



What is a Video-Based Qualitative Analysis?

BACKGROUND

What if video interviews could be used not only for video production, but also as a form of data to be analyzed and gain a more in-depth understanding of the knowledge participants are sharing? This document provides an overview of a *video-based qualitative analysis*, which is a strategy that blends the strengths of documentary filmmaking and qualitative research in order to examine human experiences and their embedded visual contexts, while also producing a creative storytelling output that can be communicated to various audiences.

This approach was developed as part of a larger community-based film and research project called *HERD: Inuit Voices on Caribou*. Led by Inuit from across Labrador, Canada, and as part of David Borish's doctoral work, the goal of this initiative was to create impact-driven documentary films and qualitative research papers about Inuit knowledge and experiences with caribou population declines.



Inuit Elder Henry Lyall (left), Inuit drone operator Eldred Allen (middle), and David Borish filming for the HERD project in Labrador, Canada.

Rather than working on the research first and then the documentary film, the HERD team worked on both processes simultaneously. In this way, the video content was not *about* the research - it *was* the research! The result was the co-production of both award-winning documentary films and peer-reviewed articles published in high-ranking journals about a range of social, environmental, and health topics, all based on the same video interviews!

PROCESS

A video-based qualitative analysis allows you to work towards both creative and research outputs by repurposing the coding, searching, and filtering tools within two distinct video-editing softwares: the Lumberjack Builder application and Final Cut Pro X.

Coding in Lumberjack Builder

Starting with Lumberjack Builder, you can connect interview transcripts directly to video interviews, and apply keywords and other metadata to specific sections of both the transcripts and video interviews. We repurposed this text-video-coding feature for creating qualitative codes for themes, characteristics, and other elements of interest within the data. With the ability to watch, listen, and read all at the same time, you can review not only what participants are saying, but *how* and *in what context* they are saying it, which is especially important for place-based, cultural, and health related knowledge.

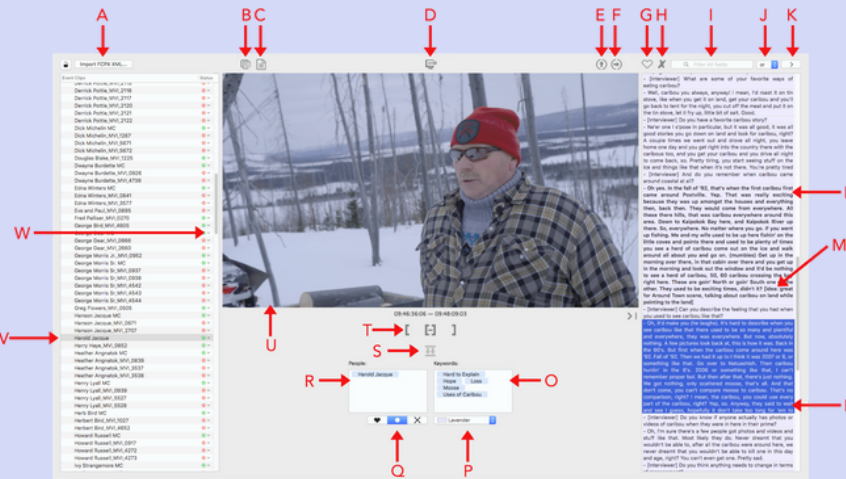


Figure of Lumberjack Builder from our how-to guide (see resources below)

Thematic Analysis in FCPX

All codes and metadata from Lumberjack Builder can be imported directly into Final Cut Pro X®, which can be used not only to edit the video content into a film, but also repurposed for qualitative analysis by leveraging a variety of search, filter, and categorizing tools within this software. Keywords and other metadata can be searched for, which can help identify relationships and trends across the video interviews based on what people said.

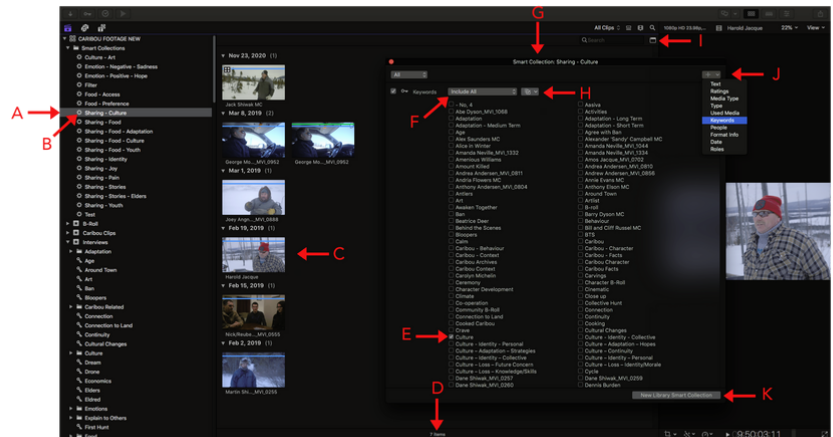


Figure of Final Cut Pro X from our how-to guide (see resources below)

Data-Driven Research and Storytelling

Through these two programs, you can do an in-depth exploration of the oral and visual content shared in video interviews, which can support with the creation of research outputs. But this data isn't just important for the qualitative analysis - there can be storytelling benefits too! For example, in the HERD project, this process contributed to our understandings of what themes were being discussed most across the interviews, and therefore what to focus on when developing the film's narrative. In this way, it was possible to create a film that was data-driven, and directed (at least in part) by the collective knowledge being described by the people in the film.

OUTCOMES & BENEFITS

Film Production

[▶ Watch the trailer here!](#)

This technique supported the HERD team with producing short-length, broadcast-length, and full-length documentary films about the links between caribou and Inuit well-being, all in collaboration with community members.

Our films have had wide-ranging reach and influence, including:

- Broadcasted on CBC and streamed on the WaterBear Network
- Screened at more than **15 international film festivals**
- Screened at museums and related groups such as the Royal Ontario Museum, Canadian Geographic, Royal Alberta Museum, and Science North
- (To be) screened at the UN Conference on Biological Diversity (COP15 Montreal)



Qualitative Research

This technique allowed us to use the same quotes from participants in the films for co-creating qualitative articles published in high-ranking journals, including:

- **“It’s like a connection between all of us”**: Inuit social connections and caribou declines in Labrador, Canada (*Ecology and Society*, 2022)
- **“Caribou was the reason, and everything else happened after”**: Effects of caribou declines on Inuit in Labrador, Canada (*Global Environmental Change*, 2021)
- **“You can never replace the caribou”**: Inuit experiences of ecological grief from caribou declines (*American Imago*, 2020)

Contents lists available at ScienceDirect

Global Environmental Change

journal homepage: www.elsevier.com/locate/gloenvcha

ELSEVIER

“Caribou was the reason, and everything else happened after”: Effects of caribou declines on Inuit in Labrador, Canada

David Borish^{a,b,*}, Ashlee Cunsolo^{b,c,d}, Jamie Snook^{b,e,f}, Inez Shiwak^{b,d}, Michele Wood^{b,g}, HERD Caribou Project Steering Committee^h, Ian Mauroⁱ, Cate Dewey^j, Sherilee L. Harper^{b,h,k}

^a Department of Population Medicine, University of Guelph, Guelph N1G 2W1, Canada
^b HERD Caribou Project Steering Committee, Aaron Dale (Teranga Wildlife, Plains, and Fisheries Secretariat), Charlene Kippinuck (NunatuKavut Community Council), Meredith Purcell (Teranga Wildlife, Plains, and Fisheries Secretariat), George Russell (NunatuKavut Community Council), Joseph Twining (NunatuKavut Community Council), Amy Hudson (NunatuKavut Community Council), Charlene Kippinuck (NunatuKavut Community Council), Meredith Purcell (Teranga Wildlife, Plains, and Fisheries Secretariat), George Russell (NunatuKavut Community Council), Joseph Twining (NunatuKavut Community Council)
^c School of Arctic and Subarctic Studies, Labrador Institute, Memorial University, Happy Valley-Goose Bay, Labrador A6B 1X0, Canada
^d Foreign Wildlife, Plains, and Fisheries Secretariat, Labrador A6B 1X0, Canada
^e Department of Health and Social Development, NunatuKavut Community Council, Happy Valley-Goose Bay, Labrador A6B 1X0, Canada
^f Department of Geography, University of Winnipeg, Manitoba R3B 2R6, Canada
^g School of Public Health, University of Alberta, Alberta T6G 1C6, Canada

“It’s like a connection between all of us”: Inuit social connections and caribou declines in Labrador, Canada

David Borish^{1,2,3}, Ashlee Cunsolo^{4,5}, Jamie Snook^{2,3}, Inez Shiwak¹, Michele Wood⁴, Aaron Dale⁶, Charlene Kippinuck⁷, Jim Goudie⁸, Amy Hudson⁹, Charlene Kippinuck⁷, Meredith C. Purcell¹⁰, George Russell¹¹, Joseph Twining¹², Ian J. Mauro¹³, Cate E. Dewey¹⁴ and Sherilee L. Harper¹⁵

ABSTRACT Many caribou populations are declining across the Circumpolar North, presenting challenges for many Indigenous Peoples who have deep and enduring relationships with this animal. In Labrador, Canada, caribou herds have recently experienced population declines, including the George River herd, which has dropped by 99% from its peak, leading to the enactment of a total hunting ban in 2013 issued by the Government of Newfoundland and Labrador. The decline and subsequent hunting ban have affected various aspects of Inuit well-being. Using Inuit-led multi-media methods, this project heard voices of Inuit across the NunatuKavut and NunatuKavut regions in Labrador, Canada, which (1) described the importance of caribou for Inuit social connections, (2) explored the ways in which the changes in caribou populations and management strategies are influencing these social connections, and (3) discussed the meaning and value of these social connections for Inuit well-being and the sustainability of Inuit-caribou relationships into the future. Data from video interviews (NunatuKavut region: n = 54; NunatuKavut region: n = 30) were collected and analyzed using video and photography-based methods. Results characterized how caribou are important social connectors: human-caribou relationships are core to Inuit socialization, inter-connection, and shared experience and memory regarding families, communities, and food and knowledge sharing across Labrador’s landscape. Thus, declines in caribou populations and associated social interaction have had serious implications for Inuit identity, livelihoods, emotional well-being, cultural continuity, and knowledge transfer. In order to support the broader social-ecological system and the well-being of those who are connected to caribou, increased understanding and integration of these social connections into caribou-related decision making and research is recommended.

Key Words: caribou; Inuit; NunatuKavut; NunatuKavut; social connections; social-ecological system; well-being

Education

The HERD team is currently working with Indigenous curriculum specialists to develop teaching resources and lesson plans for students in K-12 based on our film and research. The coding done through the video-based qualitative analysis is allowing us to create educational content about specific themes geared towards different classes and age levels.



RESOURCES

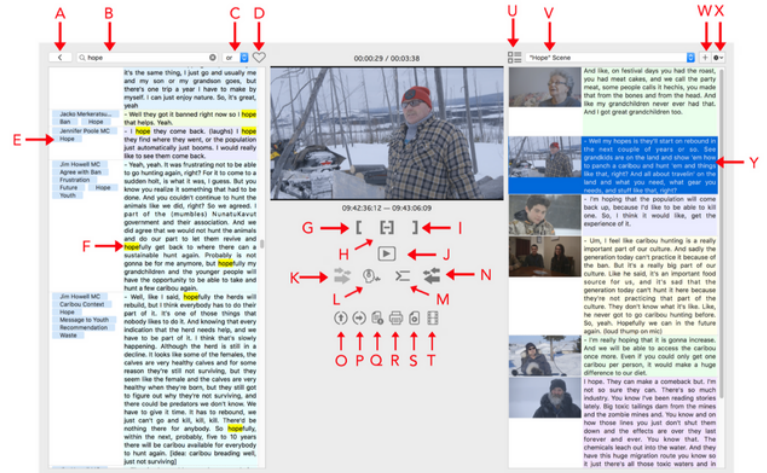
Video Summary

We created a short video that describes our community-led and research-based film process, including how a video-based qualitative analysis works (starting at 6:15). [Watch it here!](#)



How-To Guide

We developed a step-by-step guide that details (40+ pages) the process of undertaking a video-based qualitative analysis, including tips, lessons learned, and areas for further exploration. [Read it here!](#)



Journal Article

Our peer-reviewed article about blending film and qualitative research was published in the *International Journal of Qualitative Methods*. [Read it here!](#)

International Journal of Qualitative Methods
Volume 20 1-14
© The Author(s) 2021
DOI: 10.1177/16094049211013646
journals.sagepub.com/home/ijq
SAGE

Moving images, Moving Methods: Advancing Documentary Film for Qualitative Research

David Borish¹, Ashlee Cunsolo², Ian Mauro³, Cate Dewey¹, and Sherilee L. Harper^{1,4}

Abstract

With the widespread use of digital media as a tool for documentation, creation, preservation, and sharing of audio-visual content, new strategies are required to deal with this type of "data" for research and analysis purposes. This article describes and advances the methodological process of using documentary film as a strategy for qualitative inquiry. Insights are drawn from a multimedia study that explored Inuit-caribou relationships in Labrador, Canada, through the co-production of community-based, research-oriented, participatory documentary film work. Specifically, we outline: 1) the influence of documentary film on supporting the project conceptualization and collaboration with diverse groups of people; 2) the strength of conducting filmed interviews for in-depth data collection, while recognizing how place and activities are intimately connected to participant perspectives; and 3) a new and innovative analytical approach that uses video software to examine qualitative data, keep participants connected to their knowledge, and simultaneously work toward creating high impact storytelling outputs. The flexibility and capacity of documentary film to mobilize knowledge and intentionally create research outputs for specific target audiences is also discussed. Continued and future integration of documentary film into qualitative research is recommended for creatively enhancing our abilities to not only produce strong, rich, and dynamic research outputs, but also simultaneously to explore and communicate diverse knowledges, experiences, and stories.

Contact Us!

We are happy to connect and brainstorm how this approach might be of use for your work, no matter what field you are in or discipline you are coming from!

 david@inuitvoicesherd.com

 [@inuitvoicesherd](https://www.instagram.com/inuitvoicesherd)

 www.inuitvoicesherd.com