



Visual Methods in Social Research

By Marcus Banks, David Zeitlyn

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The **Second Edition** of this popular text confirms the book's status as an important forerunner in the field of visual methods.

Combining the theoretical, practical and technical the authors discuss changing technologies, the role of the internet and the impact of social media. Presenting an interdisciplinary guide to visual methods they explore both the creation and interpretation of visual images and their use within different methodological approaches.

This clear, articulate book is full of practical tips on publishing and presenting the results of visual research and how to use film and photographic archives.

This book will be an indispensable guide for anyone using or creating visual images in their research.

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Editorial Review

Review

This continues to be a key text for work with and on the visual. Highly recommended and not to be missed by anybody wanting to understand what images mean, both practically and theoretically.--Arnd Schneider

A classic text for undergraduates and practitioners interested in using visual materials in social research. The emphasis on theory and practice makes it an enduring work for anyone approaching visual sociology or visual anthropology.--John Aitken

This excellent new edition provides a clearly structured and accessible introduction to the research potential of the visual, as both object of study and method. It is richly illustrated with examples, from archival photographs and ethnographic films to new social media, which demonstrate how a critical and reflexive visual sensibility can expand the social research imagination.--Darren Newbury

This revised edition of *Visual Methods in Social Research* builds on earlier strengths with a series of welcome and contemporary updates. Well structured, engagingly written and full of helpful methodological scaffolding, this enjoyable guide will be of great help to scholars and students committed to developing their visual literacy.--Mark Turin

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The book sets out to provide views from an anthropological base, in relation to the visual, that would be

useful for researchers across diverse disciplines such as sociology, education, health, and cultural geography. The first edition of *Visual Methods in Social Research* was presented to readers where the visual path was less travelled, now it has become a path far more travelled, across disciplines and approaches. For this reason, a second edition was timely and I am sure that it will provide a useful map and guide for students, researchers and practitioners who incorporate visual materials in their projects. ??????????????????????
???????????? (William G Feighery)

About the Author

Marcus Banks is Professor of Visual Anthropology at the University of Oxford. Having completed a doctorate in social anthropology at the University of Cambridge, with a study of Jain people in England and India, he trained as an ethnographic documentary filmmaker at the National Film and Television School, Beaconsfield, UK.

He is the author *Using Visual Data in Qualitative Research* (2007) and co-editor of *Rethinking Visual Anthropology* (1997, with Howard Morphy), and *Made to be Seen: Perspectives on the History of Visual Anthropology* (2011, with Jay Ruby), as well as publishing numerous papers on visual research.

He has published on documentary film forms and film practice in colonial India, and is currently conducting research on image production and use in forensic science practice.

David Zeitlyn is Professor of Social Anthropology at the University of Oxford. He has been working with Mambila people in Cameroon since 1985 on various research topics including traditional religion, sociolinguistics, kinship and history. In 2003/4 he was the Evans-Prichard Lecturer at All Souls College, Oxford presenting a series of lectures on the life-history of Diko Madeleine, the first wife of Chief Konaka of Somié village (see http://www.mambila.info/Diko_Web/). In recent years he started to work with Cameroonian photographers. In 2005 this led as part of Africa'05, to an exhibition of two Cameroonian studio photographers at the National Portrait Gallery, London in a display called 'Cameroon-London'. Some images from an earlier showing in Cameroon are online at http://www.mambila.info/Photography/Photo_Show/. More recently he has worked with the British Library's 'Endangered Archives Programme' to create an archive of the contents of the studio of Toussele Jacques, a photographer from Mbouda in Cameroon.

He has long standing interests in multimedia and how internet technologies can be used to illuminate and access museum collections and archives. His work on Mambila spider divination as a 'technology of choice making' led to some pioneering observational work on how library users choose which books to read.

Users Review

From reader reviews:

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