



FotoFeedback as an Assessment Methodology

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The use of photography in qualitative research is not a new phenomenon. Photographic research methods have been conducted in the health field and other disciplines for many years.

Photography in Research



- Photovoice
- Photo Elicitation Interview
- Participant Authored Audiovisual Stories
- Hermeneutic Photography
- FotoFeedback

Photographic Research Methods

FotoFeedback is a newly defined methodology that gives more flexibility to researchers than the methods historically used by others linking photography with some form of feedback about the photographs.

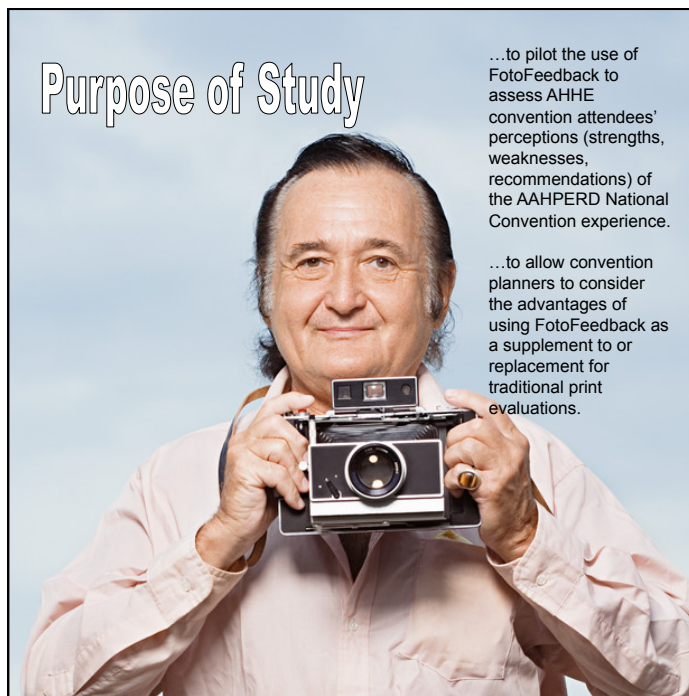




TOP 10 Features of FotoFeedback

1. FotoFeedback training should include instruction in basic photography and ethics of photography before a research project begins;
2. the photographs are taken by the participants;
3. participants may include the researchers if the researchers are part of the community or program evaluation that is being studied;
4. narrative about the photographs can be a transcript of group or individual discussions, PowerPoint presentations, contents of blogs, WebCT or other online discussion formats as well as many other written forms;
5. photos and narratives can be in print or electronic formats;
6. participants may or may not share their narratives about their photographs with each other;
7. narratives can include meaning, knowledge, story, evaluation, and many other contents related to the research question;
8. contents of photos or questions to answer with photos can be participant or researcher driven;
9. many different forms of thematic analysis can be used to evaluate the results of FotoFeedback; and
10. FotoFeedback can be used for a wide range of research questions.

Purpose of Study



...to pilot the use of FotoFeedback to assess AHHE convention attendees' perceptions (strengths, weaknesses, recommendations) of the AAHPERD National Convention experience.

...to allow convention planners to consider the advantages of using FotoFeedback as a supplement to or replacement for traditional print evaluations.

Participants

100% of the members of two Midwestern universities who attended 2009 AAHPERD

n=6

3 undergraduate students majoring in health education (community concentration)

3 faculty members

white females ages 21-55



Photo Credit: Amy L. Versnik Nowak



Study Design

PRIOR TO CONFERENCE
All participants trained in FotoFeedback technique and ethics of photography.

PROCESS
Participants were told to...
• bring digital cameras to every pre-conference, conference, or post-conference event attended
• photograph what they deemed as strengths or weaknesses of the convention
• record perceptions about strengths, weaknesses, and recommendations

Photo Credit: Amy L. Versnik Nowak

Data Collection & Analysis

STEP 1 Each participant submitted all photos and accompanying narratives via a PowerPoint (PPT) slide show

STEP 2 Researchers coded general themes.

STEP 3 All visual and written data entered into Excel spreadsheet according to general themes.

STEP 4 Each comment was categorized to answer the 3 research questions in the following ways:

1. whether the slide was from student or faculty combined with the code for each individual (e.g., S4, S5, S6 or F1, F2, or F3),
2. whether it was a positive or negative comment (+/-),
3. whether it was a current comment (CC) or suggested improvement (SI)

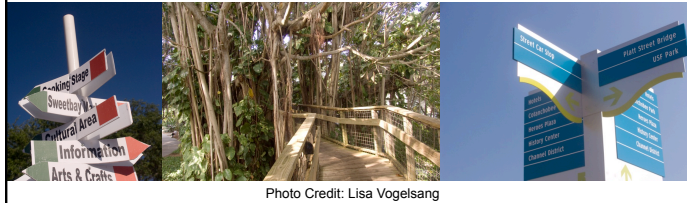
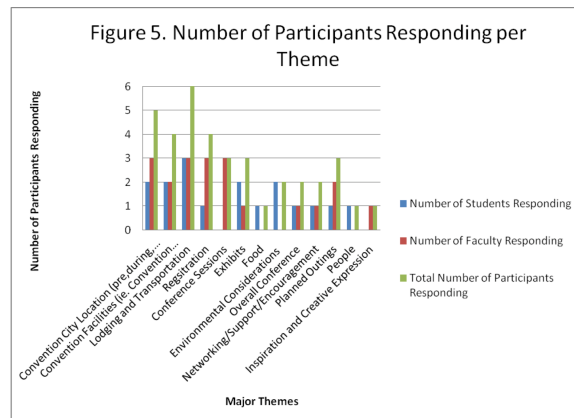


Photo Credit: Lisa Vogelsang

Results

81 PowerPoint slides submitted (ave. 13.5 slides/participant)

13 themes emerged...



THEME 1

Convention City Location



Beautiful Location for the conference.

THEME 2

Convention Facilities

Ride, Walk, or Stride?

I love it when Convention Centers offer the option of stairs conveniently located near the escalators. After session sitting it is such a huge welcomed and needed leg stretcher.

While I realize that AACE has no control over this, I just want to compliment on how much this feature is valued when Convention facilities are being considered.



THEME 3

Lodging & Transportation

Transportation

- A big problem for Tampa was the lack of a Convention shuttle system – hotel shuttles were relied upon and were often overcrowded and unable to access in time for sessions
- Without a Convention shuttle, then make sure other hotels are within walking distance (closest alternate hotel was over 1 mile away)
- The trolley was only available in some locations



THEME 4

Registration

Registration Information

- Registration is located on the 2nd floor of the Tampa Convention Center
- As you have received your convention badge in the mail, go to the "Early Bird Registration" counter to pick up your badge holder and program book, which contain the agenda for the convention.

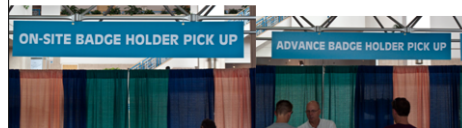
Registration Hours

Thursday, March 21	7:00am - 6:00pm	Wednesday, April 1	7:00am - 6:00pm
Friday, April 2	7:00am - 6:00pm	Friday, April 3	7:00am - 6:00pm
Saturday, April 4	7:00am - 11:00am		

The Advanced Bird Gets the Worm!

Signage can be confusing, especially to first time attendees. There was no "Early Bird Registration" counter. Instead, there was an Advance Badge Holder pick up. What connotes an Advanced Badge?

Feedback: Suggestion is to match terminology used in registration information with actual signage on location.



THEME 5

Conference Sessions

AAHE's Award Luncheon Nominated for Award

The AAHE awards luncheon is a unique networking experience and the food is always top notch! What an awesome way to participate in supporting our health education colleagues as well as be inspired and challenged by them.

My suggestion to AAHE—keep up the exceptional work here. This venue is a winner!



THEME 6

Exhibits

Convention

- Have more times open for the Expo to examine the many wares available
- Continue to have a variety of vendors that appeal to professional and personal development



THEME 7

Food

Since no food was provided by the conference attendees had to find their own meals. On a student budget it was hard to find affordable and healthy meals.



THEME 8

Environmental Considerations

Convention

I really liked the bags that were given out at the convention because they were made from 52% post consumer recycled materials, another eco-friendly find!



THEME 9

Overall Conference

Conclusions

- Many good things were done at Tampa AAHPERD
- Some mistakes were made (late notices, etc.) that cost members from taking full advantage of the Tampa area.
- Let's have AAHE inform AAHPERD of needed changes and implement some of their own changes and make future AAHPERD Conventions more well-attended with happier attendees who will want to keep coming back!



THEME 10

Networking/Support/ Encouragement

The conference offered many, many networking opportunities for both students and professionals.



THEME 11

Planned Outings

Conference Outings

- AAHPERD outings were not posted on the web site until the second day of the conference
- Most outings (e.g., to the beach) conflicted with conference attendance



AAHE Social

- Brilliant idea to have the social at a local attraction and to have a cover charge to be sure to have enough food
- Continue to use local attractions and charge for the social at future events
- The relaxed atmosphere at the Aquarium allowed people to socialize or to have personal respite at the same event, thus allowing a wonderful opportunity to accommodate all personality styles



THEME 12

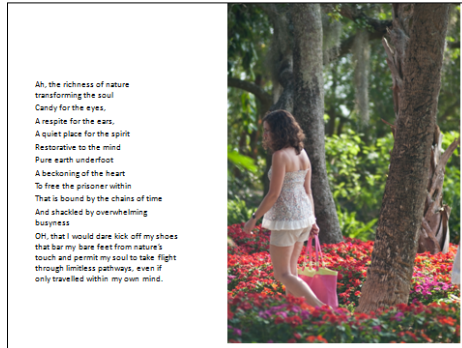
People

Tampa, FL had many interesting and helpful people, which made it ideal for the convention. You get to meet diverse groups of people.

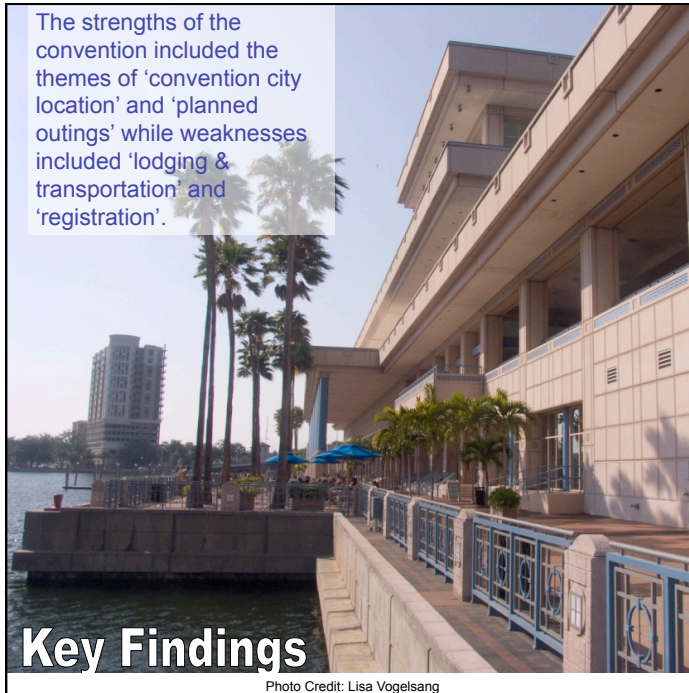


THEME 13

Inspiration & Creative Expression



The strengths of the convention included the themes of 'convention city location' and 'planned outings' while weaknesses included 'lodging & transportation' and 'registration'.





Key Findings

The themes that emerged for improvement included 'lodging & transportation' and 'registration'.

Photo Credit: Lisa Vogelsang



It was also suggested keep the positive aspects of the convention such as 'convention city location' and 'planned outings' in beautiful areas.

Key Findings

Photo Credit: Lisa Vogelsang



Key Findings

FotoFeedback was shown to be a useful evaluation tool that provided rich data in a unique format.



Photo Credit: Lisa Vogelsang

Recommendations

Participants of future FotoFeedback research should use smaller more easily accessible digital cameras as the convenience makes it easier to access during the data collection period.



Photo Credit: Lisa Vogelsang



Recommendations

Cameras with a voice recording function can be used to capture feelings at the time of the image capture, which can improve the reliability of data.

Photo Credit: Lisa Vogelsang