



# PREGNANCY AND CREATIVITY: EMPLOYING MULTIMODAL METHODS TO EXPLORE MATERNAL EXPERIENCES

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*Exploring Health and Wellbeing in  
Pregnancy and early Motherhood*

17<sup>th</sup> January 2017

Cardiff Story Museum



# OVERVIEW

The Studies

Artefacts

Photo-elicitation

Online image analysis

Timelines and emotion stickers

Sandboxing

Reflections

# THE STUDIES



2014 – Children and Young People’s Research Network (CYPRN) Funded - Inter-generational Views and Experiences of Breastfeeding [Grant, Mannay and Marzella]

2014 - Wales Institute of Social & Economic Research, Data & Methods (WISERD) Transformative Research Seedcorn Funded - Negotiating Young Parenthood: A study exploring the ways in which mediated stereotypes of teenage parents impact on their perceptions of their parenting practices; and their engagement with service providers [Mannay and Grant]

2015 - Cardiff Undergraduate Research Opportunities Programme (CUROP) Funded - Young Parents and the Media: Exploring Visual Representations and their Everyday Impacts [Mannay, Grant and Mason]

2015 – Wellcome Trust - Contextualising women’s risky health behaviours within pregnancy: the development of a qualitative longitudinal study using visual methods [Grant, Mannay, Gallagher and Morgan]

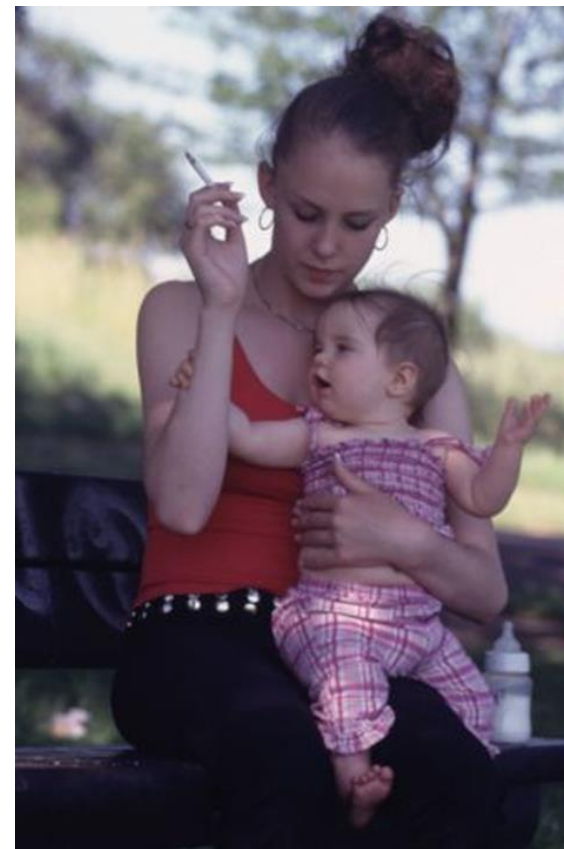
# ARTEFACTS



# PHOTO-ELICITATION

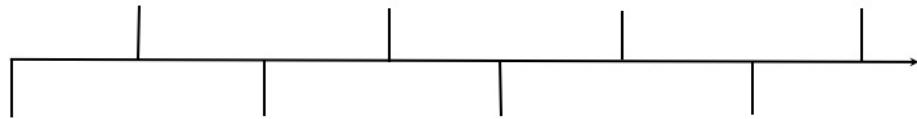


# ONLINE IMAGE ANALYSIS



# TIMELINES AND EMOTION STICKERS

Timeline: \_\_\_\_\_







# REFLECTIONS

Artefacts – interview talk constructed around individual objects and assemblages of photographs and collections of artefacts introduced topics that were beyond the interview schedule and provided new insights into the everyday negotiation of the maternal body

Photo-elicitation - disrupting the focus from individual experience to the dominant visual tropes that circulate, allowed connections between wider social representations of motherhood and the interactions and experiences of individual participants

Online image analysis - opportunity to articulate subtle forms of framing in relation to proximity, gaze and de-contextualisation that demonise mothers who are young or residing in marginalised areas, whilst creating untenable fantasies of the ideological mother and child

Timelines and emotion stickers - accounts that were biographical, current and future orientated, allowing a more nuanced understanding of the participants meaning making and approaches to parenting

Sandboxing – collaborative nature of the task allowed researchers to introduce aspects of their own experiences of ‘things that can’t be spoken’, in relation to alcohol consumption and other health related behaviours

Creative methodologies are not a panacea; but they can enable access to unseen and unspoken aspects of mothering, and engender forms of temporal and spatial extension

Thank you  
for  
listening!



*Handwritten signature in red ink.*



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