

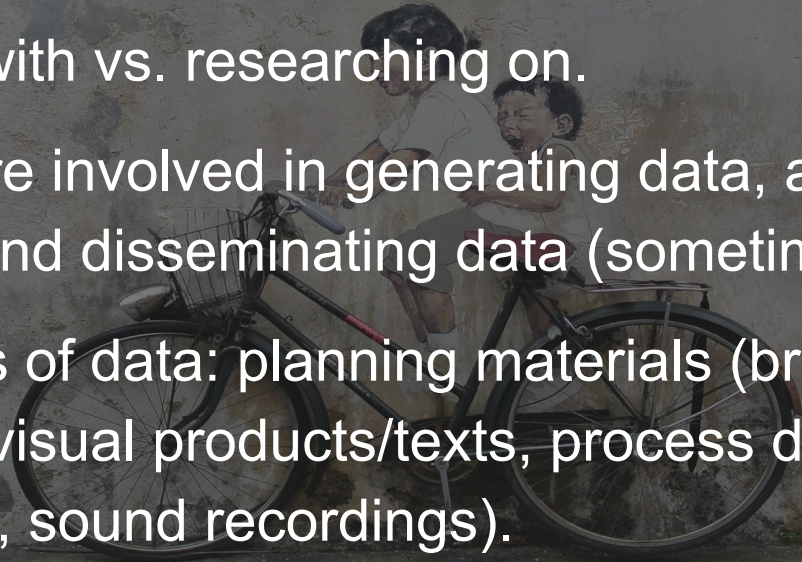


# What's a Cellphilm? Using Everyday Technologies to Engage in Participatory Visual Research

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# What's Participatory Visual Research?

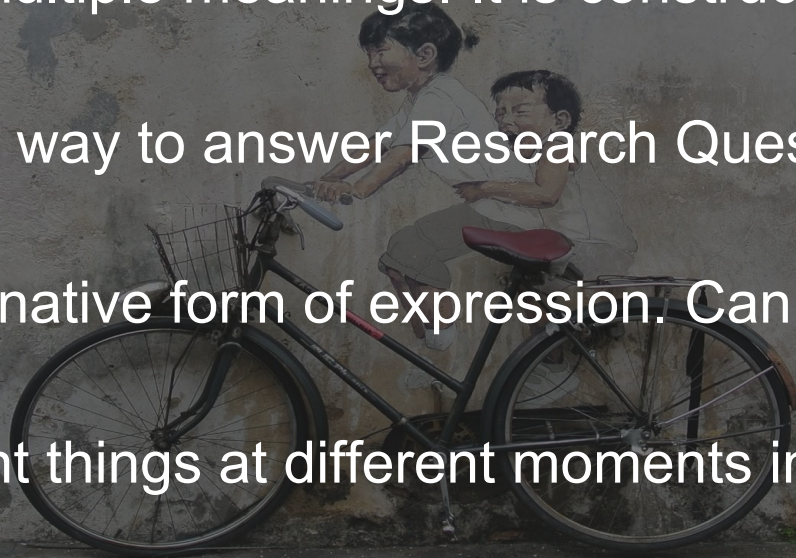
- Researching with vs. researching on.
- Participants are involved in generating data, analyzing data (sometimes) and disseminating data (sometimes).
- Generates lots of data: planning materials (brainstorm & storyboards), visual products/texts, process documentation (photos, video, sound recordings).
- Role of the facilitator: should be participant-directed. Finding balance between finishing process and allowing process to evolve.





# Why visual data?

- Visual offers multiple meanings. It is constructed.
- Fun, engaging way to answer Research Questions.
- Offers an alternative form of expression. Can be unexpected.
- Means different things at different moments in the research process.
- 
- About raising questions and exploring ideas vs. finding definitive answers.





# What's a Cellphilm?

- Cellphilm is a participatory visual method.
- Theorizing the cellphilm came from Jonathan Dockney and Keyan Tomaselli's (2009) work in South Africa.

What do we know about cellphones in society? How have you used cellphones?



# Cellphilmimg as an Everyday Practice



- Community cellphilmimg practices
- Project sustainability
- Responding to criticisms of participatory video & reframing the role of the researcher/facilitator
- Community-owned technologies



# Cellphilmimg Screening



Raumina Rezai's (2014)  
*Home*

- What do you see?
- Any reactions?

# To App or Not to App?

## Pros

- in-phone editing capacity
- links automatically to social media
  - ???

## Cons

- time limits / aesthetic constraints
- ownership / advertising
  - ???



# Cellphilmimg Screening



- What do you see?
- What aesthetic decisions contribute to the development of the story?

Patrick Richard's (2015)  
*The Mountain*



# Building an Ethics of Cellphilming

- Upfront, ongoing, culturally safe consent

(Flicker, O'Campo, Monchalin, et al., 2015; Schwab-Cartas, 2012; )

- Role of the facilitator

(Freire & Macedo, 1995; Milne, Mitchell & De Lange, 2012)

- Anonymity

(Gubrium, Hill & Flicker, 2014)

- Ownership

(Burkholder, in press)

- Audiences / archiving

(MacEntee & Mandrona, 2015; Burkholder &

MacEntee, in press)

# How to cellfilm?



**Step 1: Brainstorm**

**Step 2: Storyboard**

**Step 3: Film, (Edit & Upload)**

**Step 4: Audiencing & Dialogue**

**Step 5: Archiving & Action**



The background is a dark, textured grey. At the top, the words "PLEASE NO MORE WAR" are painted in a reddish-brown, hand-painted font. Below this, the word "LOVE" is also painted in the same style. In the center, there is a faint, light-colored illustration of two children. On the left, a child in a dark dress is reaching up with their right hand towards the word "LOVE". On the right, a child in a light-colored shirt and a patterned skirt is reaching up with their right hand towards the word "WAR".

## Step 1. Brainstorm the Prompt

*How does sustainability affect your communities?*

## Step 2: Storyboard

Using the paper that I have provided, create a plan for your cellphilm shoot.

**Keep in mind:**

**Time limit: Under 5 minutes**

What stories would you like to tell?

Which images will you use? Still? Moving? Fictional representations?

Which words/sounds/dialogue will fit with the images you choose?



## Step 3: Film

Take the next 30 minutes to film your one-shot-shoot cellphilm.

I will be here to provide any tech-support / assistance that you might want/need.

Good luck!

When you finish, please return to this room. We will share our reflections and screen each others' cellphilms. Upload to ? Email to ?

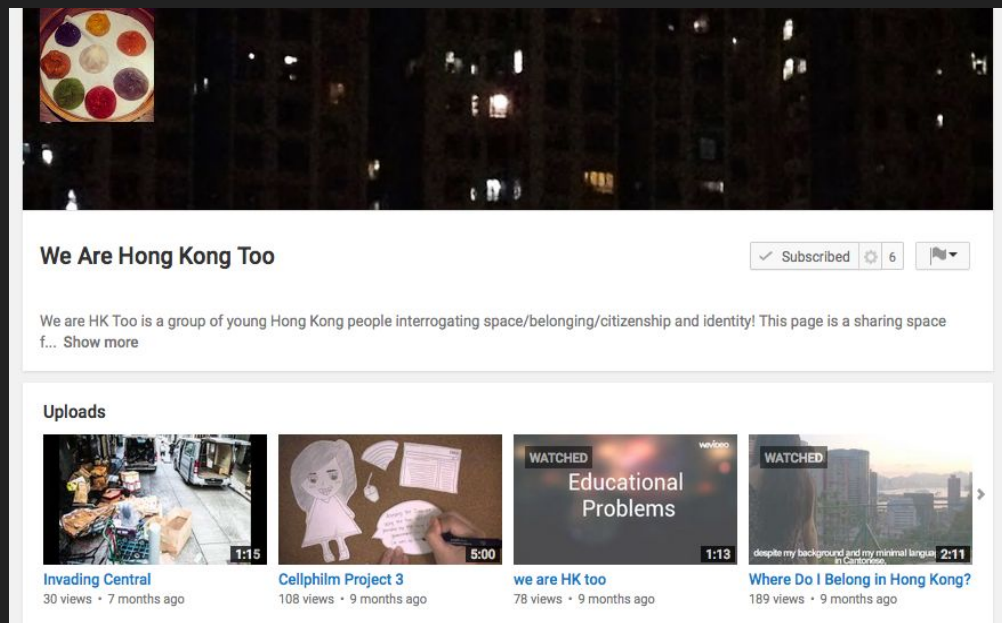
## Step 4: Audiencing and Dialogue

- What do we understand sustainability to be from watching your cellphilms?
- Would you like to share your cellphilms with other audiences?
- How might your experiences inform your use of cellphilms going forward?



# Step 5: Archiving & Action

- Sustained engagement?
- Participant control?
- What could an archive of our cellphilms do?
- Opportunities? Networks?



How will we document the cellphilm process?

What other documents will be produced and what will they 'show'?

What different documentation methods might we use?



Thank you.

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