Content Analysis of Photographs

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Content analysis photographs

- Approaches to Photograph Analysis
  - Text vs. Photographs
    - Content Analysis
    - Thematic Analysis
    - Hybrid
- Software
  - QDA Miner, nVivo
- Interrater Reliability
  - Positive vs. Interpretive Approach

Content analysis of photographs

- In most instances photographs are used to facilitate interviews in a process called *photo-elicitation* (Parker, 2009)

- In many of these cases the transcripts of the interviews are the main source of data.

- We analyzing these transcripts the content analysis approach is the same as with other types of text.
  - See Venkatraman & Nelson, 2008 for an example of text analysis resulting from the use of photographic research methods.

Content analysis of photographs

- When content analyzing photographs directly there are two main approaches
  - Content Analysis (when discussed in the context of photographic research methods and focused on the photographs themselves) refers to the classification of tangible objects seen within the photograph and can be based on:
    - Number of objects
    - Types of objects
    - Juxtaposition of objects
   - Change in objects over time

Content analysis of photographs

- When content analyzing photographs directly there are two main approaches
  - Thematic Analysis refers to the investigation of "manifest and latent content" (Banks, 2007: p. 47) of the photographs and can be based on a number of different categories depending on the research questions.

  - Hybrid Approaches consisting of both content and thematic analysis are also possible and, as suggested, involve examination of the objects in a picture as well as subjective interpretations.

Content analysis of photographs

- Software
  - Many existing content analysis packages already include functionality to analyze photographs
    - For example QDA Miner, nVivo
  - The next two slides provide examples using QDA Miner for content analysis and thematic analysis

Analyzing Photographs—Content Analysis
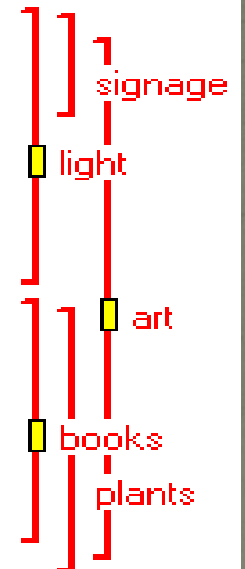
Analyzing Photographs—Thematic Analysis

Content analysis of photographs

- Interrater Reliability
  - Text analysis
    - Interrater Reliability should be approached and calculated as in any other type of content analysis of text
  - Photograph analysis
    - Content analysis and thematic analysis involving object counts can be approached in a similar manner as text for Interrater reliability
    - Thematic analysis should involve an a priori coding guide similar to other types of subjective analysis

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