



# PHOTOS AS A VISUAL TOOL FOR CREATIVE CONVERSATIONS





# Photos as a visual tool for creative conversations

## INTRODUCTION

Photos elicitation interviews (PEI) has been used as a tool for educational research. It helps to (1) document and reflect on the needs and assets of the community; (2) promote critical dialogue about issues of importance to the community; and, (3) promote social change via communication of issues to community and policy makers” (Richardson & Neru-Jeter, 2011, p. 60). PEI has been actively used as a pedagogical tool in a classroom setting or as an evaluation/action research tool.



Methods in which photos can be used  
(Shohel & Mahruf, 2012):  
Photo essay  
Auto-driven interview  
Reflexive photography  
Photo narratives

## PROCESS OF USING PEI

The general process of PEI is as follows: 1. Researchers identify a topic for investigation.2. Researchers identify and invite participants to the study.3. Researchers or participants take pictures relevant to a particular question or topic. 4. After pictures are developed, researchers use pictures to guide interviews and elicit dialogue. 5. Researchers analyze data and report findings.

## SOURCES FOR PHOTOS

1. Historical archives
2. Media
3. Popular Magazines
4. Maps
5. Drawings from participants
6. Pictures taken by participants

## WEAVING A DIALOGUE WITH PHOTOS

One can conduct verbal interviews or create written narratives with the use of photos. The interview process involves prompting participants to give deeper explanations to leadership phenomenon or experiences around leadership referring to particular pictures. Interviewing in groups also increase engagement and exchange of ideas. Researchers ask participants to manipulate photos during the interview process. Participants might be asked to rank photos chronologically or in order of importance (Smith, Steel, & Gidlow, 2010) or to group photos according to a particular theme. The other option is respond to photos through written narratives.

## POSSIBLE QUESTIONS USING PHOTO TOOLS FOR A WORKSHOP

- What are our strengths as a team?
- How do we experience leadership in the current realities of our organization?
- How do you envision leadership to look like among the team members?
- What can help us make the shift from the current realities to what we envision for the team?
- What will our team look like if we make this shift?
- What are some assumptions that we have about our team that need to be brought to the table?
- What possibilities do you see for ourselves as a team in the future?
- What must we shift, change or improve as a team to make education more empowering for our university students?



<https://www.youtube.com/watch?v=oqj7BvSa9ZE>



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

## Videos on use of photo voice for research and projects

## CONCLUSION

Using pictures as a visual tool for facilitating leadership discussions can be an effective way to cut to create a picture of current realities, reach a depth of an issue and uncover multiple solutions through a discussion enabled with photo voice. It can be the starting point for talking about difficult topics such as power, agency and gender role sin leadership and enabling understanding from a variety of perspectives.

### RELATED LITERATURE

Richardson, D. M., & Nuru-Jeter, A. M. (2012). Neighborhood contexts experienced by young Mexican-American women: Enhancingour understanding of risk for early childbearing.Journal of Urban Health,89(1), 59-73. <http://dx.doi.org/10.1007/s11524-011-9627-9>

Shohel, M. & Mahruf C. (2012). Nostalgia, transition and the school: An innovative approach of using photographic images as a visual method in educational research. International Journal of Research and Method in Education, 35(3), 269-292. <http://dx.doi.org/10.1080/1743727X.2012.713253>

Smith, E. F., Steel, G., & Gidlow, B. (2010). The temporary community: Student experiences of school-based outdoor education programmes. Journal of Experiential Education,33(2), 136-150. <http://dx.doi.org/10.5193/JEE33.2.136>

Torre, D., & Murphy, J. (2015). A Different Lens: Using Photo-Elicitation Interviews in Education Research. Education Policy Analysis Archives, 23(111), n111.



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<https://www.herts.ac.uk/cel/enables-arts-based-and-embodied-leadership-development>

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