



Unsilencing Images in Qualitative Research: Giving Voice to Photographs

Organizers

Ace Beorchia, Kennesaw State University

Anne Smith, University of Tennessee

Facilitators

Ben Alexander, California Polytechnic State University

Hans Hansen, Texas Tech University

Sara R. S. T. A. Elias, University of Victoria

Jaewoo Jung, Colorado State University

Introduction





Session Overview

- Participant Engaged Photographic Analysis Overview
- Photographs in Qualitative Research Framework and Approaches
- PEPA Activity
- Grounded Visual Pattern Analysis Overview
- GVPA Activity
- Conclusion

Participant Engaged Photographic Analysis (PEPA)

Overview

- Acquire photographs from research participants
 - Similar to photo elicitation
- Conduct a focus group to discuss photographs
- Involve participants in analysis

Benefits

- Rich photographic *and* textual data
- Obtain meaning making from participants
- Give voice to participants and greater inclusion in process



Participant Engaged Photographic Analysis Activity

Instructions

- With your mobile device, go out into the conference area and take a picture that answers the following question:
- Send your photograph to Ace with the following information:
 - Your name
 - Your table number

“What does it feel like to be at the 2023 AOM Annual Conference?”

abeorchi@kennesaw.edu or

- Be back in 10 minutes sharp!

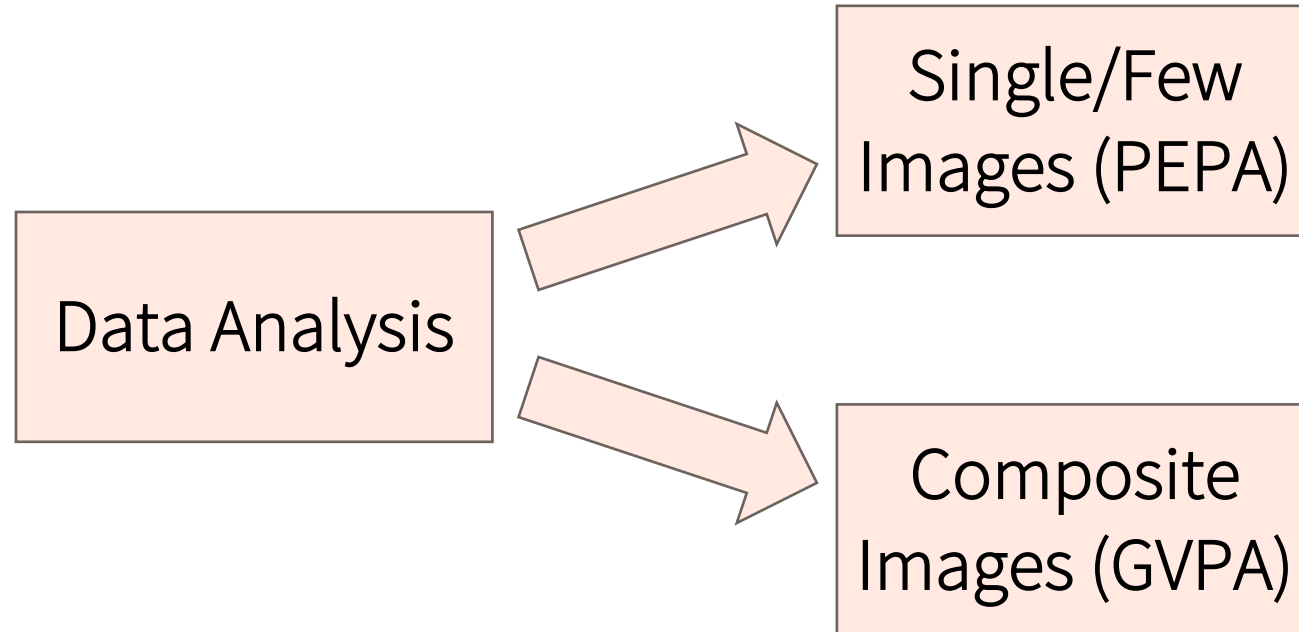


Framework: Photographs in Qualitative Research

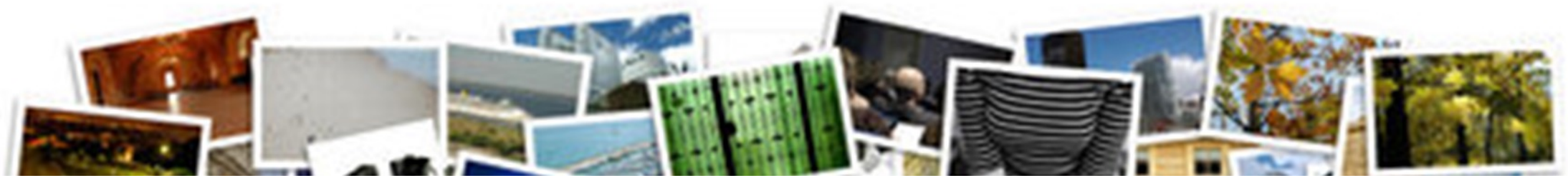
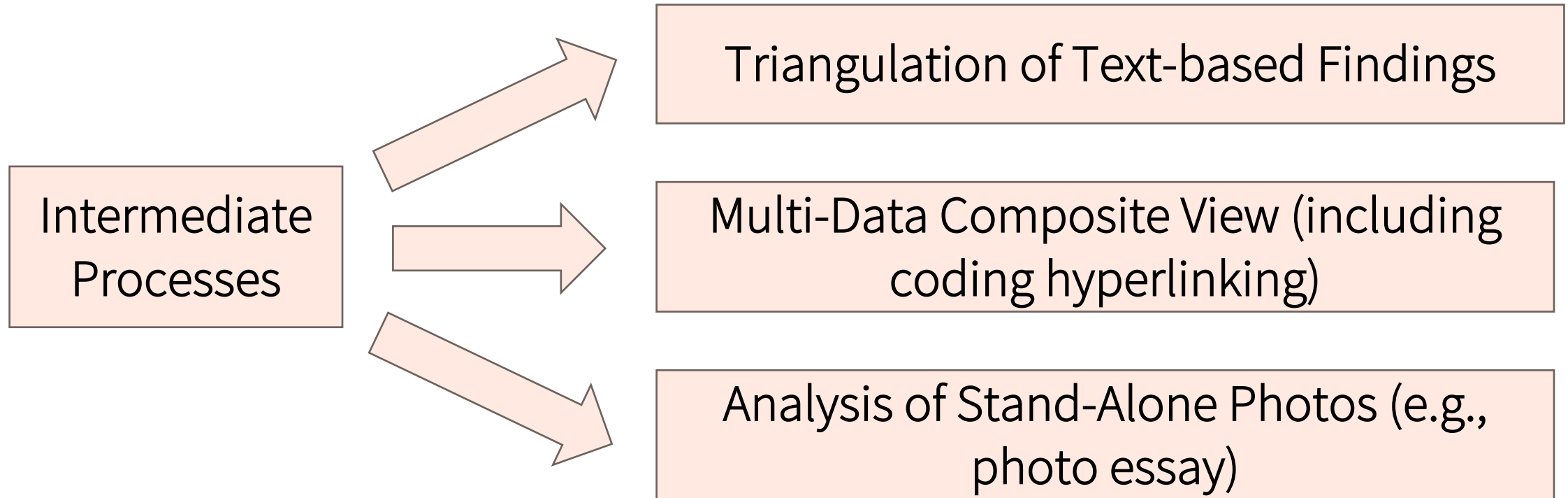
	Photographs as <i>Secondary</i> Data	Photographs as <i>Primary</i> Data
Researcher-Led Photography	<i>Outside-In Supportive Approach</i>	<i>Outside-In Integrative Approach</i>
Participant-Led Photography	<i>Inside-Out Supportive Approach</i>	<i>Inside-Out Integrative Approach</i>

(*) **Ray, J. and Smith, A.D. (2012)**. Using photographs to research organizations: evidence, considerations, and application in a field study. *Organizational Research Methods*, 15(2), 288-315.
Smith, A.D., Beorchia, A., & Jung, J. (Accepted June 2023). Using photographic methods in strategy as practice research. Golsorkhi, G., Rouleau, L., Seidl, D., Vaara, E. (Eds.) *Cambridge Handbook of Strategy as Practice* (third edition). Cambridge University Press: Cambridge.

Photographic Data Analysis Approaches



Uses of Photographs During Research Project





PEPA “How To” Overview

Preparation

- Follow basic focus group methodologies
- Invite participants to bring photographs (or images) that answer a prompt that you give them. Receive them before the focus group and print them out
- Consider audio and video recording capabilities (get as much data as possible!)

Process

- Welcome, instructions, and introductions
- Researcher invites individuals to present their pictures and provide some insight into why they selected their images
- Researcher probes and asks follow-up questions
- Researcher leads a group analysis of the combined photographs
 - What can we learn about the research question from these photographs?
 - What are the differences and similarities between within the collection?
 - What makes some photographs unique or an outlier?
 - What do we notice about compositional choices?
 - How might we organize these pictures into groups?

Conclusion

- Allow each individual to summarize their thoughts on the research question



PEPA Activity

- Each person presents their photograph to group (facilitator will have them on their laptop)
- Each table will analyze their photographs and group them based on composition, thematic, or other categorization
- Prepare to discuss insights about this process and how it might be used in your research
- Wrap up by 5:15 pm



PEPA Activity Wrap-Up

- How did it feel engaging in this research process with your table?
- What do you find useful with this participant engaged approach?
- How might you adopt PEPA into your own research?

Grounded Visual Pattern Analysis (Shortt & Warren, 2019 ORM)

- Researchers group photographs (“collective content of photos”) based on participant photographs and interviews about their photographs. Groupings are around emergent themes.
- Ordering – e.g., chronological, by photographer, day in the life.
- Structured Viewing – Researcher discerns underlying meaning structures
 - Symbolic – similarities and differences; patterns, how did participant make sense of assigned question to photograph
 - Compositional – camera angle, artistic, alone/with people, contrasting images
- Theorizing – what patterns have emerged, what do these photographs tell us?



GVPA Activity: About the Composite Image



- Researcher photographs from field research from 2009-2015 of medium-sized firm
- In 2009, employees danced at breaks with music from different regions
- Family oriented
- Founded non-profit to give to employee families and community early in history
- In 2011, company in transition from two-founder family company to one-founder generating substantial growth but without family successor, readying for sale.
- Understanding the changes of practices is an area relatively underexplored.

In the composite photograph on your table, the images are from left to right chronologically

2009-2010



2015

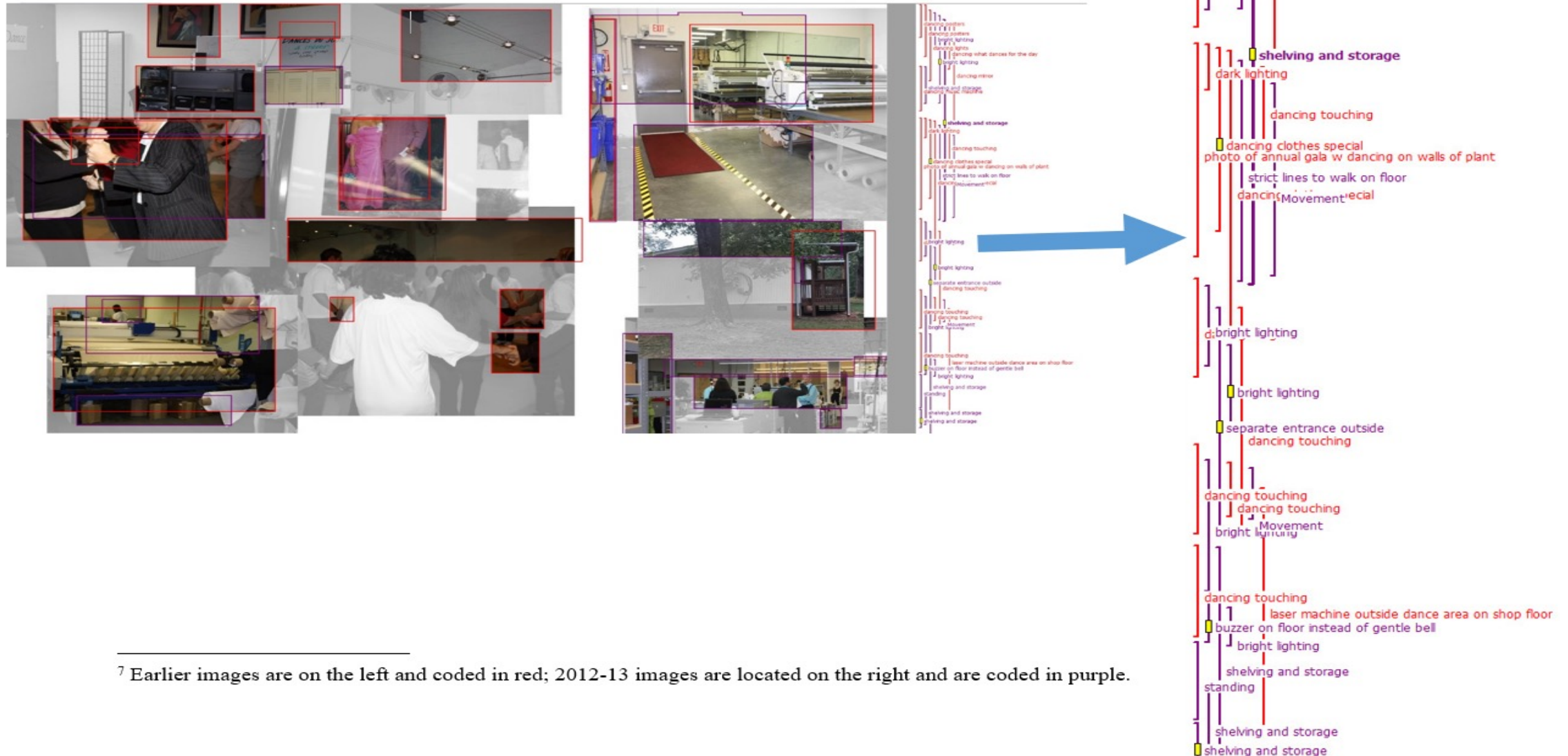


In your tables, talk to others at table then use sticky notes to tag features on these photographs

- BLUE squares – what do you see, what features of the photographs do you find salient?
- PINK rectangles – what patterns or themes emerge from your interpretation?
- ORANGE sticky notes – are there compositional differences in photographs between these time points?

Figure 1

Dancing Image Set: Symbolic Structured Viewing, 2010-2013⁷



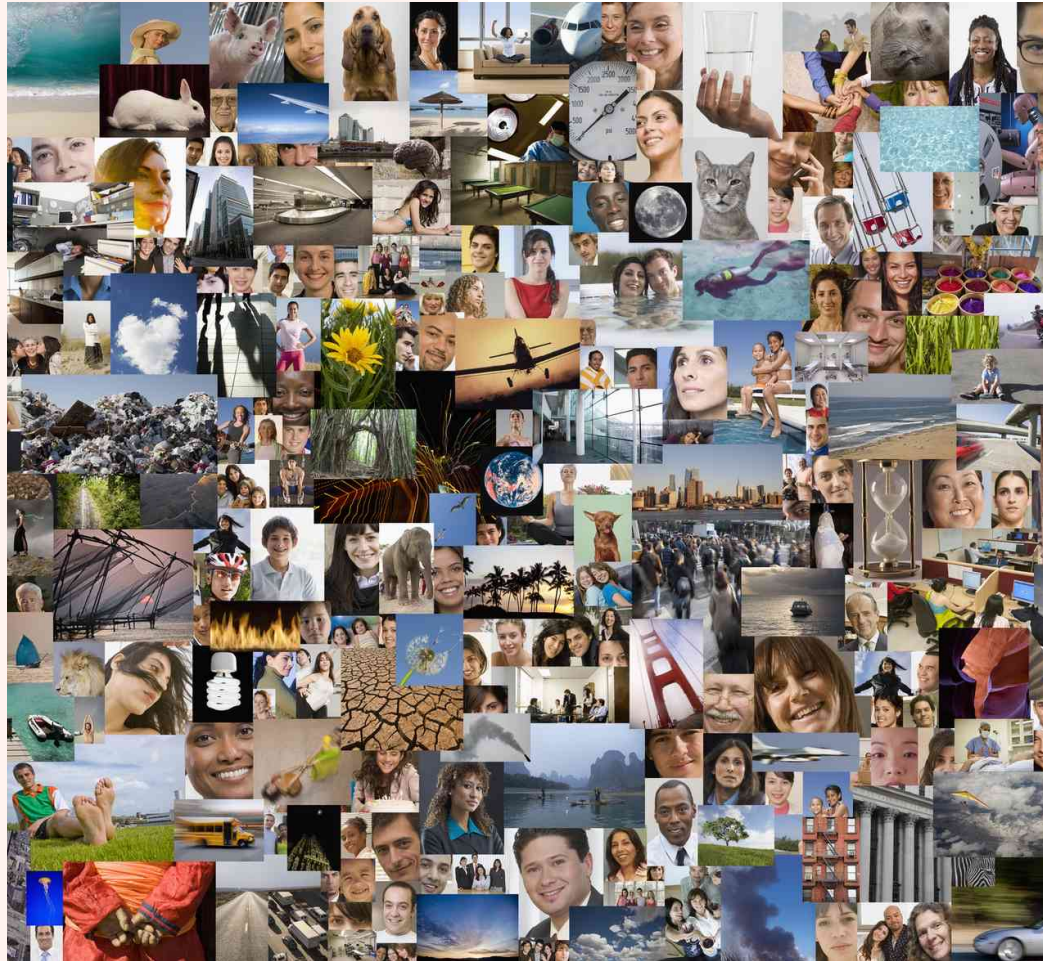
⁷ Earlier images are on the left and coded in red; 2012-13 images are located on the right and are coded in purple.

Category	Code	Case	Text	Coder	Date	Words	% Words	Comment
2010	dancing clothes special	2023-06-14_17-40-20		Admin	6/20/2023	36.4k	1.75%	REFLECTIONS: REFLECTIONS - the Clothes say a lot about the movement to bureaucratization -- from different colors, (some in white LOGO polos), stylish dressing or fancy dress (annual gala) to uniforms -- blue for managers, green for floor supervisors, and white polos for line workers -- strictly adhered to.
2012_13	shelving and storage	2023-06-14_17-40-20		Admin	6/20/2023	27.3k	1.31%	REFLECTIONS: REFLECTION: More straight lines, shelving, more tidy and linearly organized
2012_13	bright lighting	2023-06-14_17-40-20		Admin	6/20/2023	1.3k	0.06%	REFLECTIONS: REFLECTION: Lighting very different in 2010 to 2013 dark for dancing to fluorescent
2012_13	buzzer on floor instead of gentle bell	2023-06-14_17-40-20		Admin	6/20/2023	3.1k	0.15%	REFLECTIONS: REFLECTION: from soft bell and touching to LOUD buzzer and no touching.
2012_13	bright lighting	2023-06-14_17-40-20		Admin	6/20/2023	101.2k	4.86%	REFLECTIONS: REFLECTION: From dark for dancing to bright lighting with fluorescent lights
2012_13	separate entrance outside	2023-06-14_17-40-20		Admin	6/20/2023	43.3k	2.08%	REFLECTIONS: REFLECTION Space for dancing together was hived off from main building. Have to go around back to enter Zumba space.
2012_13	shelving and storage	2023-06-14_17-40-20		Admin	6/20/2023	1.9k	0.09%	REFLECTIONS: REFLECTION storage in 2010 was locker for each employee and haphazard storage under laser cutting machine (boxes) whereas later in 2012_13 it was more organized, sharp corners,
2010	dancing touching	2023-06-14_17-40-20		Admin	6/20/2023	2.8k	0.13%	
2010	dancing clothes special	2023-06-14_17-40-20		Admin	6/20/2023	130.0k	6.24%	
2010	photo of annual gala w dancing on walls of plant	2023-06-14_17-40-20		Admin	6/20/2023	52.2k	2.51%	
2010	dancing music machine	2023-06-14_17-40-20		Admin	6/20/2023	28.4k	1.36%	
2010	dark lighting	2023-06-14_17-40-20		Admin	6/20/2023	22.3k	1.07%	
2010	laser machine outside dance area on shop floor	2023-06-14_17-40-20		Admin	6/20/2023	122.6k	5.89%	
2010	dancing mirror	2023-06-14_17-40-20		Admin	6/20/2023	95.3k	4.58%	
2010	dancing what dances for the day	2023-06-14_17-40-20		Admin	6/20/2023	13.7k	0.66%	
2012_13	bright lighting	2023-06-14_17-40-20		Admin	6/20/2023	12.6k	0.61%	
2012_13	shelving and storage	2023-06-14_17-40-20		Admin	6/20/2023	26.1k	1.25%	
2012_13	shelving and storage	2023-06-14_17-40-20		Admin	6/20/2023	15.2k	0.73%	
2010	dark lighting	2023-06-14_17-40-20		Admin	6/20/2023	67.2k	3.23%	
2010	Movement	2023-06-14_17-40-20		Admin	6/20/2023	4.4k	0.21%	
2012_13	bright lighting	2023-06-14_17-40-20		Admin	6/20/2023	52.4k	2.52%	
2012_13	bright lighting	2023-06-14_17-40-20		Admin	6/20/2023	19.8k	0.95%	
2012_13	standing	2023-06-14_17-40-20		Admin	6/20/2023	27.3k	1.31%	
2010	Movement	2023-06-14_17-40-20		Admin	6/20/2023	103.2k	4.95%	
2012_13	strict lines to walk on floor	2023-06-14_17-40-20		Admin	6/20/2023	91.2k	4.38%	
2010	dancing touching	2023-06-14_17-40-20		Admin	6/20/2023	13.7k	0.66%	
2012_13	shelving and storage	2023-06-14_17-40-20		Admin	6/20/2023	15.2k	0.73%	
2010	dancing touching	2023-06-14_17-40-20		Admin	6/20/2023	13.7k	0.66%	
2010	dancing touching	2023-06-14_17-40-20		Admin	6/20/2023	13.7k	0.66%	
2010	dancing touching	2023-06-14_17-40-20		Admin	6/20/2023	13.7k	0.66%	
2010	dancing posters	2023-06-14_17-40-20		Admin	6/20/2023	13.7k	0.66%	
2010	dancing posters	2023-06-14_17-40-20		Admin	6/20/2023	13.7k	0.66%	
2012_13	bright lighting	2023-06-14_17-40-20		Admin	6/20/2023	12.6k	0.61%	
2010	dancing lights	2023-06-14_17-40-20		Admin	6/20/2023	13.7k	0.66%	
Comment								
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PDW Survey



Conclusion

- Many strategies to include photographic methods
 - PEPA
 - Participant-focused throughout process
 - GVPA
 - Systematically analyze many photographs/images
- Pair photographic methods with textual methods
 - Triangulation
- Richer insights into qualitative research



Thank you!

Contact Information



Ace Beorchia

abeorchi@kennesaw.edu



Anne Smith

asmith51@utk.edu



Ben Alexander

balex02@calpoly.edu



Hans Hansen

Hans.Hansen@ttu.edu

**Sara R. S. T. A.
Elias**

selias@uvic.ca



Jaewoo Jung

Jaewoo.Jung@colostate.edu