

Chapter 20 Visual Research Methods

Activity	Complete?		
Decide on your approach to visual research	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Consider your time, money and resource constraints	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Think about the meaning of content under review	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Consider the context in which images were produced	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Choose a method	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Identify ethical issues and take steps to minimize them	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Preserve the anonymity of your participants	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Gain informed consent	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Be aware of capturing logos and brands	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
Clearly explain the purpose of the research	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input type="checkbox"/>
