



PhotoVoice vs. Directed Photography for Advocacy

Photovoice

Directed Photography

OBJECTIVE

Document and explore lived experiences and advocate for community-derived needs to be addressed

Visually document a particular concern to persuade a decision maker

ETHOS

To meaningfully unpack the complexity of social concerns, co-construction of meaning, discussion, & identification of community concerns

To engage community in a policy campaign by documenting a pre-identified problem, & ascribing meaning to align with specific policy need

PROBLEM DEFINITION

All participants have a direct say in the focus of the project and how the topic will be studied

An organization or funder identifies a particular problem of interest/need

ROLE & TYPE OF PHOTOS

Mirrors of our communities, photos embody particular feelings, emotions or experiences

Illustrates the impact of a problem with an identified needed policy solution, photos are of things that occur naturally

DISCUSSION OF PHOTOS

Uncover the social and political constructions that maintain marginalization

Interpreting the photos in the context of established facts about the identified problem

LENGTH OF TIME

Experiential process, 4-12 hours

An activity, 2-4 hours

