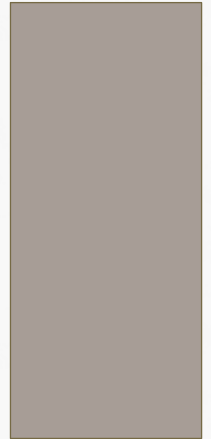


# A PICTURE IS WORTH A THOUSAND WORDS

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

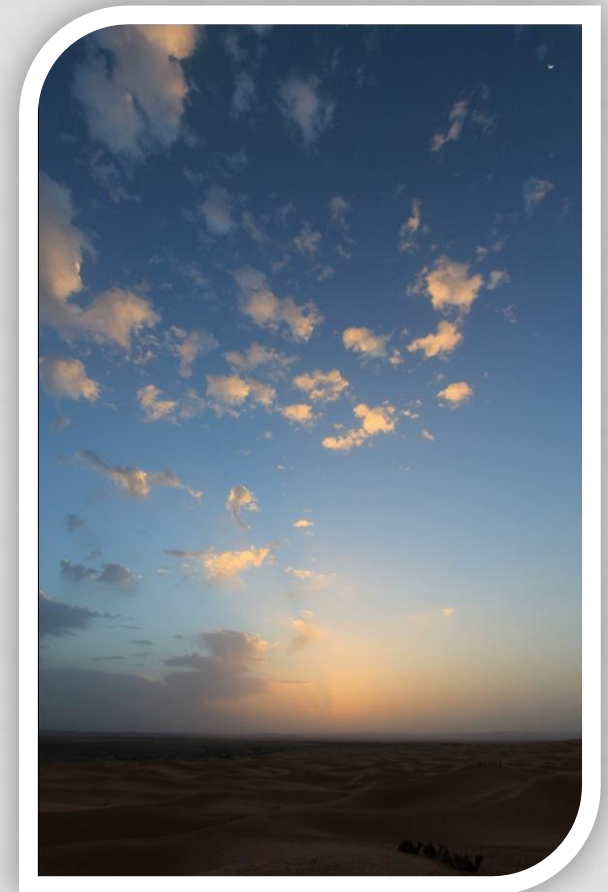




# WHAT IS PHOTO-ELICITATION?

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



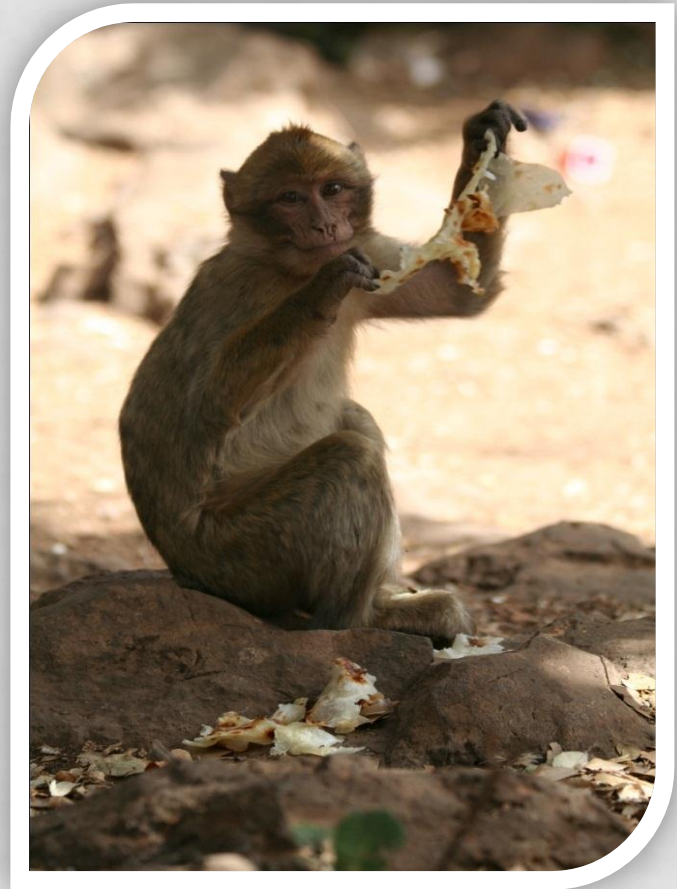
# PROS

- 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





# RESEARCH PROJECT MASSEY UNIVERSITY

*Expectations and experiences of international students studying at Wintec*

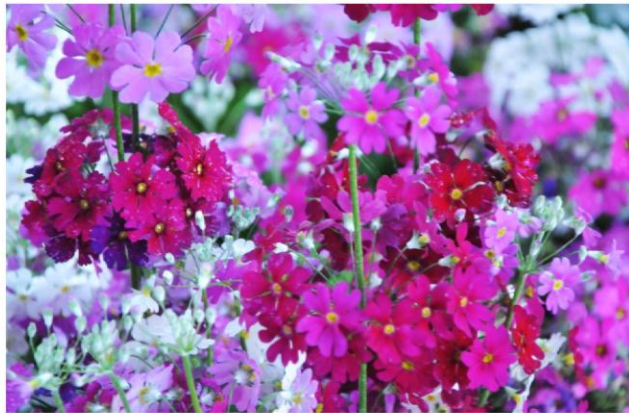
Methods of gathering data:

- Interviews
- Their story
- **Photo elicitation**

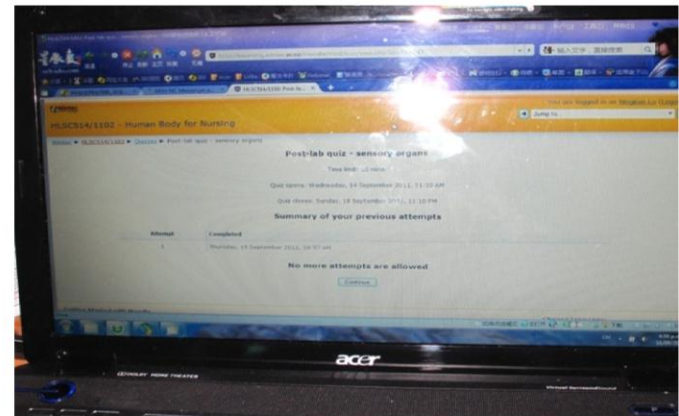
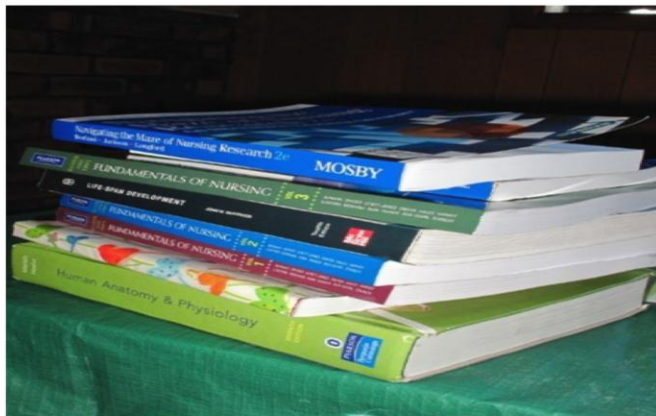




# OUTCOMES OF RESEARCH



# ...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

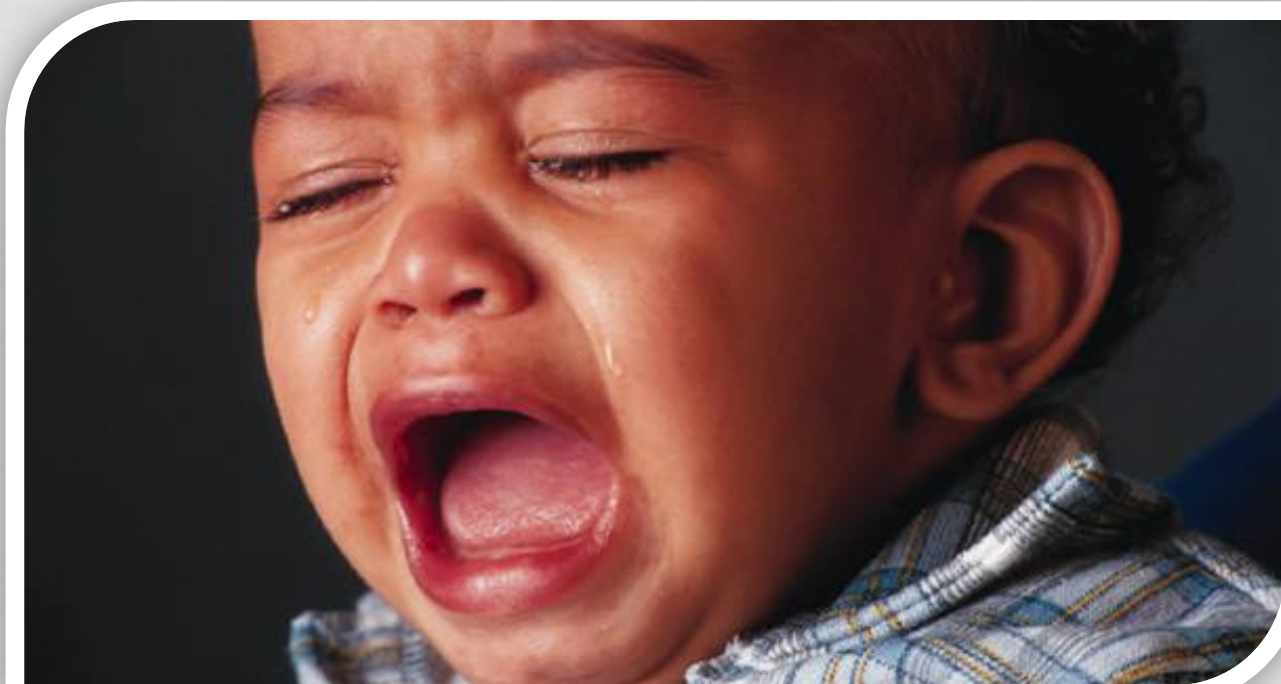


In the  
class

# IT'S TIME TO GO....THANK YOU

“...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.).



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<http://assimilate.teams.leedsmet.ac.uk/case-studies>