

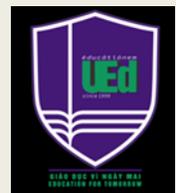
# EnPOWER

Visual and auto ethnography



# Generating new knowledge about women leaders

- This project explores the lived experience of women leaders in Vietnam
- We have chosen to use creative arts based practices rooted in visual ethnography to do this as they encourage a freedom of expression which encourages visible and accessible ways to ‘bring to life’ those lived experiences
- We intend that this work will productively open up discussions about voice, identity and learning for women leaders
- We hope our participants will be supported to become knowledge-makers in the field of gender and leadership in Vietnam



# Auto ethnography

- Autoethnography is a qualitative research method that allows the author to draw on his or her experience to extend understanding about a societal phenomenon they have personally experienced.
- Autoethnography is grounded in postmodern philosophy and integral to the current debate about reflexivity and voice in social research
- Autoethnography acknowledges the inextricable link between the personal and the cultural in qualitative research
- Auto ethnography can be very fluid and evolving, and include personal stories and excerpts from interviews, self interviews and as in this project the use of personally curated arts based, creative methodologies
- One can argue that autoethnography is more authentic than traditional research approaches, precisely it relies on the researcher's own experiences as told through their 'voice' or chosen means of communication



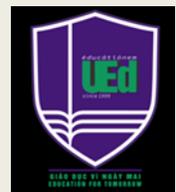
# Why use creative arts based methodologies ?

- They can capture the experience of working in ‘supercomplex’ (Barnett, 2015: 238) practice environments like HE –ie: ‘systems, cultures and institutions that privilege some and marginalise others’ (Lipton & Crimmins 2019:229)
- They offer ways to explore hidden and evolving spaces around leadership in HE.
- They offer opportunities to generate alternative pedagogical knowledges about HE.
- They are ‘personally situated, interdisciplinary and diverse and emergent’ (Barrett and Bolt, 2007:2) and so will reflect the diversity of lived experience of women in leadership.

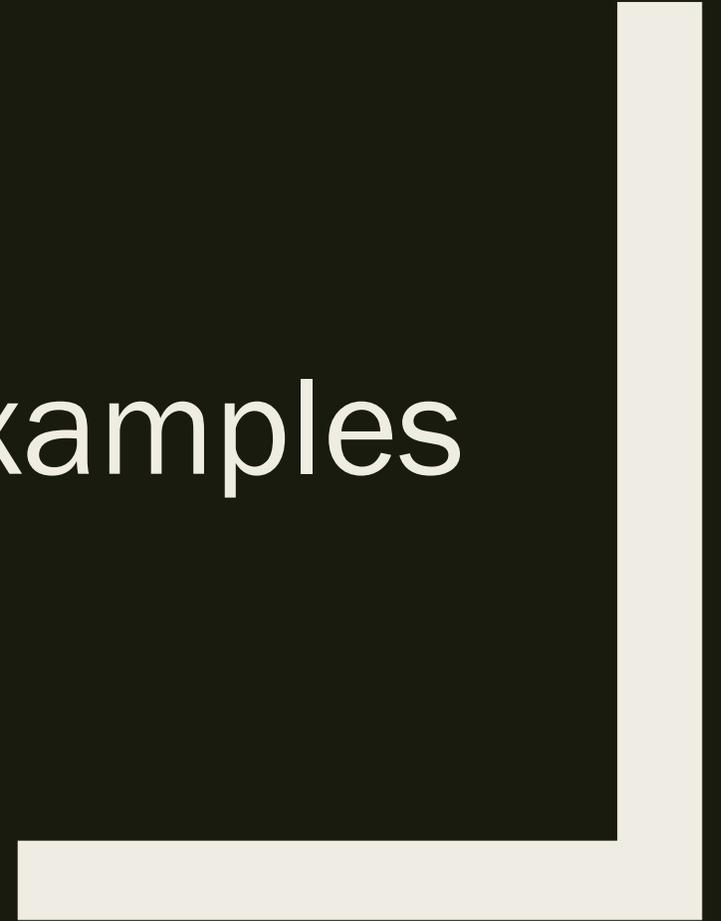


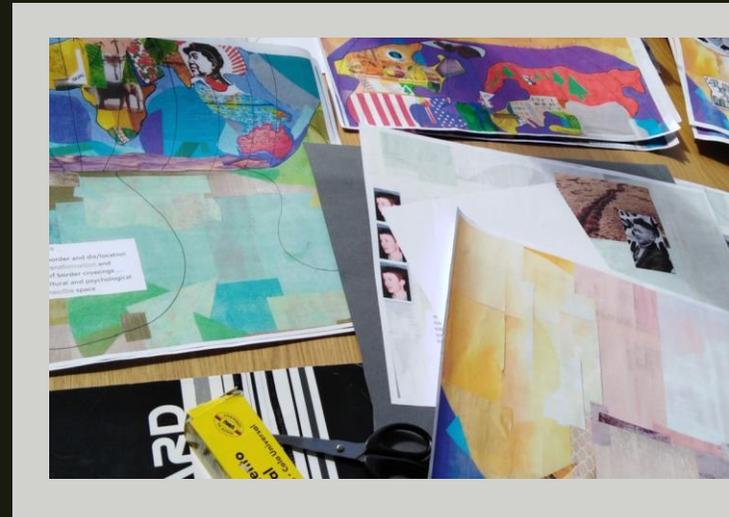
# Visual ethnography

- Visual Ethnography draws on various multi media and creative media such as photography, film/video and collage to record aspects of everyday life,
- It allows the researcher to share insights about people and places that are discursive, sensory, embodied, spatial, etc.



some examples



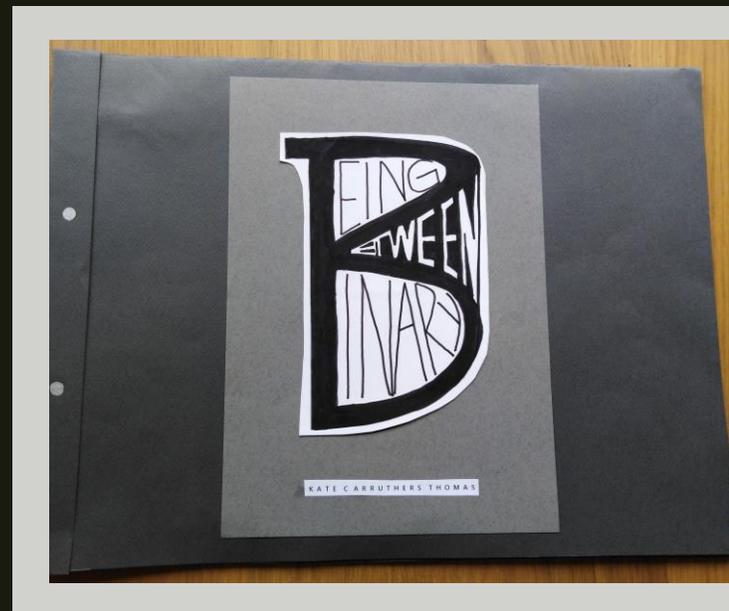


# collage/photo montage

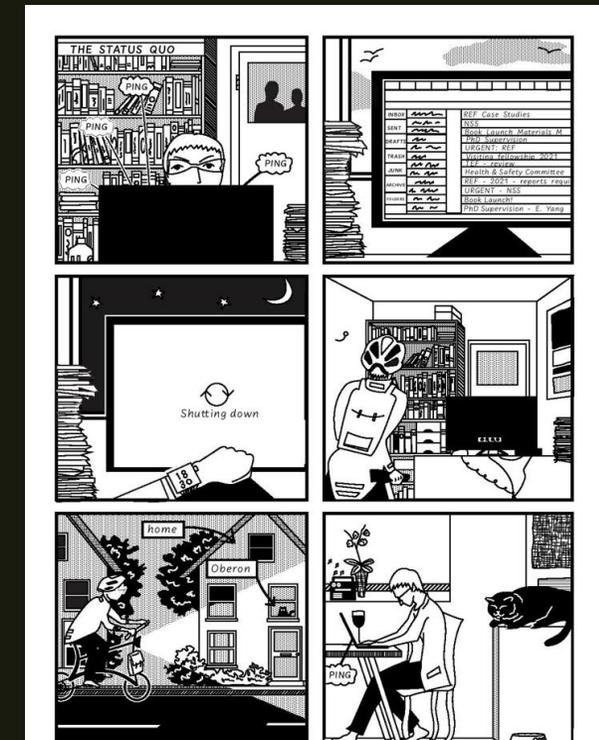
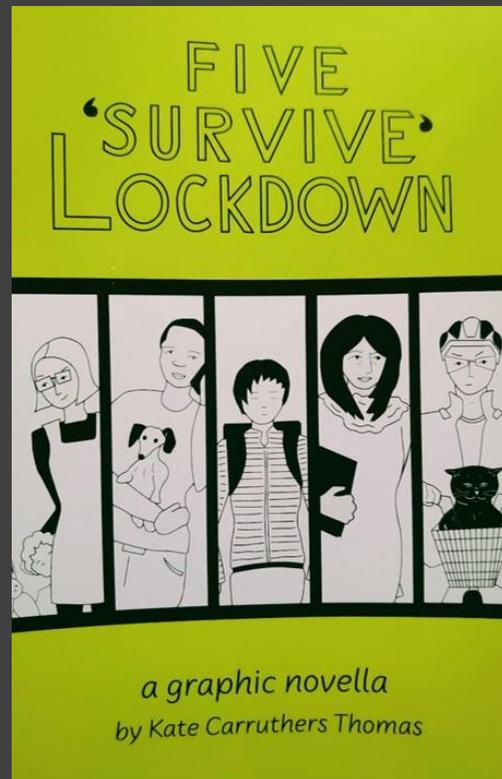
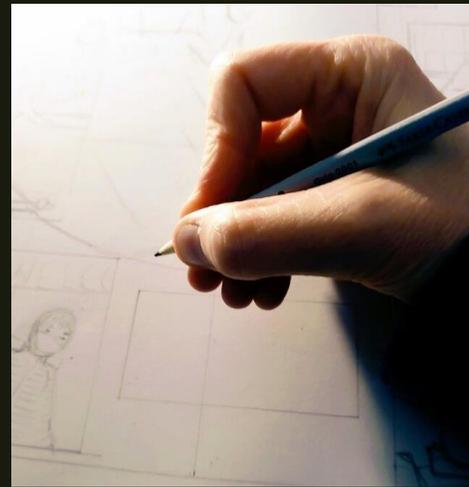
'a reflective process, a form of elicitation and a way of conceptualising ideas'  
(Butler-Kisber and Poldma, 2010)

'a synthesis of shattered fragments' (Davis, 2008: 250)

'textual-visual montage of imaginative associations' (Zebracki, 2017: 605-6)

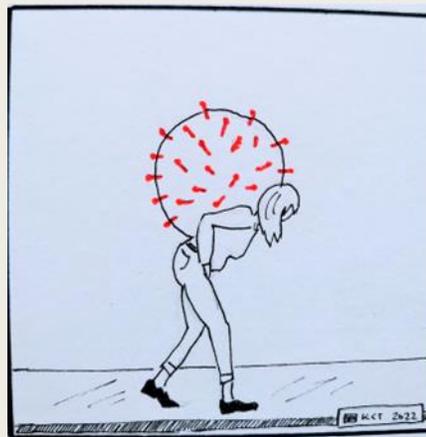


# comic/ graphic novel/ graphic memoir



# illustrated digital archive

[www.deardiaryresearch.co.uk](http://www.deardiaryresearch.co.uk)

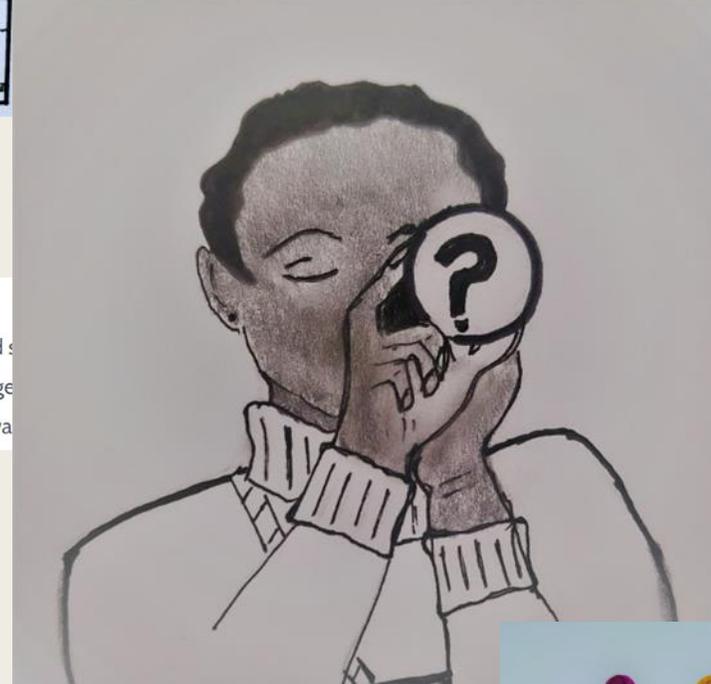


## Look after your mental health

If I think back to the university management's handling of the care of staff and students over that time, I am aware of competing 'voices' in the messages that came my way. I am only a lecturer so I cannot surely say that what I was aware of represents anyone else. What I can say for certain, though, is that the message was not simply – take care. I was aware of many competing indications of how I was expected to behave and it confused and, at times, distressed me. One set of voices that I was aware of, was that driving to support

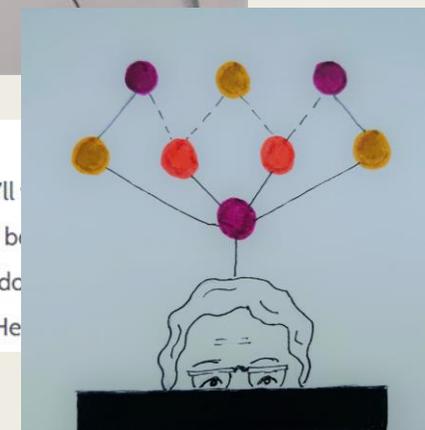
## The house was getting smaller by the day

All of a sudden, my morning routine seemed so... positive mind set. The house seemed to be getting... always been sport, and with lockdown this was



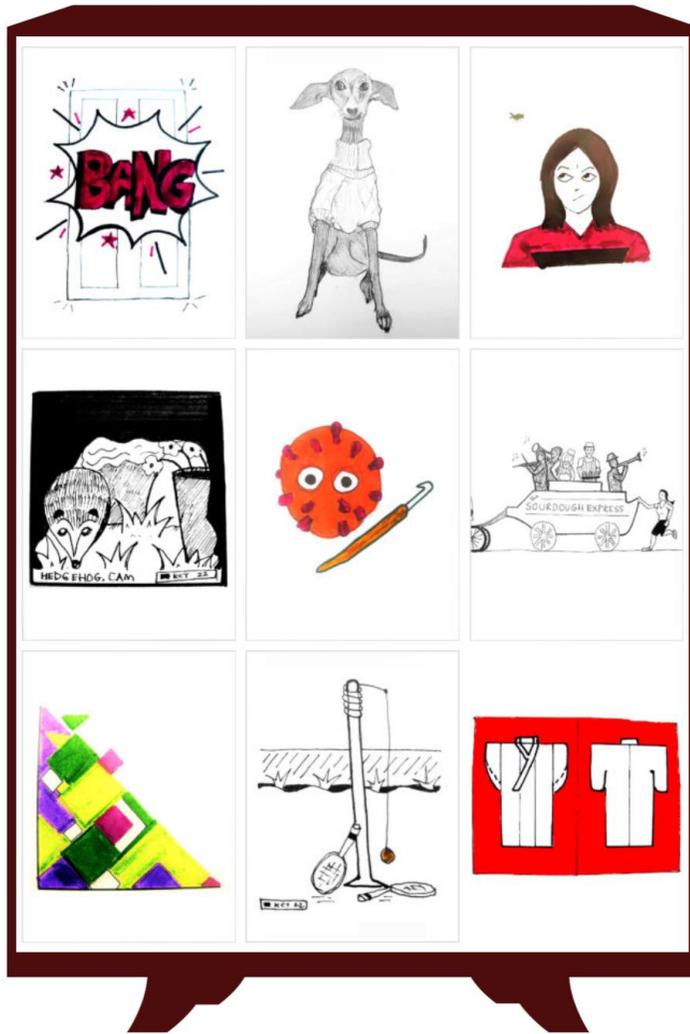
## You become 'the help'

Because I was working in the kitchen, every time I made a drink, I thought, "Oh, he'll... So, then, you know, at the side of his screen was, like, a hand and a coffee cup just be... of him, and that, kind of, argh, got me a bit. Like, "I can see what I'm doing here. I do... with it and my own politics," and I just thought, "Oh God, just be compassionate. He



# cabinet of curiosities

collections of notable objects



# Contributing to the project

- In phase 2 of the study we will recruit 6 women leaders as co-researchers to produce a collective ethnography (Pahl, 2016)
- Each co-researcher will create an individual autoethnography that explores their experiences and practice context
- The evidence base that emerges from this collective ethnography will provide new insights and generate a set of recommendations for change

