

Contents

About the Authors	ix
Preface: Aims and Organization of this Handbook	xix
PART 1 FRAMING THE FIELD OF VISUAL RESEARCH	1
1 An Integrated Conceptual Framework for Visual Social Research <i>Luc Pauwels</i>	3
2 Looking Two Ways: Mapping the Social Scientific Study of Visual Culture <i>Richard Chalfen</i>	24
3 Visual Studies and Empirical Social Inquiry <i>Jon Wagner</i>	49
4 Seeing Things: Visual Research and Material Culture <i>Jon Wagner</i>	72
PART 2 PRODUCING VISUAL DATA AND INSIGHT	97
5 Anthropological Filmmaking: An Empirical Art <i>David MacDougall</i>	99
6 Repeat Photography in Landscape Research <i>Mark Klett</i>	114
7 Rephotography for Documenting Social Change <i>Jon H. Rieger</i>	132
8 Visual Research Methods in the Design Process <i>Prasad Boradkar</i>	150
PART 3 PARTICIPATORY AND SUBJECT-CENTERED APPROACHES	169
9 Community-Based Participatory Video and Social Action in Rural South Africa <i>Claudia Mitchell and Naydene de Lange</i>	171

10	Differentiating Practices of Participatory Visual Media Production <i>Richard Chalfen</i>	186
11	Some Theoretical and Methodological Views on Photo-Elicitation <i>Francesco Lapenta</i>	201
12	Children-Produced Drawings: An Interpretive and Analytical Tool for Researchers <i>Tirupalavanam G. Ganesh</i>	214
13	The Photo Diary as an Autoethnographic Method <i>Elisabeth Chaplin</i>	241
PART 4 ANALYTICAL FRAMEWORKS AND APPROACHES		263
14	Quantitative Content Analysis of the Visual <i>Annekatriin Bock, Holger Isermann and Thomas Knieper</i>	265
15	Iconography and Iconology as a Visual Method and Approach <i>Marion G. Müller</i>	283
16	Visual Semiotics: Key Features and an Application to Picture Ads <i>Winfried Nöth</i>	298
17	Press Photography and Visual Rhetoric <i>Terence Wright</i>	317
18	Methodological Approaches to Disclosing Historic Photographs <i>Eric Margolis and Jeremy Rowe</i>	337
19	Researching Film and History: Sources, Methods, Approaches <i>James Chapman</i>	359
20	Looking Closely: Toward a Natural History of Human Ingenuity <i>Ray McDermott and Jason Raley</i>	372
21	Ethnomethodology and the Visual: Practices of Looking, Visualization, and Embodied Action <i>Michael Ball and Gregory Smith</i>	392
22	Videography: An Interpretative Approach to Video-Recorded Micro-Social Interaction <i>Hubert Knoblauch and René Tuma</i>	414
PART 5 VISUALIZATION TECHNOLOGIES AND PRACTICES		431
23	Eye Tracking as a Tool for Visual Research <i>Bettina Olk and Arvid Kappas</i>	433

24	Expanding Cartographic Practices in the Social Sciences <i>Innisfree McKinnon</i>	452
25	Participatory Geographic Information Systems (PGIS) in Visual Research <i>Daniel Collins</i>	474
26	Numbers into Pictures: Visualization in Social Analysis <i>John Grady</i>	494
27	Visual Conceptualization Opportunities with Qualitative Data Analysis Software <i>Raewyn Bassett</i>	530
PART 6 MOVING BEYOND THE VISUAL		547
28	Multimodality and Multimodal Research <i>Theo van Leeuwen</i>	549
29	Researching Websites as Social and Cultural Expressions: Methodological Predicaments and a Multimodal Model for Analysis <i>Luc Pauwels</i>	570
30	How to 'Read' Images with Texts: The Graphic Novel Case <i>Jan Baetens and Steven Surdiacourt</i>	590
31	A Multisensory Approach to Visual Methods <i>Sarah Pink</i>	601
PART 7 OPTIONS AND ISSUES FOR USING AND PRESENTING VISUAL RESEARCH		615
32	Interactive Media Representation <i>Roderick Coover</i>	617
33	Doing and Disseminating Visual Research: Visual Arts-Based Approaches <i>Dónal O'Donoghue</i>	638
34	Making Arguments with Images: Visual Scholarship and Academic Publishing <i>Darren Newbury</i>	651
35	Making a 'Case': Applying Visual Sociology to Researching Eminent Domain <i>Brian Gran</i>	665
36	Visual Research Ethics at the Crossroads <i>Rose Wiles, Andrew Clark and Jon Prosser</i>	685

37	Legal Issues of Using Images in Research	707
	<i>Jeremy Rowe</i>	
	Index	723