

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

Cambridge University Press

978-1-107-00807-6 - Reframing Visual Social Science: Towards a More Visual
Sociology and Anthropology

Luc Pauwels

Table of Contents

[More information](#)

viii	Contents	
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