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

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Outline of presentation

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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

1. Add documents
2. Step 1: PD families and super families with photo and audio PDs
3. Step 2. Construction of the conceptual structure (deductive)
4. Step 3 A. Description of the content of photographs
5. Step 3 B. Description of how participants signify and value the content of photographs
Step 1. 
Primary document (PD) organization into families and super families

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
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

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.
Conceptual framework: Forms of labor
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

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

Household labor: reproductive labor, caring for children, maintaining family by sweeping and cleaning.
Step 3.
Description of photovoice data: from description to analysis and interpretation

A. Place photograph next to corresponding audio file.

B. Listen in audio PD to description of photograph.

C. Segment audio PD and link quotation to corresponding photo quotation. Do not code audio quotation.

D. Segment photograph informed by audio PD and quotations. Code photo using a priori and emergent codes. Write participant’s description as a Comment.

E. Segment additional photos related to same cultural scene. Hyperlink quotations to quotations from main photo, but do not code.

F. Inform conceptual structure.
Step 3 (A).
Place photo PD next to audio PD
Step 3 (B).
Listen to audio PD
Step 3 (C)  
Segment audio PD and hyperlink audio and photo quotations

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
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

Integration into the whole

Segmentation  Coding  Hyperlinking  Representing coded and hyperlinked photo quotations in networks  Commenting networks  Writing memos
Step 3 F. Inform conceptual structure: network views
Step 3. F
Inform conceptual structure: memos

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Precisely as Goldin 2005: 61 states, households are engaged in various forms of production and this is illustrated by Oligario’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

