Photos and Video as Data Collection

Using photos and videos as a form of data collection is a great way to get lots of different folks involved in evaluation. Photos and videos are accessible to a broader group of people, including people who cannot read and/or write and people from different language backgrounds. In this resource, we highlight different toolkits for using photos and videos to help measure and tell the story of change in communities.

First Thing First - Photo and Video Release Forms

- Make sure you have your photo and video release forms signed! We want to ensure people understand what they are contributing to and the purpose of the project so that they can provide informed consent to use their appearance and their own photos/videos. We provide a few examples of photo consent forms on basecamp
- Make sure your release forms include who will be using the photos and videos, why they are using it, where they are sharing it, and any other additional details that need to be shared.
- Note, as with most release forms, additional permission must be provided by guardians of any minors (people under the age of 18 years old) whose photos are taken for your project.

1

Photovoice

Photovoice is a process in which people use video and/or photo images to capture aspects of their environment and experiences and share them with others. The pictures can then be used, **usually with captions*** composed by the photographers, to bring the realities of the photographers' lives home to the public and policymakers and to spur change.

Access the toolkit on basecamp here.

*Captions are extremely important so that context can be provided to the photos

2

Photo Interviews and Photo Diaries

The photo interview or photo diary is a qualitative research method in which the researcher (e.g., Community Evaluator, the Community Coordinator or Organizer) gives participants (e.g., the Resident Team, Youth Group) a camera and **a list of prompts for taking photos.** After taking photos over a period of time (i.e. from a short time to multiple days), the researcher interviews participants, using photos to draw out more detail and context on what they're experiencing or seeing in their community. This method brings together the interviewee's images and words and thereby gives multiple dimensions to his/her/their perspective.

See an example of prompts here.

For more information, visit this website.

3

Participatory Video

Participatory Video (PV) is a set of techniques to involve a group or community **in shaping and creating their own film**. Making a video is easy and accessible, and is a great way of bringing people together to explore issues, voice concerns or simply to be creative and tell stories. The process can be very empowering, enabling a group or community to describe problem(s), identify solutions, take action, and communicate their needs and ideas to decision-makers and/or other groups and communities. As such, PV can be a highly effective tool to engage and mobilize resident teams to help them implement their own forms of sustainable development based on local needs.

This toolkit is a general introduction to PV (also in Spanish and French)

This toolkit is a general introduction designed for evaluators and facilitators!

This toolkit is focused on using PV to combat corruption.

This toolkit uses a Rights-Based Approach to PV.

Watch Nolusindiso's example here.

Check out the Storyvine app in the Google Play or Apple Store

Just like a pie chart or a bar graph, photos and videos are just a different way of visualizing and showing your data. Photos and videos can be used in your own local evaluations to:

Measure progress towards a specific goal

Invite residents to take photos/videos that are representative of their experiences in relation to one of the health equity issues and/or goals in their community. For example, if your community is working on food access, ask residents to take pictures at the beginning of the project that represent their experience with access to food, then ask residents to take pictures after 1 year of implementation that represent how they see their work contributing to improvement of food access in their community (i.e. some communities have built community gardens, this would mean photographing this process).

Measure perspectives about the CPHE process

Ask residents to take a series of images/videos throughout their journey with the organization/initiative/group to show the progress and how they feel about it. For example, ask residents to take pictures of where they see collaboration happening best in the work.

Motivate new teams and establish a baseline

For communities that are just getting started, ask residents to show you (through photos/videos) what their desired future looks like - as time goes on, check back in on these photos and facilitate discussions around to what extent things have progressed. Residents seeing themselves in photos and videos can be an empowering activity that allows them to see the effect their own work has, and see themselves represented in the change. As your work progresses, you can perform a similar photo/video project, and then compile with the original photos to visually share the changes that you've helped to create.

Document your work and tell the story

Invite residents (and yourselves!) to take photos/videos of important events/meetings/actions that are being put on! By tracking these things, they are tracking their growth as well. These images are a powerful tool to show your community, other communities, and other stakeholders the story of change over time. Also, these photos can be used at a broader evaluation level to tell the story of how change is happening over time.

The ways in which you can use photos and videos in your local evaluations also applies to how you can use this data for their macro evaluation. By documenting important events, meetings, achievements, etc., you might be able to easily see the story of different communities and gain a better understanding of what they are doing to build power to affect healthy equity across multiple spaces.

Some key power-building concepts would be great concepts to pay attention to and highlight for your communities so people can document examples of these.

Building power is about...

Collective, direct action around shared goals

How is this being displayed in the community?

What actions or events are being held in order to reach their shared goals?

Cultivating powerful public relationships

What partnerships are communities building?

How are they doing this?

What does this look like?

How do people feel after they have done it?

Organizing people and money

How are resident teams engaging community for involvement?

What does organizing look like?

Strengthening our democracy

How are people changing things in their community?

Where are they going?

Who are they talking to?

Questions? Let's Talk!

We are here to help!

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