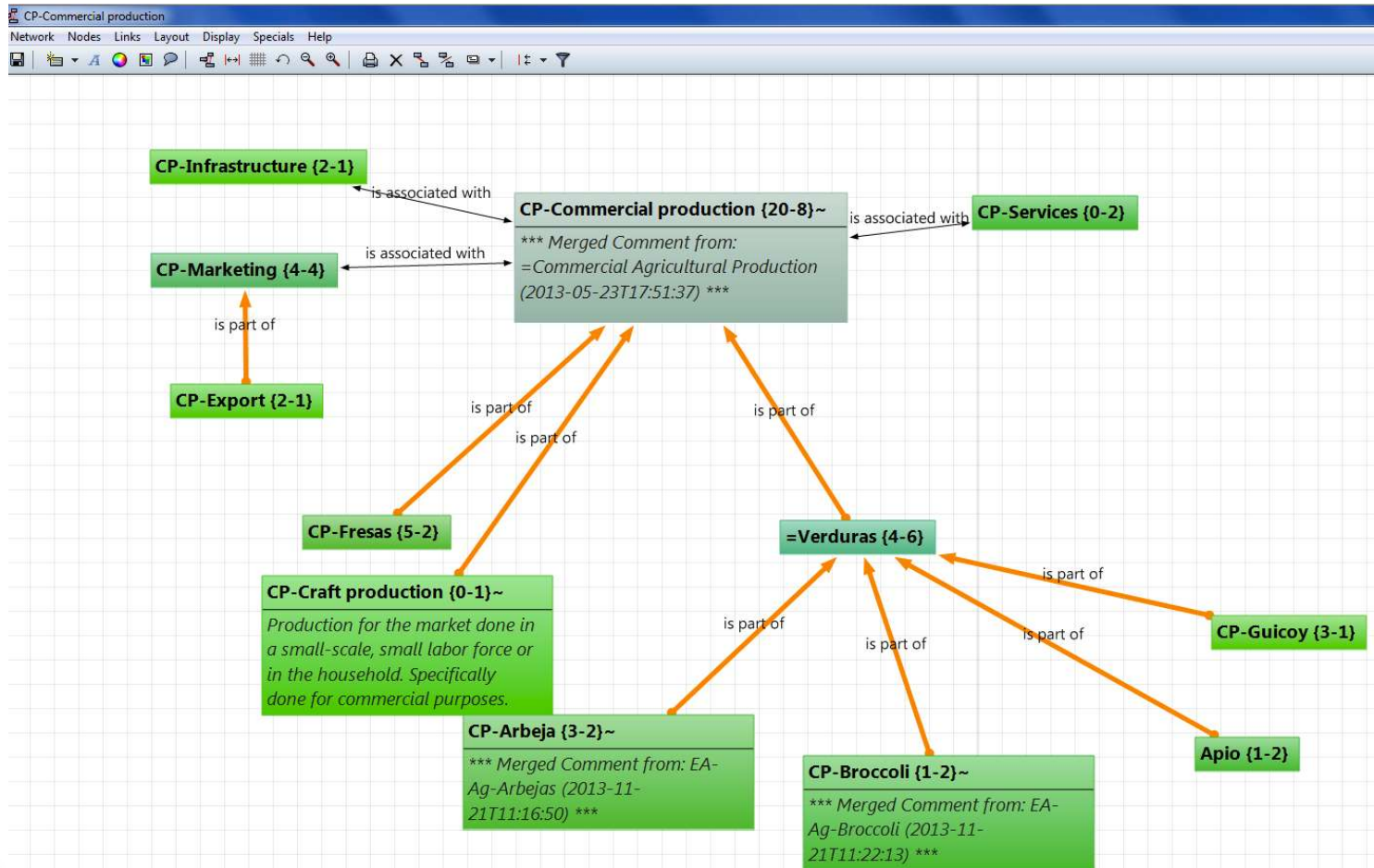
Step 2 (continued).

Conceptual framework: sub-domain “subsistence/domestic production”



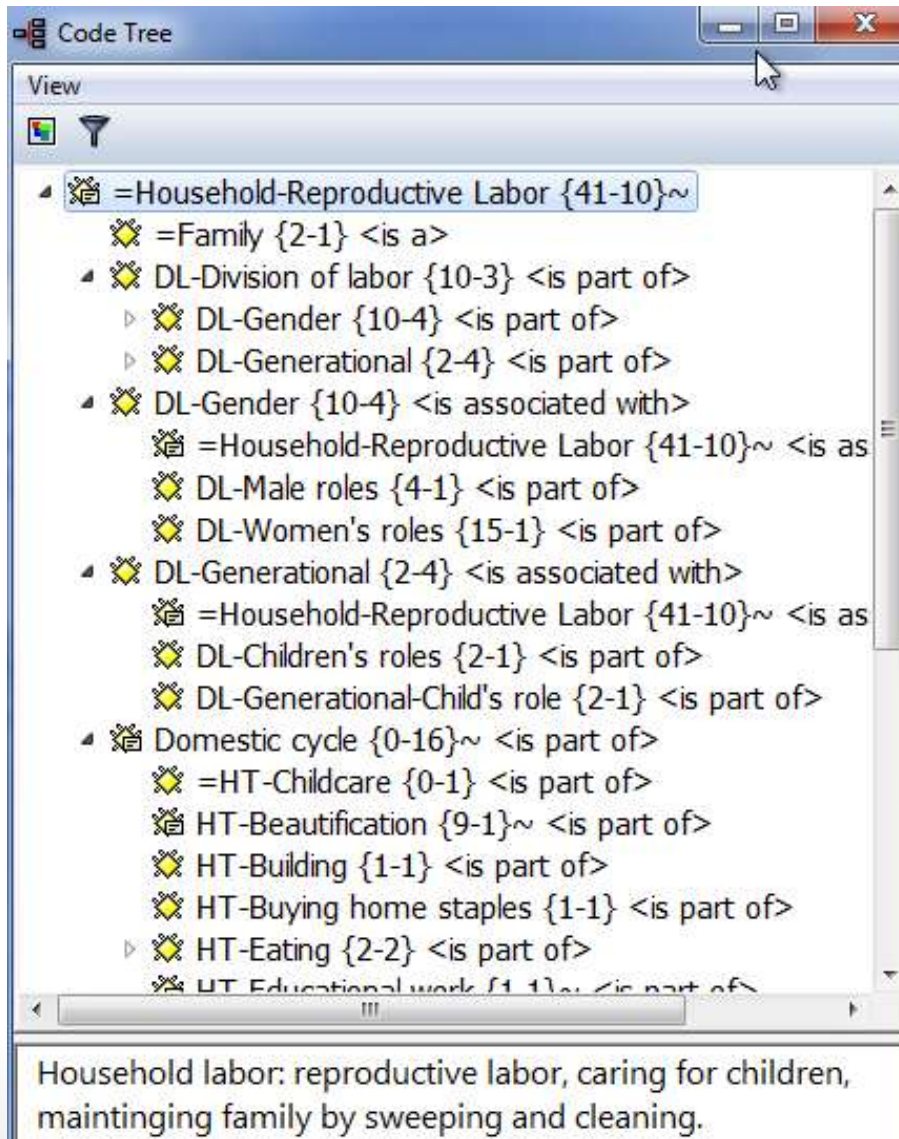
Step 2 (continued).

Conceptual framework: sub-domain “commercial production”



Step 2 (continued).

Conceptual framework: code structure using the Code Tree



Code Tree

View

- ▾ =Household-Reproductive Labor {41-10}~
 - ▾ =Family {2-1} <is a>
 - ▾ DL-Division of labor {10-3} <is part of>
 - ▾ DL-Gender {10-4} <is part of>
 - ▾ DL-Generational {2-4} <is part of>
 - ▾ DL-Gender {10-4} <is associated with>
 - ▾ =Household-Reproductive Labor {41-10}~ <is as
 - ▾ DL-Male roles {4-1} <is part of>
 - ▾ DL-Women's roles {15-1} <is part of>
 - ▾ DL-Generational {2-4} <is associated with>
 - ▾ =Household-Reproductive Labor {41-10}~ <is as
 - ▾ DL-Children's roles {2-1} <is part of>
 - ▾ DL-Generational-Child's role {2-1} <is part of>
 - ▾ Domestic cycle {0-16}~ <is part of>
 - ▾ =HT-Childcare {0-1} <is part of>
 - ▾ HT-Beautification {9-1}~ <is part of>
 - ▾ HT-Building {1-1} <is part of>
 - ▾ HT-Buying home staples {1-1} <is part of>
 - ▾ HT-Eating {2-2} <is part of>
 - ▾ HT-Educational work {1-1}~ <is part of>

Household labor: reproductive labor, caring for children, maintinging family by sweeping and cleaning.

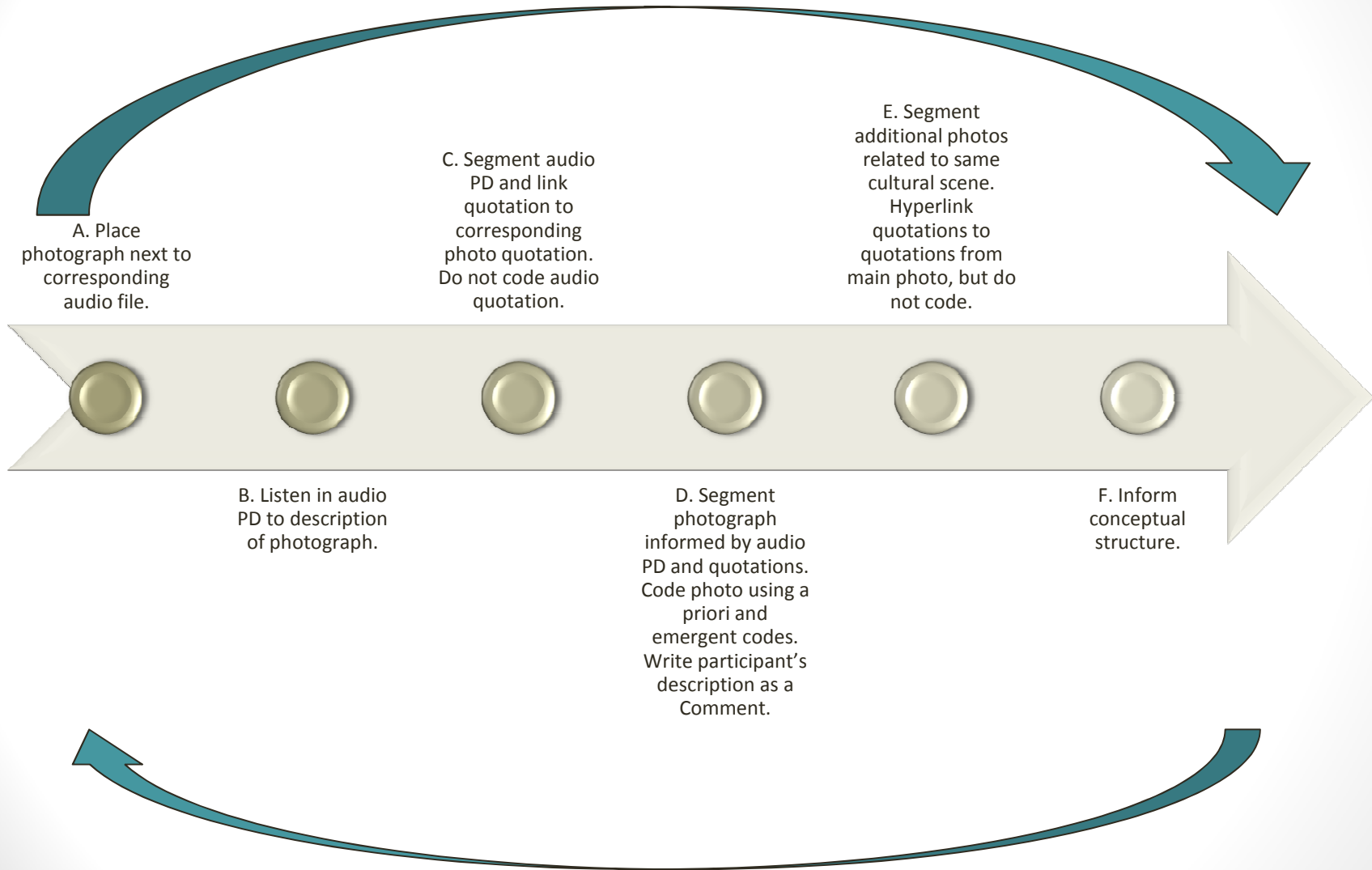
From a flat code list to a hierarchically differentiated code system

Useful for coding as code system grows in complexity

Codes should be defined systematically

Step 3.

Description of photovoice data: from description to analysis and interpretation



Step 3 (A).

Place photo PD next to audio PD

The screenshot displays the ATLAS.ti software interface. The main window is titled "Value of Labor - ATLAS.ti" and contains several panes. On the left, a vertical toolbar contains various icons for navigation and editing. The main workspace is divided into two panes. The left pane, titled "P319: R4-06121-025A.jpg", shows a photograph of two people working in a field of green plants, with a building and mountains in the background. The right pane, titled "P407: Photovoice Altiplano Irma VN520038.WMA", displays a WMA audio file icon and the text "P407: Photovoice Altiplano Irma VN520038.WMA". Below the text, the following metadata is visible: "Altiplano", "May 2013", "Irma", and "Audio". To the right of the audio file, a vertical waveform visualization shows the audio signal's amplitude over time, with a time scale on the right side ranging from 00:00:000 to 0:42:00:000.

Step 3 (B). Listen to audio PD

The screenshot displays the ATLAS software interface. The main window is titled "Value of Labor - ATLAS.ti" and contains a project area with a photo of two people working in a field. The photo is titled "P319: R4-06121-025A.jpg". To the right of the photo is an audio player window titled "P407: Photovoice Altiplano Irma VN520038.WMA". The audio player shows the file name "P407: Photovoice Altiplano Irma VN520038.WMA" and the metadata "Altiplano", "May 2013", "Irma", and "Audio". A red arrow points to the play button in the audio player's control bar. The control bar includes buttons for play, stop, previous, next, and volume. The audio player also shows a progress bar and a waveform display on the right side.

Step 3 (C)

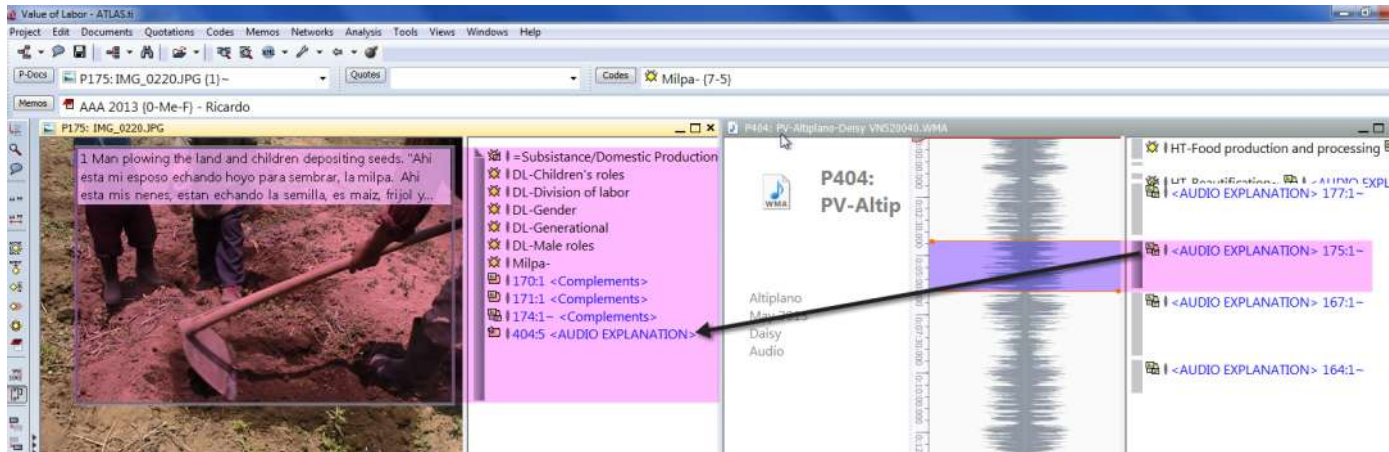
Segment audio PD and hyperlink audio and photo quotations

The screenshot displays the ATLAS.ti software interface. The main window shows a photo of a man plowing the land and children depositing seeds. The photo is titled "P175: IMG_0220.JPG" and contains the text: "1 Man plowing the land and children depositing seeds. 'Ahi esta mi esposo echando hoyo para sembrar, la milpa. Ahi esta mis nenes, estan echando la semilla, es maiz, frijol y...". To the right of the photo is a list of codes and hyperlinks, including "404:5 <AUDIO EXPLANATION>". Below the photo is a window titled "P404: PV-Altipano-Deisy VNS20040.WMA" showing an audio waveform. The waveform is segmented into several parts, with a pink highlight on the segment corresponding to the "404:5 <AUDIO EXPLANATION>" hyperlink. The audio window also contains the text "Altiplano May 2013 Daisy Audio". To the right of the audio window is a list of hyperlinks, including "<AUDIO EXPLANATION> 177:1~", "<AUDIO EXPLANATION> 175:1~", "<AUDIO EXPLANATION> 167:1~", and "<AUDIO EXPLANATION> 164:1~". An orange dashed arrow points from the "404:5 <AUDIO EXPLANATION>" hyperlink in the photo margin to the corresponding audio waveform segment.

Audio quotation is not coded but instead hyperlinked to corresponding photo quotation. Audio quotation can be heard by clicking on the hyperlink on the photo margin.

Step 3 (D).

Segment photo PD, code quotation, and hyperlink it to audio quotation



[404:5] PV-Altiplano-Deisy
VN520040.WM..

AUDIO EXPLANATION

[175:1] IMG_0220.JPG

Man plowing the land and children depositing seeds. "Ahi esta mi esposo echando hoyo para sembrar, la milpa. Ahi esta mis nenes, estan echando la semilla, es maiz, frijol y ahi sale la milpita..." "Mi esposo que esta escarbando, esta trabajando."

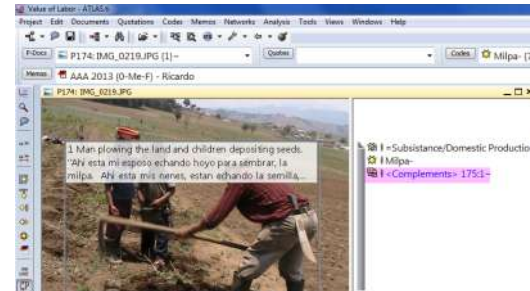
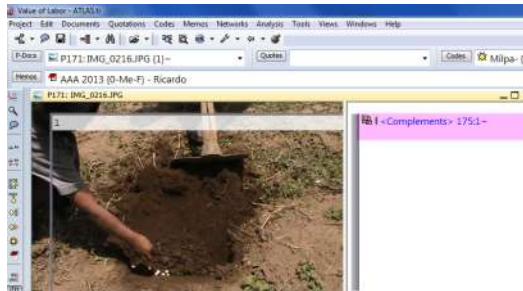
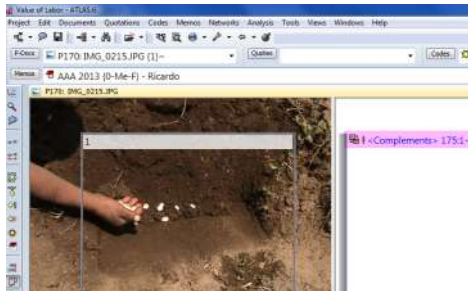
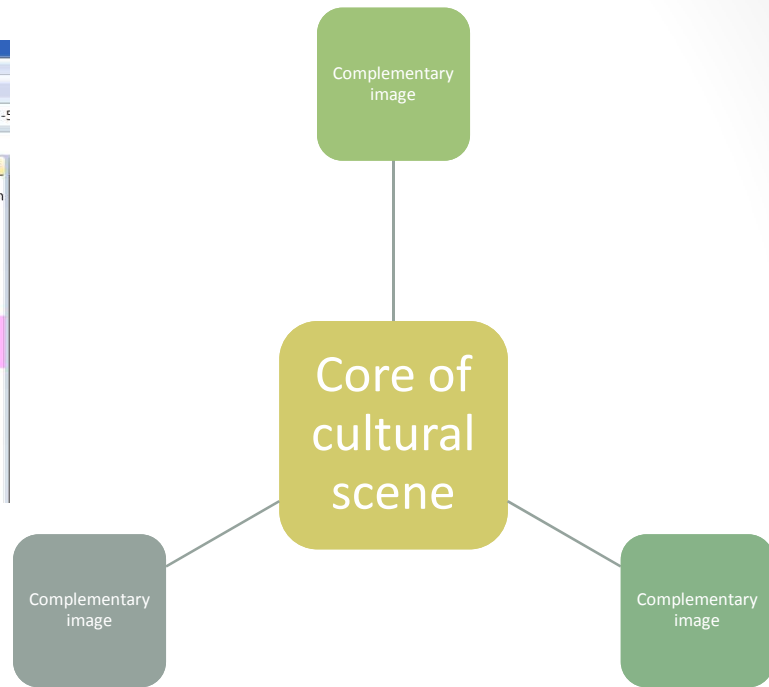
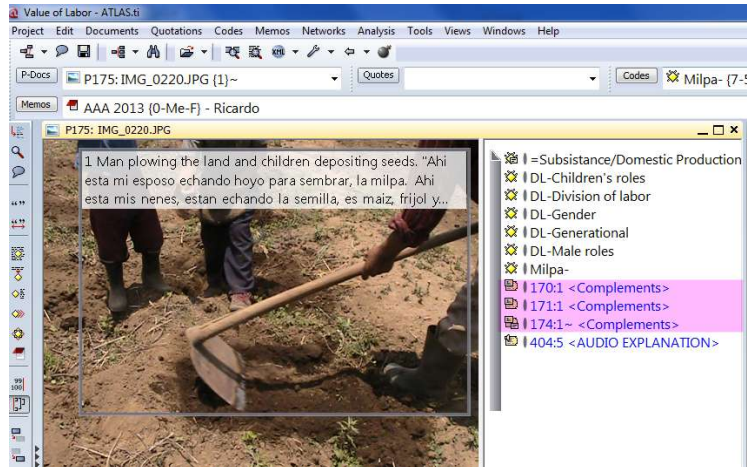
P175: IMG_0220.JPG



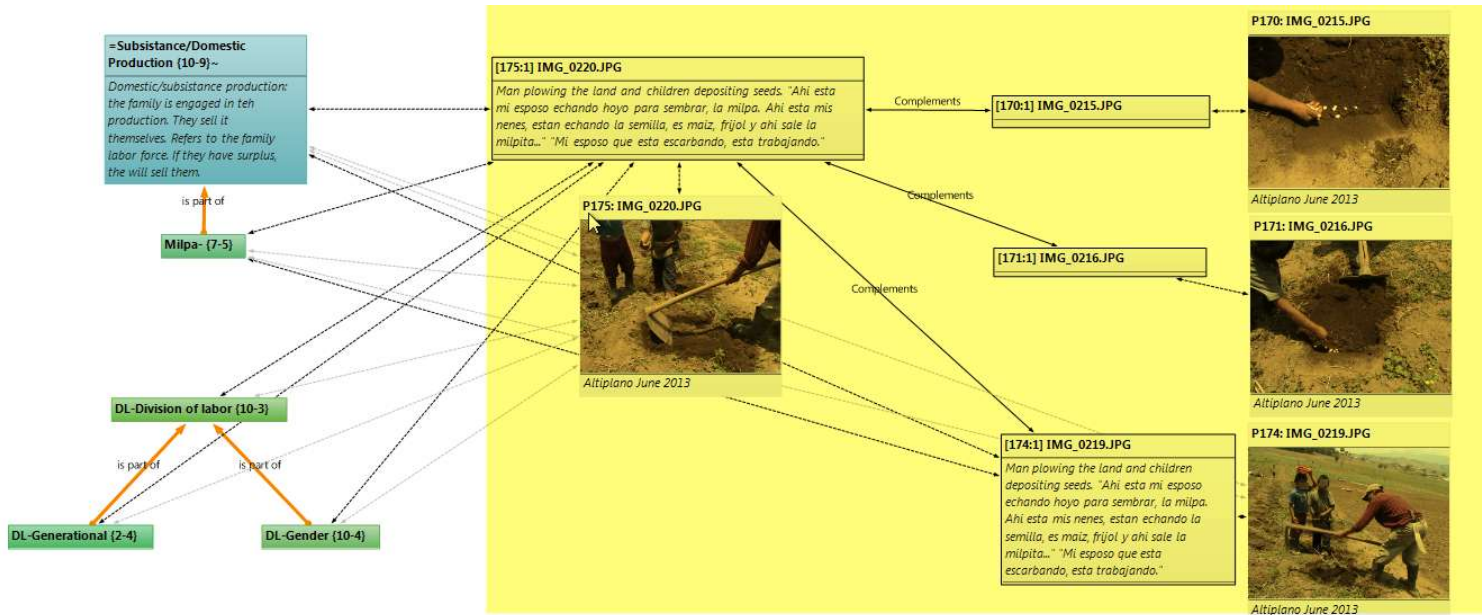
Altiplano June 2013

Step 3 (E)

Segment additional photos related to the same cultural scene. Hyperlink with quotations from main photo

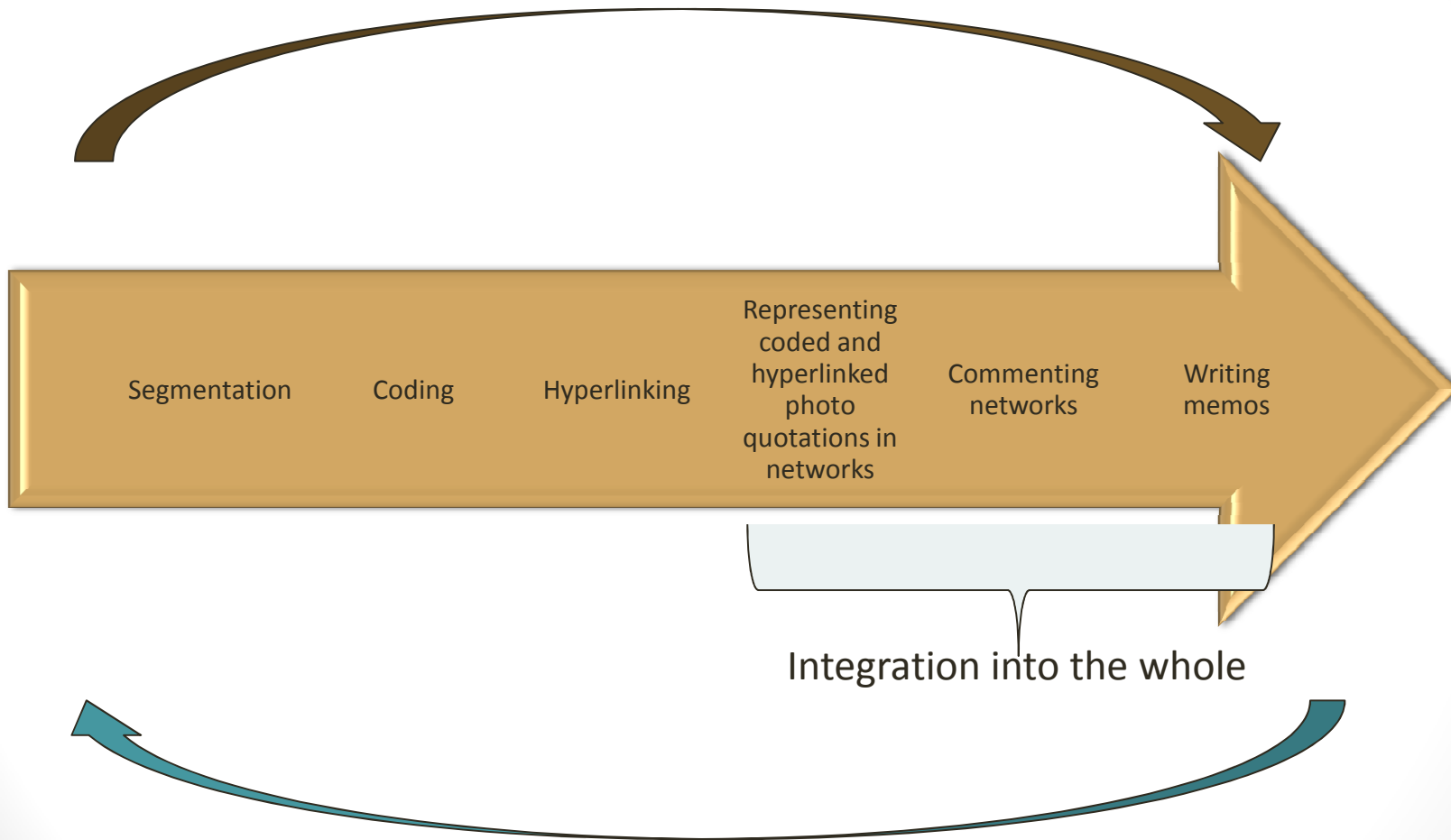


Step 3 E. Network view of hyperlinks



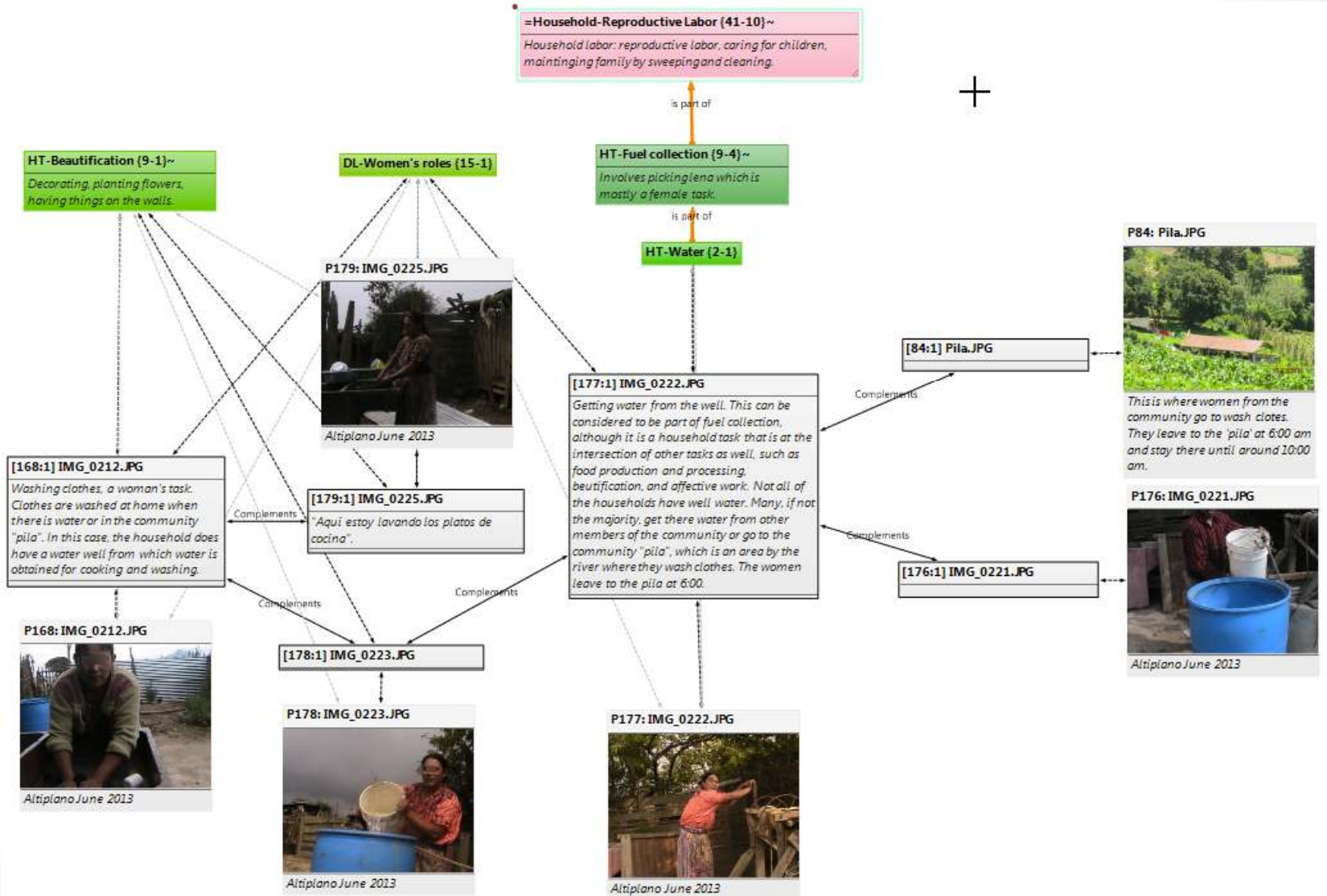
Step 3 F.

Inform conceptual structure:
Moving towards interpretation



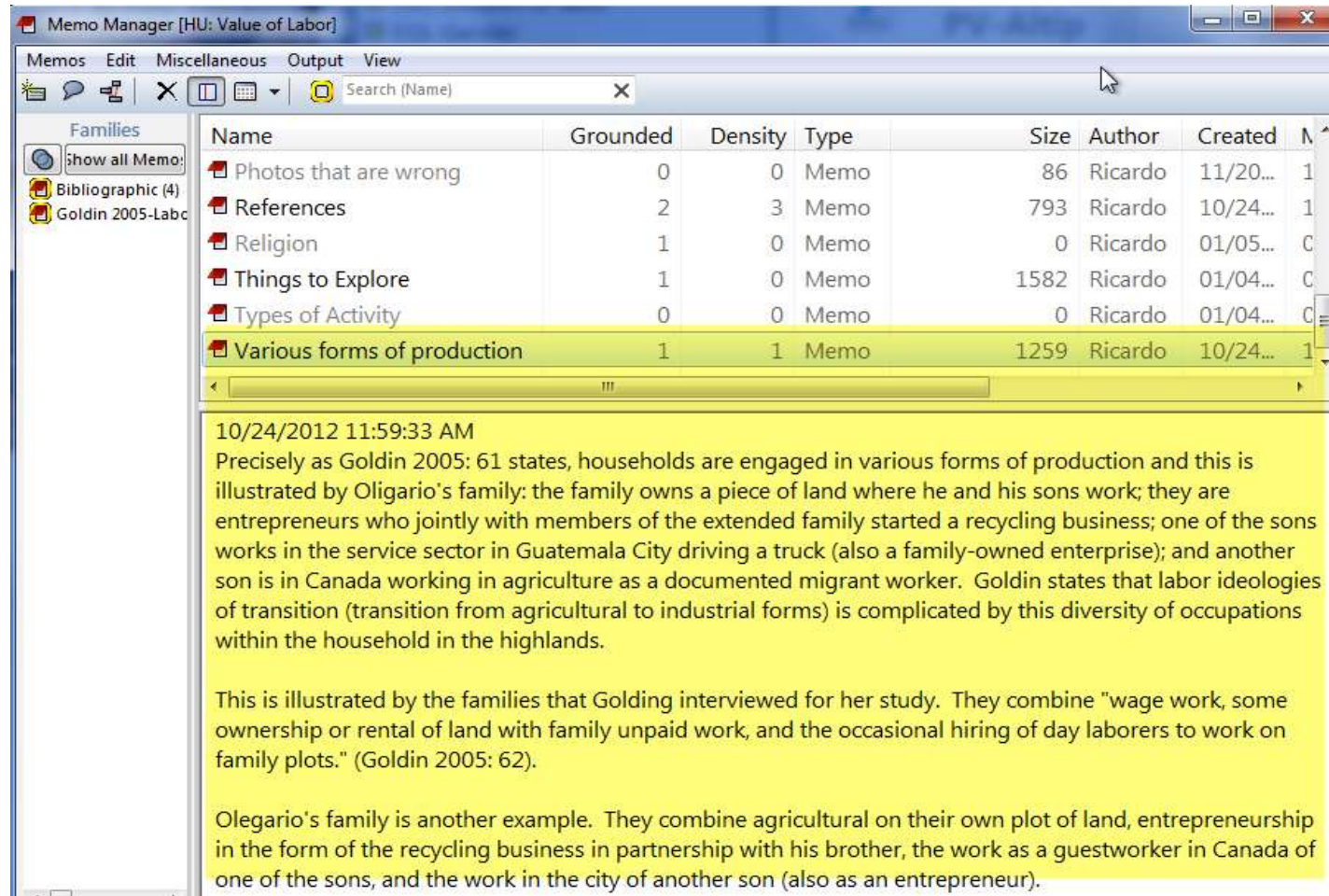
Step 3 F.

Inform conceptual structure: network views



Step 3. F

Inform conceptual structure: memos



The screenshot shows the Memo Manager application window. The title bar reads "Memo Manager [HU: Value of Labor]". The menu bar includes "Memos", "Edit", "Miscellaneous", "Output", and "View". Below the menu bar is a search bar labeled "Search (Name)". On the left side, there is a "Families" panel with a "show all Memo:" button and two family entries: "Bibliographic (4)" and "Goldin 2005-Labc". The main area displays a table of memos with the following columns: Name, Grounded, Density, Type, Size, Author, Created, and M. The row "Various forms of production" is selected and highlighted in yellow.

Name	Grounded	Density	Type	Size	Author	Created	M
Photos that are wrong	0	0	Memo	86	Ricardo	11/20...	1
References	2	3	Memo	793	Ricardo	10/24...	1
Religion	1	0	Memo	0	Ricardo	01/05...	C
Things to Explore	1	0	Memo	1582	Ricardo	01/04...	C
Types of Activity	0	0	Memo	0	Ricardo	01/04...	C
Various forms of production	1	1	Memo	1259	Ricardo	10/24...	1

10/24/2012 11:59:33 AM

Precisely as Goldin 2005: 61 states, households are engaged in various forms of production and this is illustrated by Olegario's family: the family owns a piece of land where he and his sons work; they are entrepreneurs who jointly with members of the extended family started a recycling business; one of the sons works in the service sector in Guatemala City driving a truck (also a family-owned enterprise); and another son is in Canada working in agriculture as a documented migrant worker. Goldin states that labor ideologies of transition (transition from agricultural to industrial forms) is complicated by this diversity of occupations within the household in the highlands.

This is illustrated by the families that Golding interviewed for her study. They combine "wage work, some ownership or rental of land with family unpaid work, and the occasional hiring of day laborers to work on family plots." (Goldin 2005: 62).

Olegario's family is another example. They combine agricultural on their own plot of land, entrepreneurship in the form of the recycling business in partnership with his brother, the work as a guestworker in Canada of one of the sons, and the work in the city of another son (also as an entrepreneur).

Conclusions related to ATLAS.ti and the analysis of photovoice data

- Benefits of using ATLAS.ti in the analysis of photovoice data:
 - Allows for the systematic linkage of the photograph with the account given by participants
 - Allows for an in-depth description of the photograph from the participant point of view (assuming that the interview was able to elicit such description)
 - Allows for a rich dialogue between an a priori conceptual framework and the emergent findings and interpretation
 - Allows for the integration of the photovoice data into the whole of the analysis (triangulation with other methods of data collection)
- Be aware of the following:
 - Be systematic and careful in creating PD and Super PD families of your photovoice primary documents
 - Be careful when managing the multi-document view. Sometimes, this can be a little confusing
 - Be systematic in describing people's accounts as comments of photographs
 - Transcribing the audio PDs with interviews is an option, but I do not think it is a necessary condition
 - It is important to approach this iteratively: segmenting, coding, describing, building and enriching network representations, writing memos, and, ultimately, integrating the data into the whole of the analysis and interpretation

References

- NOVAK, D. R. 2010. Democratizing Qualitative Research: Photovoice and the Study of Human Communication. *Communication Methods and Measures*, 4, 291-310.
- TINKLER, P. 2013. Using Photographs in Social and Historical Research. London: SAGE Publications Ltd.
- WANG, C. & PIES, C. A. 2008. Using Photovoice for Participatory Assessment and Issue Selection. *In: MINKLER, M. & WALLERSTEIN, N. (eds.) Community-based Participatory Research for Health*. San Francisco, CA: John Wiley & Sons, Publishers.