Interview Viz: Visualization-Assisted Photo Elicitation

Nancy Van House
School of Information, University of California, Berkeley
http://sims.berkeley.edu/~vanhouse

DATA COLLECTION METHODS

Diary studies
Participants record activities, cognitions, etc as they occur
Strength: actual record of real events over time
Weakness: Burden of record-keeping; usually short-term

Photo Diaries
Images often more appropriate, easier to capture than text
Requires cameras always at hand

Photo Elicitation
From anthropology, sociology
Interviews grounded in images to elicit responses

Participant-driven photo elicitation
Respondents' own images, portraying their own lives taken at request of researcher or *the images that they take on their own*

MMM PROJECT

MMM2 System
Free cameraphones and service with MMM2 software
Automatic uploading of images to MMM2 web space
Easy organizing and online sharing

Participants
70 participants, up to 10 months
iSchool master's students, some PhD students, faculty, non-students
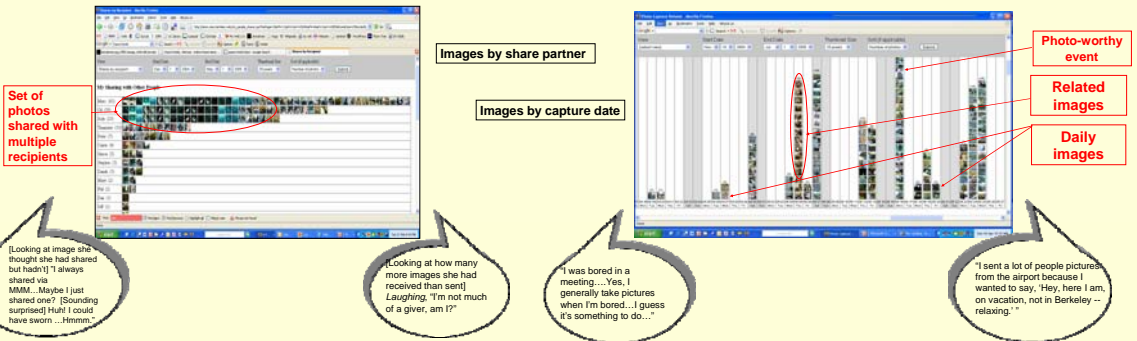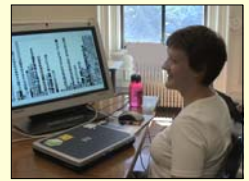*Tightly-connected networks, with time for practices to stabilize*

INTERVIEW VIZ: An interview method rooted in photo diaries

Investigating the social uses of cameraphone images, new social practices with cameraphones and online image-sharing; sought empirical data on:
What they took images of, when, where, why
With whom they shared images, when, how, why
Visualization-based photo elicitation
Interviews grounded in participants' own images, visualized:
Over time
By sharing partner (sent and received)

Images by share partner

Images by capture date

Set of photos shared with multiple recipients

Photo-worthy event

Related images

Daily images

[Looking at image she thought she had shared but hadn't] "I always shared via MMM...Maybe I just shared one? [Sounding surprised] Huh! I could have sworn ...Hmmm."

[Looking at how many more images she had received than sent] *Laughing,* "I'm not much of a giver, am I?"

"I was bored in a meeting....Yes, I generally take pictures when I'm bored...I guess it's something to do..."

"I sent a lot of people pictures from the airport because I wanted to say, 'Hey, here I am, on vacation, not in Berkeley -- relaxing.' "

Findings re MMM, Cameraphones, Sharing
Temporal patterns: bursts during photo-worthy events, AND daily image-making (photo journaling)
Pauses in image-making when busy
Sharing with stable, recurring, often non-overlapping groups (clusters of friends, fellow students, family, co-workers)

Benefits of Photo Viz
Rich data, detailed info about actual activities
Photo evidence refreshes memories, corrects misperceptions or inaccurate memories
View many more images (100s, 1000s) than traditional photo elicitation
Patterns of activity visible – within and x individuals

Other uses of Photo Viz
Photodiary studies of other activities
Display images/activity over time and by other relevant dimensions

Other Viz Technology
Flickr™, Photoshop® Album ®, Picasa ™ other software organizing images by time

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UC Berkeley School of Information