

VISUAL, CULTURAL AND DIGITAL MEDIA STUDIES WITH DR ELISA SERAFINELLI AND DR LAUREN ALEX O'HAGAN

TALKING POINTS

KNOWLEDGE

1. What advantages does drone photography have over traditional aerial photography?
2. How are Elisa and Lauren investigating whether drone visuals are changing our visual culture?
3. What have Elisa and Lauren discovered about people's perceptions of drones and drone photography after looking at the drone images in their exhibition?

COMPREHENSION

4. How can drones provide 'new perspectives' on the world?
5. When asked to reflect on drone images, why do you think Elisa and Lauren prompt survey participants with specific questions, rather than just asking 'What do you think about this image?'
6. How has digital technology changed our visual culture?

APPLICATION

7. What methods do you think Elisa and Lauren use to investigate how drone visuals are circulated and shared with others?
8. How do Lauren's previous research projects address questions in the field of visual culture? How do you think she uses the knowledge and skills gained during these past projects in this project about drone visuals?
9. What topic would you most like to study in the field of visual, cultural and/or digital media studies?

CREATIVITY

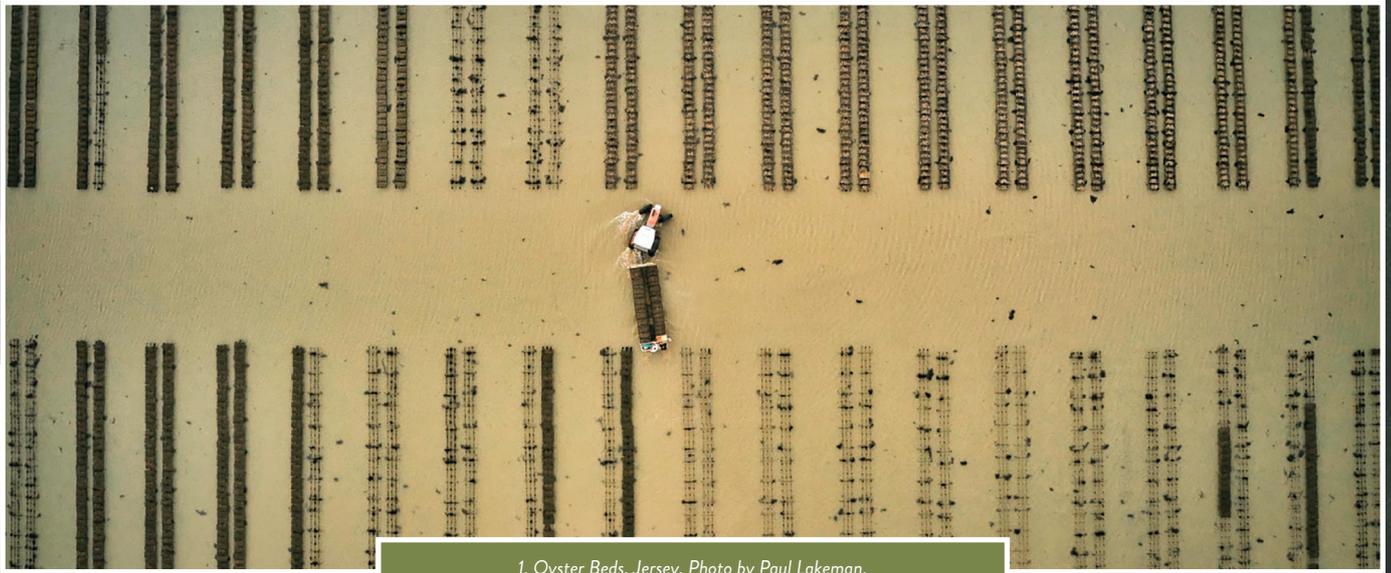
10. Imagine you take three drone photos of your neighbourhood – a panoramic view, a bird's eye view and a dronie. How do you think the images would differ? What might the different views convey about your neighbourhood? Which image do you think you would prefer, and why?
11. For her PhD, Elisa explored how Instagram changed people's visual experiences and online social practices. How would you design a study to investigate how your classmates use visual communication in digital environments? Think about what digital platforms they use, the types of visuals they share and how people perceive and react to these visuals. What research question would you want to answer? What methods would you use to collect data to answer this question?

ACTIVITIES TO DO AT HOME OR IN THE CLASSROOM

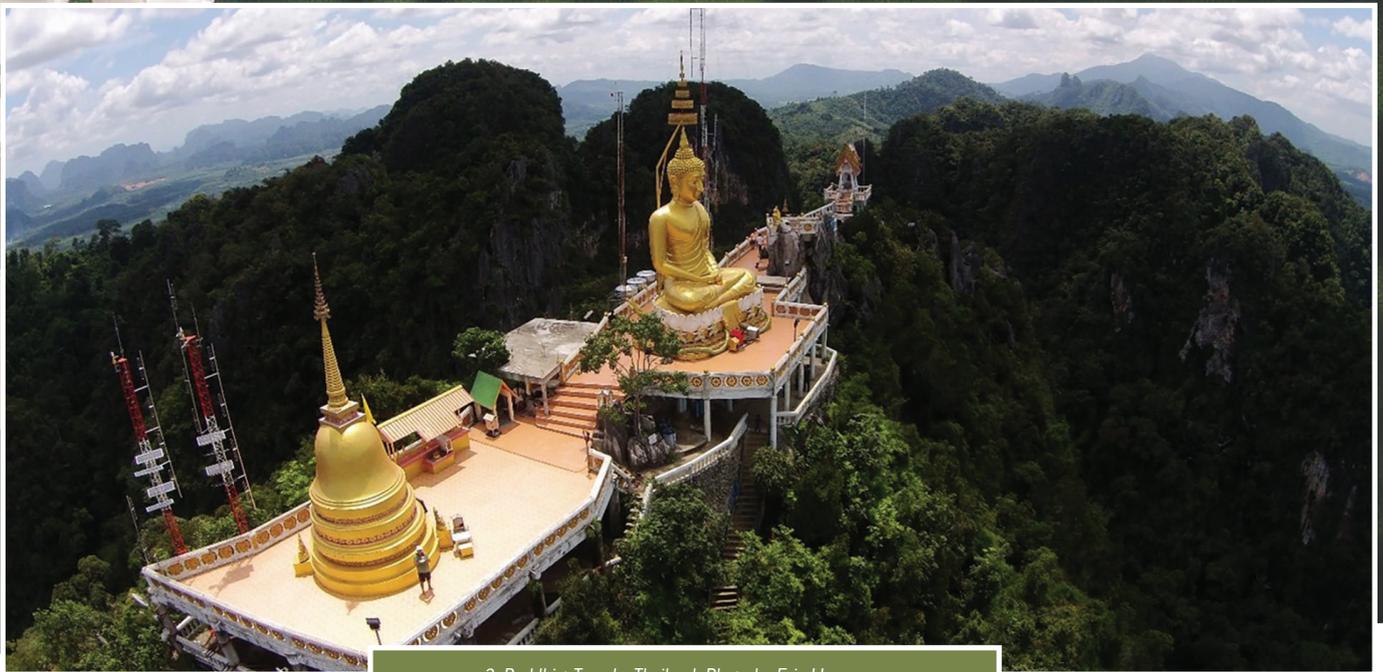
1. Look at the three drone images captured by non-commercial drone users working with Elisa and Lauren (1. Oyster beds, Jersey; 2. Buddhist temple, Thailand; 3. Maloja Pass, Switzerland).
 - How has the use of drones captured new perspectives of each of these places?
 - What are your impressions of each image?
 - Which is your favourite image? Why?
2. Search online for news articles related to drones. Try to find three positive stories and three negative stories. How do these stories differ? Think about the language used in the articles, as well as any accompanying images. What do the images used convey about drones? How do you think these different articles influence public opinions about drones? How do they highlight the range of uses, both positive and negative, for drones?
3. Take part in Elisa and Lauren's research! Visit their digital exhibition at www.visualsociety.net/exhibition, look at the photos taken by amateur drone photographers, then complete their survey to let them know your opinions about drones and drone photography.

MORE RESOURCES

- Visit Elisa's website, Visual Communication in Society (www.visualsociety.net), to find videos and podcasts about this project, and to learn more about her other research.
- Practice your drone piloting skills! While the views included in this drone simulator are not quite as good as the images in Elisa and Lauren's exhibition, it is definitely fun to play:
www.crazygames.com/game/drone-simulator



1. Oyster Beds, Jersey. Photo by Paul Lakeman.



2. Buddhist Temple, Thailand. Photo by Eric Hanscom.



3. Maloja Pass, Switzerland. Photo by Romeo Ducher.