

Qualitative Health Research Using Visual Methods

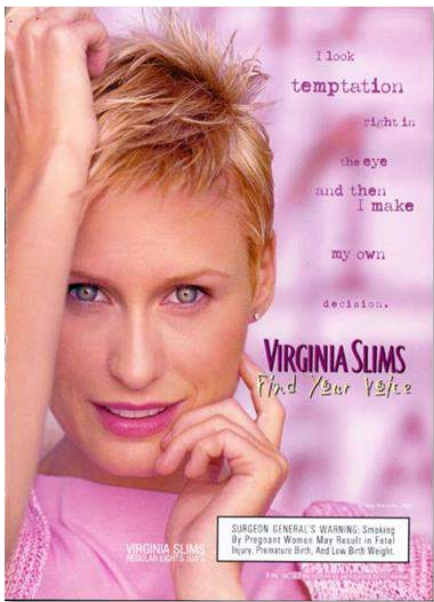


a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

John L. Oliffe
School of Nursing
University of British Columbia

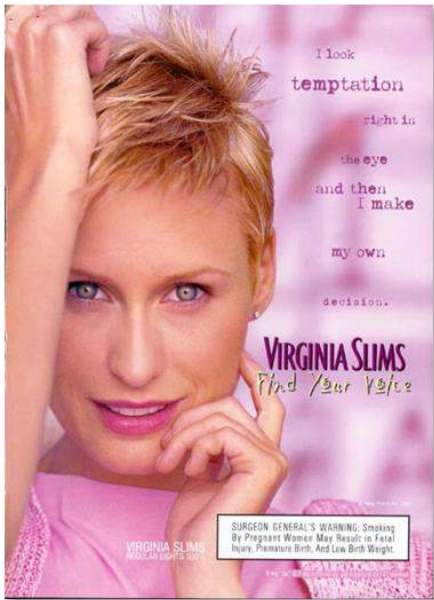
The visual is...

versatile



The visual is...

versatile



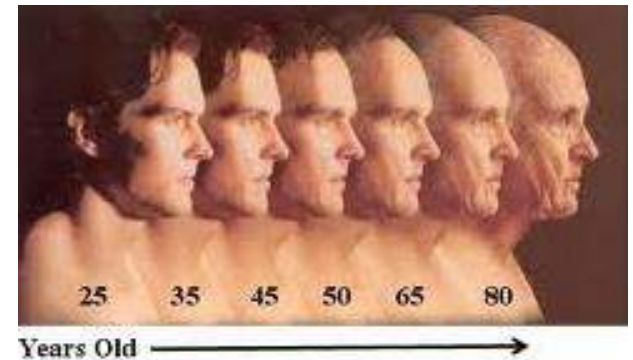
process driven



ever present



robust



Naming it...



Photovoice

- *Participatory action research*
 - *Informed by*
 - Empowerment education
 - Feminist theory
 - Documentary photography
- *Change agent*



Some recent history...

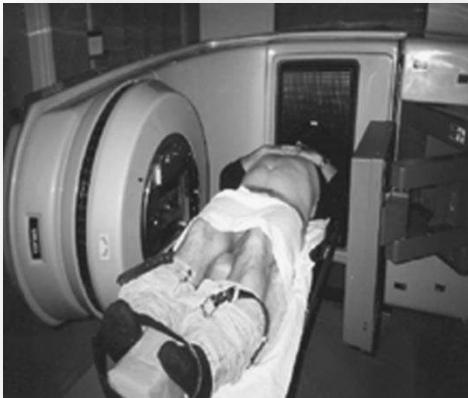
Wang, C., & Burris, M.A. (1994). Empowerment through photo novella: Portraits of participation. *Health Education & Behavior*, 21(2), 171-186.

- 3 specific goals
 - To empower rural women to record and reflect their lives [individual level]
 - To increase their collective knowledge about women's health status [community level]
 - To inform policymakers and the broader society about health and community issues [institution level]



Health research using photovoice

Prostate Cancer



Dad's Smoking



Depression and Suicide



Further Than the Eye Can See? Photo Elicitation and Research With Men

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Photo elicitation studies have attracted modest attention in qualitative health research. However, few researchers have focused exclusively on men's health and/or illness experiences. In this article, the authors discuss the benefits of using photo elicitation among a subcohort of 19 prostate cancer survivors from a larger ethnographic study. Specifically, participants were asked to imagine that they were being paid to mount a photographic exhibition entitled *Living With My Prostate Cancer*, an exhibition that would show prostate cancer from their unique perspective. The authors subsequently discussed the photographs with the participants during individual interviews using photo elicitation techniques. The methods provided some unique and unanticipated benefits, the details of which the authors share to guide researchers considering similar approaches. In addition, the authors make specific recommendations for future photo elicitation applications to men's health research.

Keywords: *prostate cancer; photo elicitation; photovoice; men's health*

Photo elicitation, also referred to as photo interviewing (Hurworth, 2003) and photofeedback (Sampson-Cordle, 2001), is based on the simple idea of inserting photographs into research interviews (Harper, 2002). The process by which the photographs are produced varies. For example, researchers, participants, and/or archives can be sources of photographic images. The use of participant-produced photographs is the focus of this article, and the approach has been referred to as photovoice (Wang & Burris, 1997), autodiving (Heisley & Levy, 1991), reflexive photography (Douglas, 1998), and photo novella (Wang & Burris, 1994).¹ In this article, we use the terms *photovoice* to acknowledge participants as the authors of the photographs, and *photo elicitation* to describe the process by which the photographs are subsequently discussed during individual interviews.

Overall, there is strong agreement that photovoice

women (Frohmann, 2005), and relationships between place and everyday life in the lives of working-class women in a Belfast community (McIntyre, 2003). The approach has attracted modest interest in health research, and published studies about patients' recovery in a hospital ward (Radley & Taylor, 2003), health and community issues of rural Chinese women (Wang, Burris, & Xiang, 1996), the impact of children's chronic illness on mothers and families (Hagerdorn, 1990), and illustrative "words" of deaf people (Thoutenhoofd, 1998) have illuminated diverse health and illness issues. Interview elicitation techniques have also been used with other visual mediums. For example, participant produced videos have been used to investigate the experiences of adolescents who had asthma (Rich & Chalfen, 1998; Rich, Lamola, Gordon, & Chalfen, 2000). In addition, women experiencing menopause and/or recently





“Well aside from opening windows, which generally I do but if the windows are closed the smoke builds up and it gets all smoky so you’re killing yourself even faster... I like the wind to be blowing so it’s better if the windows are open.”

Analyzing Participant Produced Photographs From an Ethnographic Study of Fatherhood and Smoking

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Accepted 24 November 2007

Abstract: As part of an ongoing ethnographic study, we examined the photographs and narratives that new fathers produced to ascertain how they created social, psychological, and relational space for continued smoking. A four-part process for analyzing the photographs consisting of preview, review, cross-photo comparison, and theorizing revealed how visual data analyses can be used to develop insights into men's health behaviors and beliefs. There is ongoing epistemological debate and methodological uncertainty about how photographic data should be treated in health sciences research. By conducting formal layered analyses, researchers can expand and extend both what is said about, and interpreted through, photographs. © 2008 Wiley Periodicals, Inc. *Res Nurs Health* 31:529–539, 2008

Keywords: fatherhood; smoking; ethnography; photovoice; adult; male; interpersonal relations; pregnancy; qualitative research; spouses

Qualitative health researchers have used visual methods to investigate diverse phenomena, and there is strong agreement that combining images and text can yield important insights and understandings (Harper, 2002; Pink, 2001). In one

increasingly popular approach to image-based research, referred to as photovoice, study participants take photographs that are subsequently discussed at interview. The approach has been epistemologically aligned to emancipation and

- Preview

- Review



- Cross photo comparison



- Theorizing

He can already hear,
kick and breathe in daddy's
cigarette smoke.

When a pregnant mum breathes in cigarette smoke, so does her baby. It can cause asthma, bronchitis and even ear wax. If you'd like more information or advice, pick up a leaflet, call the NHS Smoking Helpline on 0800 169 0 169 or visit www.givingupsmoking.co.uk

Produced by the Department of Health (© Crown Copyright, 2004) NHS

NHS

Giving up. The only way to protect your family from the effects of smoking.

You're up to four times more likely to give up, with your local NHS Stop Smoking Service and nicotine patches and gum. Call 0800 169 0 169 or visit www.givingupsmoking.co.uk

Don't give up giving up.

BRYAN CURTIS, 34, a longtime smoker (seen here with wife and two-year-old son), died of lung cancer during the trial.



If you won't give up smoking for your lungs, heart or throat,

maybe you'll do it for your penis.

Did you know that there's a valve in your penis that traps the blood inside so you can get an erection? That every time you smoke, this valve is damaged? That if you don't quit now, it might stop working altogether? You do now.

Text HARD to 08116 for a free information pack. Texts will be charged at your standard rate. Call 0800 169 0 169 www.stayinhard.info

NHS

For more information visit www.nhs.uk

Go 100%

www.GoSmokefree.ca

1-866-318-1116

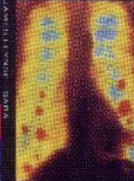
Canada

THE CLAIMS IN THE FLORIDA CASE



MISLEADING ADVERTISING

That the tobacco industry's ads make smoking seem glamorous and healthy rather than dangerous and addictive



TOBACCO-RELATED ILLNESSES

That cigarette smoking causes cancer, coronary heart disease, stroke, emphysema and other ailments



ADDICTIVENESS OF SMOKING

That nicotine, a key ingredient in cigarettes, is so addictive that many smokers who want to quit find it impossible to do so

NATIONWIDE

■ **LOUISIANA**
A group of smokers is suing to force 16 tobacco companies to pay the cost of testing as many as a million of them for tobacco-related illnesses

■ **NEW YORK**
A trial court last week refused to let a lawsuit proceed as a class action. The plaintiffs claim that they got cancer as a result of smoking cigarettes

The Readings of Smoking Fathers: A Reception Analysis of Tobacco Cessation Images

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The purpose of this qualitative study was to examine how new fathers decode image-based anti-smoking messages and uncover the extent to which ideals of masculinity might influence men to take up and/or disregard smoking cessation messages. The authors analyzed 5 images that had been used to promote smoking cessation and arrived at a consensus about the dominant discourse encoded by each image. During face-to-face interviews, new fathers were invited to discuss the images; these interview data were coded and analyzed using a social constructionist gender analysis. The study findings highlight how most men negotiated or opposed dominant discourses of health that communicated the dangers of smoking by reproducing dominant ideals of masculinity, including explicit disregard for self-health. They accepted dominant social discourses of fathering that reproduced traditional notions of masculinity, such as the protector and provider. The authors conclude that tobacco interventions targeted to new fathers must (a) develop more awareness of the ability of audiences to select discourses that empower their own interpretive positioning with regard to media, and (b) deconstruct and engage with context and age-specific masculine ideals to avoid providing rationales for continued tobacco use.

In this article we use a social constructionist gender perspective to explore the ways in which new fathers decode smoking cessation images. Many smoking cessation programs have targeted new parents based on the belief that the birth of a child is a strong motivator for behavior change. New fathers are an important audience because they may be open to smoking cessation messages as they take on fresh roles that affect self- and family health (Bottorff, Oliffe, Kalaw, Carey, & Mroz, 2006). Recent research has

explored the intersections of masculinity and tobacco use and nuanced accounts of fathering, masculinity, and smoking have been developed (Barclay & Lupton, 1999; Bottorff et al., 2006); however, there are few empirical analyses to help us better understand men's and fathers' interpretations of health promotion programs that are focused on smoking cessation. The primary purpose of this research was to offer insights into how new fathers decode image-based anti-smoking messages and uncover the extent to which men might either refute or rely on types of masculinity to take up or disregard smoking cessation messages.

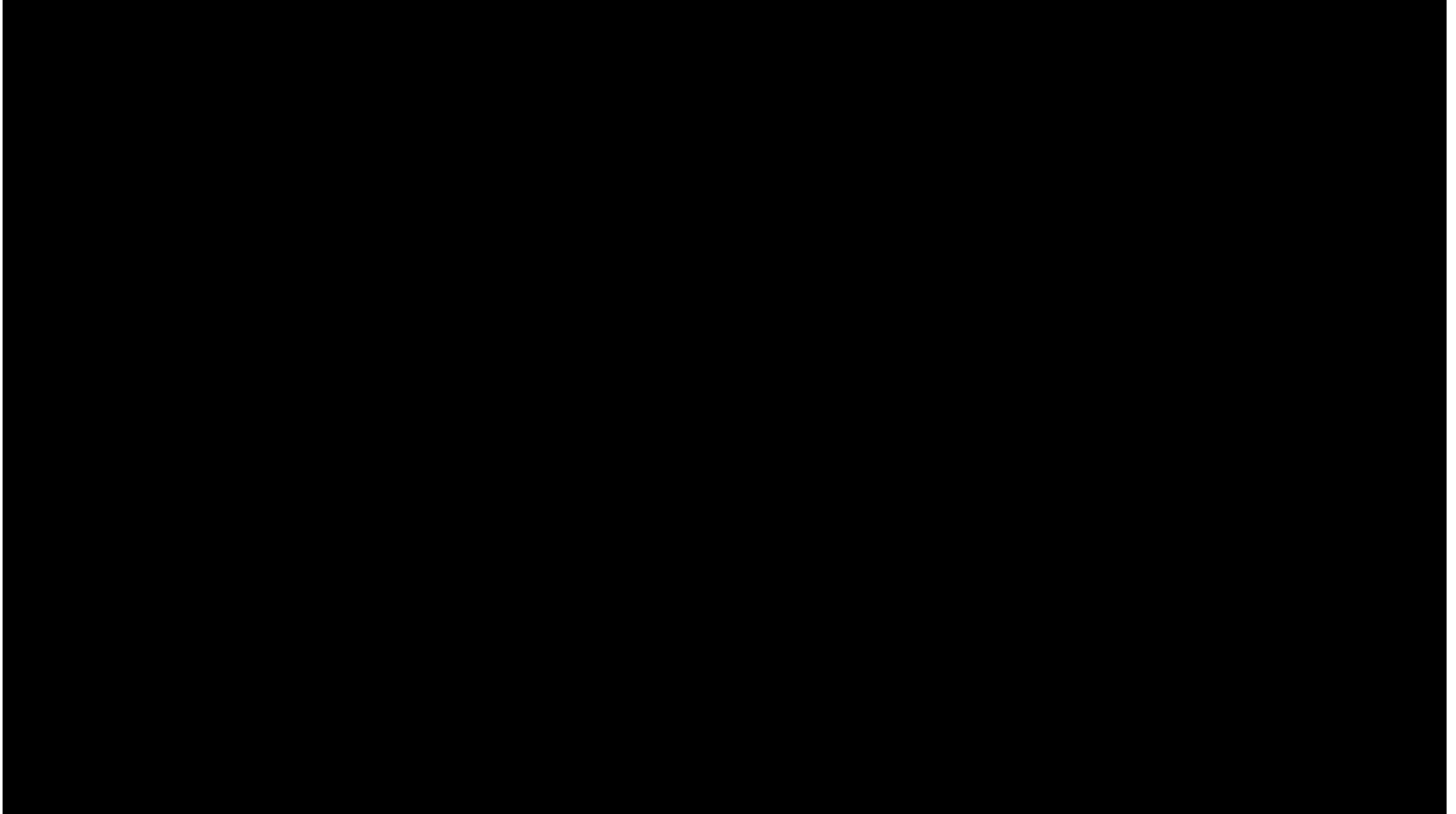
Despite efforts to educate individuals about the risk of smoking and influence tobacco use, the effectiveness of

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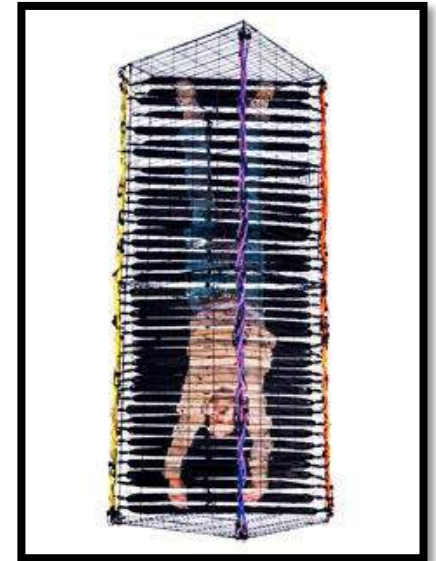
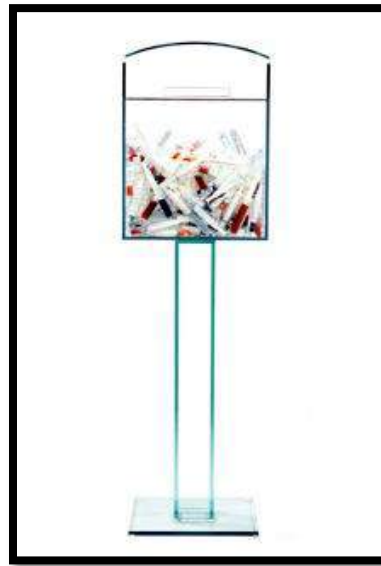
www.manupagainsstsuicide.ca



<https://www.youtube.com/watch?v=cmMXj3MIEM>



Artwork & 3-D installations



MUAS exhibits



Leeds Metropolitan University



Leeds Beckett University



Valley View Funeral Home

Man-Up Against Suicide A Photo-exhibit

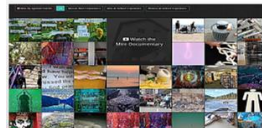
@ Leeds Beckett University, U.K.

Male suicide impacts everyone — the men lost to suicide, those at risk, as well as their families and friends — and recognizing this, photographs from men with direct experiences of suicidal thoughts along with men and women who have lost a man to suicide are presented to you in the Man-Up Against Suicide (MUAS) photo-exhibit.



Photography has become a powerful tool of personal expression and communication. The strength of this medium is especially apparent when considering suicide — a topic that can be painful to discuss and is burdened by considerable stigma. This photovoice research raises awareness of male suicide by placing cameras in the hands of men and women of different ages and backgrounds who have been affected by male suicide. The accompanying narratives of the participants can facilitate much needed conversations around male suicide and its prevention. The MUAS project harnesses the emotional capacity of photography to stimulate conversations and reduce shame, which is the primary aim of the MUAS project.

A subset of nine photos from the MUAS exhibit were first shown at the Men, Health and Wellbeing: Critical Insights conference held at the Leeds Metropolitan University, U.K., July 7-8, 2014. Generating much interest and discussion around men's suicide, it was decided that these photos would continue to be shown at Leeds Beckett University.



MUAS Photo Exhibits and Online Gallery

The full MUAS exhibit includes the work of many participants and is touring across Canada over the next two years. You can also visit the MUAS online gallery at www.manupagainstsuitide.ca to view more photographs as well as find out about future MUAS photo exhibits.

Videos:
 MUAS Photo Exhibition Documentary:
<https://www.youtube.com/watch?v=68v5-in0e0>
 MUAS project:
<https://www.youtube.com/watch?v=3Q5W7-sm9VE>
 MDS-Net:
<https://www.youtube.com/watch?v=7C-9kicVQPO>

For more information, please visit:
 MDS-Net: www.mdsnet.ubc.ca
 MUAS Online Gallery: www.manupagainstsuitide.ca
 Follow us on twitter at <https://twitter.com/mendsnet> or us at man.up@ubc.ca

Man-Up Against Suicide
 Man-Up Against Suicide, led by UBC professor John Offit, is one of five projects conducted within the Men's Depression & Suicide Network (MDS-Net) funded by Movember Canada™.

MDS-Net
 MDS-Net, led by John Offit and John O'Grady, includes 30 researchers, graduate students and staff working collaboratively to develop, implement and formally evaluate a suite of men-centred depression and suicide prevention programs.

Movember Canada™ is the funder of the MDS-Net and the Man-Up Against Suicide project.

The Faculty of Applied Science and School of Nursing at the University of British Columbia also proudly supports the MDS-Net through additional funding.



Betty Heritage House Rimbey

Pros



Cons





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After the death of a friend: Young Men's grief and masculine identities

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ABSTRACT

Young men can have an uncomfortable relationship with grief. Socially constructed masculine ideals dictate that men be stoic in the aftermath of loss, most often expressing their sadness and despair as anger. Perhaps because of alignment to such masculine ideals little research has been done to explore young men's grief – and chronicle the ways they think about loss, their responses and how they go about describing their identities after a tragic event. Using qualitative individual interviews and photo elicitation methods, we investigated the ways in which 25 men aged 19–25 grieved the accidental death of a male friend. The study was conducted from April 2010–December 2011. Causes of death were diverse, and included motor vehicle accidents, adventure sports, drug overdose and fights. The findings revealed men's predominant grief responses as emptiness, anger, stoicism and sentimentality. Participants' description of their grief responses illustrated the ways in which they struggled to reconcile feelings of vulnerability and manly ideals of strength and stoicism. We gained insight into men's grief practices by looking at the ways in which they aligned themselves with a post-loss *masculine identity*. These identities, which included the *adventurer*, *father-figure* and the *lamplighter*, revealed gender-specific processes through which men understood and actively dealt with their tragic loss. The results offer novel insights to men's grief and identity work that may serve to affirm other men's experiences as well as guide counselling services targeted to young men.

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Introduction

Grief can be a challenging experience that catalyses a diverse array of social processes and practices (Jacobs & Prigerson, 2000; Ritchie, 2003). While there has been scholarly attention paid to grief and the linkages to health and illness, gender analyses are conspicuously absent and, in particular, studies examining connections between masculinities and grief among young men. Instead much of the literature has focussed on describing gender differences between men and women. When Western men grieve in ways that invoke stoicism, anger and rationality, it has often been explained as flowing from socially sanctioned masculine ideals

(Martin & Doka, 2000). Inversely, emotional outpourings, such as crying, expressed by Western women in grief are conceived of as typically feminine behaviours (Martin & Doka, 2000; Shamir & Travis, 2002). In the specific context of bereavement induced grief, Archer's (1999) review of the literature revealed that men experience significant mental and physical health impacts following the loss of a spouse, with subsequent mortality was most often attributed to accidents, lung cancer and heart disease (Martikainen & Valkonen, 1996). W. Stroebe and M. S. Stroebe (1993) suggest that this may be due the tendency for men to have fewer social support networks than women do. In contrast, Archer (1999) found that many men recover from grief more quickly than do women. Nolen-Hoeksema (1997) suggested that men's "problem solving" approaches to grief can reduce their potential for developing reactive depression.

Because expressions of grief are deeply gendered, they are also powerfully policed and men who grieve in ways that do not embody socially assigned masculine practices (such as stoicism and rationality) can feel judged and alienated (Martin & Doka, 2000).

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¹ www.liveforthemoment.ca.

² Tel.: +1 604 822 7638; fax: +1 604 822 7869. www.menshealthresearch.ubc.ca.

Questions?



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Canadian Institutes of Health Research
Institut de recherche en santé du Canada



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