



Jackie Shaw

Participation, Inclusion and
Social Change Cluster,
Institute of Development Studies (IDS)
University of Sussex (UK)

Participatory video methodologies: from ground-level understanding to social influence in contexts of marginalisation

Abstract. There has been a rapid expansion in the use of visual research methods to unearth neglected perspectives in contexts of marginalization. Participatory video is an example, with practitioner-researchers motivated by the potential to build inclusive research relationships, to drive progressive learning processes, to generate insight on subjective, dynamic and emotional aspects, and to transform communication dynamics within communities and across social levels. However, more recently, practice ideals have been interrogated critically to build nuanced understanding of the realities. To achieve the transformational shift towards social accountability highlighted by the



Sustainable Development goals, more equitable and responsive relationships are necessary between marginalized communities and leaders. This seminar introduces an extended approach to participatory video, which is based in research (Shaw 2012, 2015, 2017) on how to navigate the intrinsic challenges to maximise possibilities in inequitable and unaccountable contexts. It introduces the social psychological components addressed at each stage, and draws on the application of participatory video for

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action research in Palestine, Kenya and Indian to show how pathways towards sustainable inclusion can evolve.

Jackie Shaw is a social psychologist with key expertise in the use of participatory, visual and performative methods to drive and mediate community-based action research, and social change processes. Jackie is currently Research Fellow in the Participation, Inclusion and Social Change Cluster at IDS, UK. From 1984 she pioneered participatory media practices as founding director of Real Time, and co-author of Participatory Video (1997). Jackie's PhD built nuanced understanding of the possibilities, challenges and ethics of creative approaches (e.g. Shaw 2017, 2016). From 2012-14, she convened the Participate visual methods programme which collaborated in 30 countries to influence the SDG call to 'leave no-one behind' during UN deliberations. She prioritises research collaboration with marginalised groups in diverse community, development and health contexts, and her current research uses evolving visual processes to build more inclusive dialogue and relationships within and across communities and between marginalised groups and influential stakeholders.

