

Contents

List of figures

page ix

Part I Remodeling visual social science

- | | | |
|---|---|----|
| 1 | Prologue and outline: (re)framing visual social science? | 3 |
| 2 | An integrated framework for conducting and assessing visual social research | 16 |

Part II The visual researcher as collector and interpreter

- | | | |
|---|---|----|
| 3 | Researching 'found' or 'pre-existing' visual materials | 47 |
| 4 | A visual and multimodal model for analyzing online environments | 65 |

Part III The visual researcher as producer, facilitator and communicator

- | | | |
|---|--|-----|
| 5 | The mimetic mode: from exploratory to systematic visual data production | 97 |
| 6 | Visual elicitation techniques, respondent-generated image production and 'participatory' visual activism | 117 |
| 7 | The 'visual essay' as a scholarly format: art meets (social) science? | 139 |
| 8 | Social scientific filmmaking and multimedia production: key features and debates | 167 |

Part IV Applications / case studies

- | | | |
|---|---|-----|
| 9 | Family photography as a social practice: from the analogue to the digital networked world | 193 |
|---|---|-----|

vii

- | | | |
|----|--|-----|
| 10 | A visual study of corporate culture: the workplace as metaphor | 220 |
| 11 | Health communication in South Africa: a visual study of posters, billboards and grassroots media | 236 |

Part V Visual research in a wider perspective

- | | | |
|----|--|-----|
| 12 | Ethics of visual research in the offline and online world | 257 |
| 13 | A meta-disciplinary framework for producing and assessing visual representations | 280 |
| 14 | Advancing visual research: pending issues and future directions | 309 |
| | <i>Index</i> | 328 |