

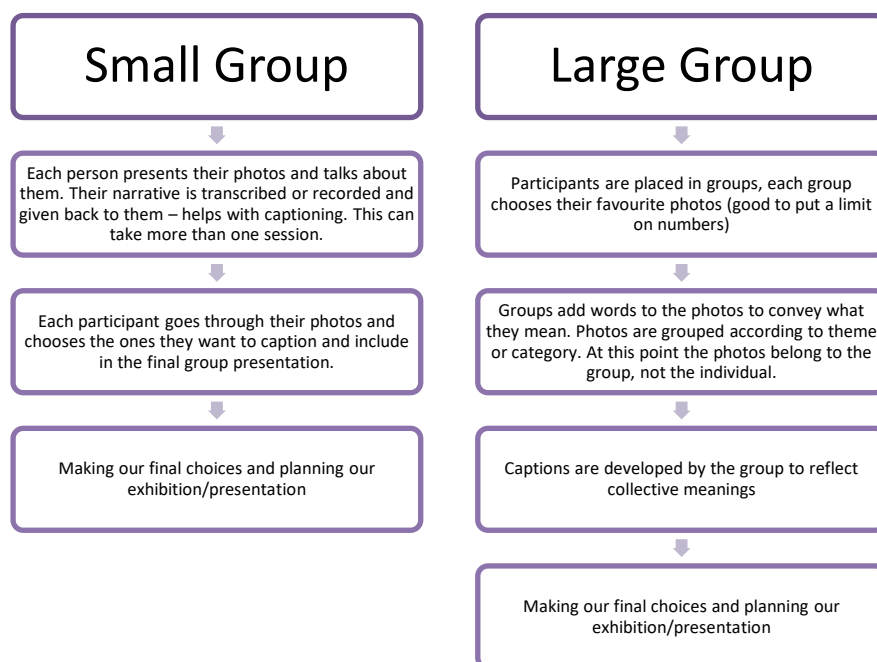
PHOTOVOICE

PhotoVoice was developed in 1995 by Caroline Wang and her colleagues as a way for women living in rural villages in China to communicate important health messages to policy-makers. It puts cameras in the hands of community members – particularly those who don't often get heard and uses images to encourage people to talk about what is important to them.

Photovoice process

Each PhotoVoice project is different and processes are often reviewed and adapted as you go. Generally, however, there are some common elements to a photovoice process. These are:

- Build relationships in the community and establish rapport with potential participants.
- Agree goals for the project and central questions: What are we exploring? Why? What does the topic mean to us and what do we hope to gain by doing it?
- Introduce PhotoVoice: What is PhotoVoice? Why use it? Who will see this project? Who will benefit from it? Do we want to do this? What can we each bring to the project?
- Ethics: Who can we photograph and where? How do we gain consent? What should we pay special attention to? Set expectations with regard to respect, trust and communication.
- Taking great photos: How do we compose photos? How do we want to present our images, to whom and for what change? How can we make the most of technology?
- Take photos. This can be in a workshop session or participants can do this between sessions and bring images back with them either in hard copy or uploaded to Instagram or similar.
- Caption photos to express what they mean. Here are two ways to do this:



- Encourage VOICE (Voicing Our Individual and Collective Experiences) by including both “this is a” and “this makes me feel” in the captions.
- Code themes that come out in the process or identify key messages for the audience/purpose. Incorporate findings into broader research (or target an audience for publication)

Adapted from Booth, T. and Booth, W. (2003). “In the Frame: Photovoice and mothers with learning difficulties”, *Disability and Society*, 18:4.

Photovoice ingredients include:

- Researcher/facilitator
 - Their role is to coordinate the resources and information, provide inspiration and boundaries, help participants find their ‘voice’ in the photo process (more on that later), and keep everything on track (it’s easy to go off track when you get 3000+ images!).
- Cameras
 - You can use disposable cameras, donated digital cameras (issues with hardware/software), cameras purchased specifically for the project, or devices with cameras attached (you would be surprised and amazed how many people – including children – have access to these devices).
- Photo editing/viewing technology
 - You can use online aps such as Instagram, digital programmes such as www.paint.net (it’s free) or hard copy photos. Website galleries and online tools such as books via www.mixbook.com are useful to complement real exhibitions or when there is no exhibition space available.
 - Be prepared to lose cameras...

