

Women and Spinouts: Using Collage as an Inquiry Method into Gender Related Processes

Using collage as an inquiry method falls into the broader scope of arts based research methods. These approaches are interested in eliciting data that are not readily accessed using more traditional methods such as surveys or interviews. They enable self-expression where it may be hard to put feelings or recollections into words. They allow for the expression of complex, subtle and non-rational facets of experience. The processes involved encourage creativity and spontaneity and can open up dialogue among diverse people offering new insights, reflections and new ways to critique a topic.

This workshop aims to familiarise participants with the use of collage as an inquiry method for data gathering.

The type of research questions best suited to this approach together with data generated are explored.

An opportunity for participants to work with the method and identify data analysis methods is part of the process.

Considering adaptations to the approach which will best suit the research project that participants are considering is an important feature of this three hour work-shop.

SUGGESTED MATERIALS

- ✓ Flip chart paper, highlighters and post it notes
- ✓ Blu-Tack/masking tape, scissors and glue
- ✓ A selection of relevant magazines with plenty of images in them

‘The workshop gave valuable new insights into how collage can be used to obtain responses to questions that are not easily accessed through traditional interview methods.’

Dr Paula Bailey, Head of EDI, EPSRC





Louise Grisoni is an Internal Associate and Senior Research Fellow in the Faculty of Business at Oxford Brookes University.



Mike Broussine is an independent Organisational Researcher and Consultant based in Bristol.

Both Louise and Mike are affiliates of the Centre for Diversity Policy Research and Practice and Oxford Brookes University and have many years' experience of engaging in qualitative research and have developed a particular interest in arts based methods. They are experienced facilitators of these workshops and can be contacted for further information at cdprp@brookes.ac.uk

The workshop require working with groups in a flexible manner in order to address the real experience and needs of participants. There are a number of linked stages and activities:

- Introductions – to each other and to the workshop.
- Brief exploration of participants' expectations and needs, e.g. research interests or proposals, identifying a research or inquiry task that has personal relevance to address in this workshop.
- Development of collages in pairs or small groups of three or four depending on the number of participants – using the approach with the materials to hand.
- Reflections and exploration of individual and group data and themes emerging from collages.
- Reflections on the use of collage as an inquiry methodology – exploration of some principles regarding collage (and arts-based methods generally), pointers to further reading.
- Going forward – practical considerations when using the method.
- Conclusion – participants' review of the workshop and future intentions with regard to collage as an inquiry method.



‘The interesting thing about this approach is that it forces you to think creatively about how an image resonates with what you want to say, pushing you beyond your go-to response... When you built all the pictures together the result was quite powerful.’

Dr Laura Watkin

RELEVANT LITERATURE

Broussine, M. (Ed.) (2008) *Creative Methods in Organizational Research*, Sage Publications

Butler-Kisber, L., Poldma, T. (2010) The Power of Visual Approaches in Qualitative Inquiry: The Use of Collage Making and Concept Mapping in Experiential Research, *Journal of Research Practice*, 6/2

Gerstenblatt, P. (2013) Collage portraits as a method of analysis in qualitative research, *International Journal of Qualitative Methods*, 12, 294-309

Page, M., Grisoni, L., and Turner, M. (2014) Dreaming Fairness and Reimagining Equality and Diversity through participative aesthetic inquiry. *Management Learning*.

Plakoyiannaki, E., Stavraki, G. (2018) Collage Visual Data: Pathways to Data Analysis, in Cassell, C., Cunliffe, A.L., Grandy, G. (Eds), *The SAGE Handbook of Qualitative Business and Management Research Methods*. Volume Two: Methods and Challenges, Ch.19, 313-328, SAGE Pubs