

Photovoice Fact Sheet

What is Photovoice?

Photovoice is a form of qualitative research that gives research participants the opportunity to share their lived experiences through the form of videos and/or photography.

Photovoice participants may take pictures or videos of their environment, family, and daily routine.

These pictures are then often shared with captions, and used to influence public perception.

Most participants in Photovoice research projects are from marginalized groups that are rarely given the opportunity to share their own narratives to people who will listen.

Photovoice aims to create positive change communities that project participants belong to.

History of Photovoice

In the classic book *Pedagogy of the Oppressed*, Paul Friere discusses critical consciousness, which focuses on understanding the world deeply, and working against oppression.

Inspired by Friere, Dr. Caroline C. Wang and Dr. Mary Ann Burris launched the first Photovoice project in 1992. Women from the Yunnan Province in China were given cameras to document their lives for a year. The results of the project were then shared in a photo exhibition.

Photovoice has been used to document various groups including residents of Flint, transgender sex workers, queer and trans youth in schools, the health of Indigenous people, and many others

Benefits of Photovoice

Pictures are able to be translated across cultures and languages.

Participants are given the opportunity to develop a new skill/hobby, and also meet others with similar lived experiences.

Participants are given the chance to reflect on things that they may not have previously.

Members of oppressed communities can come together to work to create more positive and accurate representations of their lives.

Five Key Components of Photovoice

Images teach.

Pictures can influence policy.

Community members ought to participate in creating and defining the images that shape healthful public policy.

The process requires that from the outset planners bring policy makers and other influential people to the table to serve as an audience.

Photovoice emphasizes individual and community action.

Freire, P. (1972). **Pedagogy of the oppressed**. New York: Herder and Herder.

(2018). **Implementing Photovoice in Your Community**. Community Toolbox. Retrieved from <http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/photovoice/main>