
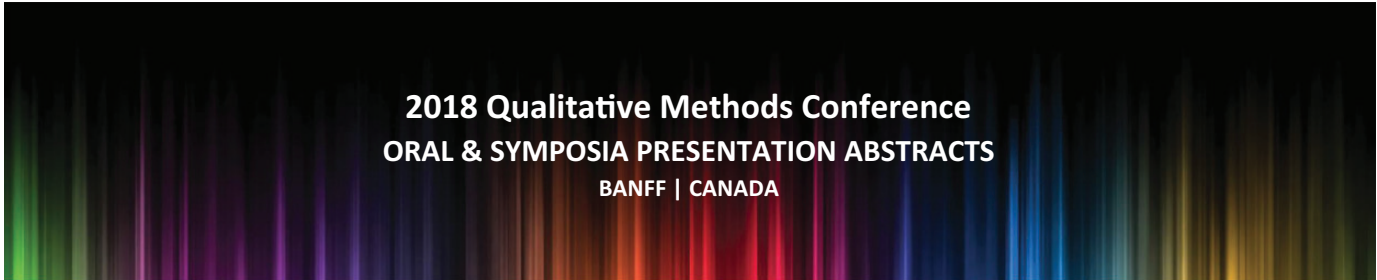


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2018 Qualitative Methods Conference ORAL & SYMPOSIA PRESENTATION ABSTRACTS BANFF | CANADA

The PCAP Women's Quilt—Mothering, Quilting, and Healing

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The Parent Child Assistance Program (PCAP) Women's Quilt Project was completed in Alberta, Canada, in 2015 and is a reflection of the work of 30 women participants who mostly parent their children and are supported in long-term intensive mentoring relationships. The PCAP program works with vulnerable women who struggle with addictions and have given birth or are at risk of giving birth to a child born with prenatal alcohol exposure and often receive a diagnosis of Fetal Alcohol Spectrum Disorder (FASD). FASD is a disability that comes with many challenges and mothering work requires perseverance and support. The use of visual methodology combined with narratives of women's lives effectively worked to support women who gathered together across rural and urban locations to create a quilt square reflecting the meaning of their experience in the PCAP program, and particularly, their one to one work with a mentor over 3 years. Images were colorfully hand drawn by women on quilting fabric and then transformed as a collective quilt by a master quilter who also offered some interpretative reflections. Women were provided a framed photograph of their quilt square and a photograph of the entire quilt post project. Key themes included mothering, security, and hope. The use of qualitative research and visual methods in particular holds great value in working with vulnerable and marginalized women. The PCAP women's quilt is a powerful reflection of hope, healing, and transformation.

Is a Picture Worth a Thousand Words? Exploring the Effectiveness of Photo- Elicitation to Research Body Image

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Body image is a sensitive topic of discussion, particularly for older adult women whose bodies have changed with age. Photo-elicitation may be a useful method for older women to more easily discuss the complex and sensitive nature of their body image experiences; however, this method has been seldom used within body image research. As part of a study exploring the effectiveness of using photographs to elicit body image conversations with women (55+), we investigated how photo-elicitation may facilitate or hinder discussions about body image. For instance, photographs were used to express symbolic representations of the body and how these experiences were complexly intertwined with changes in function and appearance from aging and disability. This finding was unique compared to previous interview studies about body image, demonstrating added depth this method may provide to a body image study. In addition, participants became more aware and critical of their habitual thoughts about their body through the process of collecting photographs. Therefore, the photo-elicitation method had positive body image benefits outside the original intent of the study. The challenges of using photography to capture body image will also be discussed. Although photographs allowed the women to delve into



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Using Social Media for Participant Recruitment in the New Technological Era

Julia Goyal, *University of Waterloo*
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We live in a world wherein technology touches almost every facet of our lives. Contemporary research is no exception as it is increasingly engaging with digital media forms. For my graduate thesis research, I employed qualitative research methods to capture and explore the experiences, risk perception, and risk management strategies of Airbnb hosts and guests. Participant recruitment is often the most challenging aspect of conducting a qualitative study. Since Airbnb has a very strong digital presence, I used popular social networking websites, including Facebook and LinkedIn, to connect with Airbnb hosts and guests, gauge their interest in participating in the study, as well as establish a rapport with participants before conducting semistructured interviews. Drawing from my experience, I will add to the existing literature on the potential role and value of social media in recruiting participants and better situate the recruitment process within the modern social media landscape. Using social media in this context provided me with an inexpensive and accessible line of communication with a quick turnaround time as well as the opportunity for follow-up. This use of social media as part of an effective recruitment strategy appears promising, as it would also extend well to other domains of qualitative research.

Babies, Culture, iPhones, and Images: The Ethics of Photo-Voice in an Online Digital World

Julian Grant, *Flinders University College of Nursing and Health Sciences*

Visual images are no longer tucked away in a hard copy photo album, only to be viewed at the photographer's discretion. In a digital online environment, images can be taken and shared at any moment in time and reshared without permission. While this opens many opportunities for the use of imagery in research, it also poses questions around the ethical conduct of that research. This presentation explores the challenges of working with photographs of babies, in research exploring the cultural safety of pepi pods as safe sleep, alternative spaces for Aboriginal families living in metropolitan South Australia. Framed as interface research to balance indigenous and academic methodologies, the study used photo-voice to actively involve participants in the coconstruction of research data. To mitigate risk, participants were all given Instamatic cameras and asked to take images of their use or nonuse of the safe sleep alternative space. Researchers and families then yarned about the photos' content and meaning. While this sounds good in theory, the experience of application was perhaps unsurprisingly, complex. In a time where popular culture invites risk through indiscriminate posting of images of infants and

children, how do we ensure that in testing the safety of a sleep space, we don't jeopardize safety of identity?

The Use of Video Conferencing as a Qualitative Method of Data Collection

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Gwen Rempel, *Athabasca University*
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As new communication platforms proliferate in our 21st-century age of digital technology, the ways in which qualitative researchers generate their data are evolving. Whereas in-person interviews are still the mainstay of data generation in qualitative studies, video conferencing programs, such as Zoom Video Communications Inc., may provide qualitative researchers with a reasonably cost-effective and convenient alternative to in-person interviews. The uses and advantages of face-to-face interviewing are well-documented (Opdenakker, 2006; Dicicco-Bloom & Crabtree, 2006; Gill, Stewart, Treasure, & Chadwick, 2008); however, utilizing video conferencing as a method of data collection, specifically Zoom, has not been examined. We share experiences of utilizing Zoom to conduct in-depth, rich qualitative interviews with mothers participating in a study about parenting. Overall, participants reported positive experiences regarding the video conferencing interview. Participants appreciated the following about video conferencing: (1) convenient and simple to use, (2) enhanced personal interface in seeing the interviewer while discussing such a personal topic as parenting, (3) option to choose the device (i.e., phone, tablet, and computer) to participate in the interview, and (4) time saver in not having to travel to participate in the research. They reported that video conferencing meant more time available for their family. Using video conferencing software, such as Zoom, could help researchers keep research costs low and enable them to gain access to larger and more diverse participant populations. Advantages and disadvantages, as well as recommendations for best practices and future research, from researchers' perspectives, will also be discussed.

Multiple Online Formats: Simplifying or Confounding the Interview Process?

Cheri Gregory

For many researchers, the face-to-face interview is the quintessential method for qualitative inquiry, the gold standard against which all other techniques are measured and judged to fall short. However, in my research, I discovered that the face-to-face interview was not necessarily the format of choice. In-person interviews are frequently impractical, even downright impossible, due to financial constraints, scheduling conflicts, and mobility issues. This presentation will explore four virtual interviewing methods that involve synchronous versus asynchronous, voice versus text, and offer explanations of why