

ReACT METHOD

The ReACT Method is a process for analyzing qualitative Photovoice data that was developed by a team at Michigan State University (See Foster-Fishman, Law, Lichty, & Aoun, 2010. *Youth ReACT for Social Change: A Method for Youth Participatory Action Research* for a detailed description of the process). The goal of the ReACT Method is to raise critical consciousness through examination of the Photovoice data. When participants analyze their own data, they have the opportunity to identify patterns and inconsistencies in the stories within and across their groups. Analyzing the data allows for a more in-depth understanding of the issues that are raised in the photos and narratives, and ensures the data analysis is participant-driven. ReACT uses a series of messaging games to train participants in qualitative data analysis. Below is a description of the messaging games used to analyze the Photovoice data.

Candy Sorting Game

The first game is the Candy Sorting Game, which introduces the idea of thematic analysis, both first and second order thematic analysis (adapted from Preskill & Russ-Eft, 2005).

Materials needed:

- A mixture of different types of candy for each group
 - ~20 pieces per group
- Notecards
- Markers

Process

1. Tell participants they are opening a candy store in five minutes and they need to organize the candy so customers can easily shop in their store.
2. Ask participants to sort their candy into 5 to 7 shelves in a way that makes sense to them (e.g. plain chocolate candy, chocolate with nuts, fruity candy, chewy candy are common shelves that participants come up with). *This is first order analysis.*
3. Give each shelf a name.
4. Connect this to the data analysis process they will be doing. This will be similar to identifying similar key messages in the Photovoice narratives, grouping them, and labeling them.
5. Next, tell participants that 2 of their shelves broke and they now have to reorganize their candy into fewer shelves. *This is second order analysis and demonstrates the idea of aggregating ideas into higher order themes.*
6. Connect this to the data analysis process, explaining that once they've grouped similar messages, they will go through a process of combing similar groups to help make sense of all of the data and identify important messages to share with the community.

