A PICTURE IS WORTH A THOUSAND WORDS

USING PHOTO-ELICITATION WITHIN YOUR RESEARCH AND TEACHING.
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A STIRRING OF INTEREST
THE POWER OF A PHOTO

“Photographs can be communication bridges between strangers that can become pathways into unfamiliar, unforeseen environments and subjects.”

Collier and Collier, 1986, p.99
WHAT IS PHOTO-ELICITATION?

Simply inserting a photo into an interview:

• Enlarges the possibilities of conventional research
• Produces a different kind of information
• Evokes information, feelings and memories
• Overcomes difficulties
• Crosses cultural boundaries
TYPES OF PHOTO ELICITATION

• Photo interviewing
• Auto driving
• Reflexive photography
• Photo novella
• Photo voice
PROS

• Used at any stage of research
• Allows for combination of visual and verbal
• Assists with building trust and rapport
• Produces unpredictable information
• Bridges psychological and physical realities.
• More in-depth interviews
• Breaks down barriers
• Empowers
THINGS TO WATCH OUT FOR

- Represent reality
- Interpretation
- Recognise limitations
Expectations and experiences of international students studying at Wintec

Methods of gathering data:

- Interviews
- Their story
- Photo elicitation
OUTCOMES OF RESEARCH
...AND SOME NOT SO GOOD
IN SUMMARY...

- Quality of information
- Uninhibited responses
- Unforeseen information
- Process broke down barriers
- Interviewee power
WAYS THIS CAN BE USED IN THE CLASSROOM

“Photographs have layers of meaning and can be classified in a number of ways depending on the context and the intent” (Chiarantano, 2006, para. 2).
WITHIN TEACHING AND RESEARCH

“Photographs can be used to create critical representations that express experiences and ideas in ways written words cannot” (Pink, 2001, p.153)
FUTURE USES?

In research

In the class
“...photography has the power to convey a mood or share our insights with others. It has the power to capture our perfect moments of love and happiness, and searing images of cruelty and poverty” (Better English for Everyone, n.d.).
REFERENCES


To read my cultural assignment – Adie Haultain http://assimilate.teams.leedsmet.ac.uk/case-studies