Figure 1. Framework for undertaking PEI research

**Step 1: Epistemological Decision**

**Step 2: Participant Briefing**

- **Participant-Driven (Open)**
  - Pre-briefing in which participants are asked to collate photos which is relevant to a phenomena

- **Participant-Driven (Semi-structured)**
  - Pre-briefing in which participants are asked to collate photos in respect of specific questions

- **Researcher-Driven**
  - Full briefing and researcher has photos ready for interview (move straight to Step 4)

**Step 3: Photo collection**

**Step 4: Interviews**

- **Participant-Driven (Open)**
  - Full Briefing, and generic open-ended questions are presented to guide the discussion.

- **Participant-Driven (Semi-structured)**
  - Full Briefing, and guidance on sub-topics of an issue are presented, in which participants discuss their photos in respect of these issues

- **Researcher-Driven**
  - Full Briefing (described in Step 2), followed by typical interview format in which photos are used to frame the direction of the interview

**Step 5: Analysis**

- **Most forms of qualitative analysis are suitable**
- **IPA not appropriate**

**Step 6: Dissemination**

- **Can use photos in dissemination materials on condition of verbal and written consent from participants in Step 2 and 4**
- **Can use photos as does not require consent from participants**