

the thought of the eye

visual sociology, documentary work and public imagery



conference program

international visual sociology association

august 10-13, 2004

the san francisco art institute

san francisco, california

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i V S A

International Visual Sociology Association

the thought of the eye

visual sociology, documentary work and public imagery

Welcome to "The Thought of the Eye," the 2004 Conference of the International Visual Sociology Association. We look forward to your participation in the conference and to your continuing involvement with the IVSA. For more information about the IVSA, please visit the IVSA web site: <http://www.visualsociology.org/>
For information about *Visual Studies*, the official journal of the IVSA, visit the Taylor & Francis web site: <http://www.tandf.co.uk/journals/titles/1472586X.asp>

IVSA 2004 Program Committee

Malcolm Collier, San Francisco State University, USA

John Grady, Wheaton College, USA

Brian Gran, Case Western Reserve University, USA

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Jon Wagner, University of California, Davis, USA CHAIR

For contributions to the 2004 IVSA conference, we gratefully acknowledge support from:

The San Francisco Art Institute

The School of Education, University of California, Davis

Sterling Vineyards, Calistoga, CA

Christine Wong, Graphic Design, Oakland, CA



tuesday august 10

1:30-3:30PM

photographic fieldwork workshop orientation STUDIO 13, SFAI

CHAIRS Chuck Suchar, DePaul University and Doug Harper, Duquesne University



wednesday august 11

9:00-10:20AM

101A

women at work: immigrant and indigenous perspectives LECTURE HALL

Migrant women in Hong Kong: maids and matrons. Caroline Knowles, Goldsmiths College, UK and Doug Harper, Duquesne University.

A story of hope: Filipina workers on the move. Hyun ok Lee, Cornell University.

Indigenous engineering and women laborers: the Canal du Midi. Chandra Mukerji, University of California, Davis.

CHAIR Jacqueline Gibbons, York University, Toronto, Canada.

101B

design methods, marketing and visual research STUDIO 13

Fashion photography as art and craft. Patrik Aspers, London School of Economics and Stockholm University.

Marketing into culture: the manipulation of ritual images in the consumer economy. Janet Lorenzen, Rutgers University.

Visual methods in design: documenting the now, visualizing possible futures. Jay Melican, Armin Moehrle and Kelly Costello, Illinois Institute of Technology.

CHAIR Darren Newbury, Birmingham Institute of Art and Design, University of Central England.

101C

ethical issues in photography-based field work STUDIO 14

Middle-class white man: working-class black neighborhood – a political/sociological enquiry into my thirty-year archive of photography. Max Farrar, Leeds Metropolitan University, UK.

Happy participants, cross disciplines, and mixed media: situated ethics in a participatory visual research project. Margaret Godel, Oxford Brookes University, Oxford, UK.

Informed consent and institutional review: principles, logistics and craft. Diana Papademas, State University of New York, Old Westbury.

CHAIR Terri Viggiano, Rutgers University.

10:40AM-12:20PM

102A

image-based teaching: international perspectives LECTURE HALL

The scholarship of teaching and learning (SoTL): Can it be applied to image-based approaches to teaching? Evidence from the UK and the USA. Vaneeta D'Andrea, City University, London, UK and Anthony Rosie, Sheffield Hallam University, UK.

Experiences with student projects in visual sociology at the University of Antwerp: a critical discussion of issues and outcomes. Luc Pauwels, University of Antwerp, Belgium.

Gender comedy: visual didactics: filming gender with students from the University of Applied Sciences, Furtwangen, Germany. Irmtaud Munder and Stefan Selke, University of Applied Sciences, Furtwangen, Germany.

Visual sociology as a social justice teaching tool: environmental and immigration issues in the USA. Marghi Hagen, Arizona State University.

CHAIR Chuck Suchar, DePaul University.

102B

public imagery and collective identity STUDIO 13

Public imagery and the conservancy of cultural identity: ethnic businesses and institutions. Richard Russell, State University of New York, Brockport.

Zine - I am one, you are other: public imagery to process identity politics in the late suffragist era. Julie Gailus, University of Colorado.

For God's sake: religious eunuch making, gendered identity and othering in India. Abhijit Varde, Ohio State University.

Picturing the colonies: sequence, juxtaposition and the creation of meaning. Gary Bowden, University of New Brunswick.

CHAIR Jacqueline Naismith, Massey University, NZ.

102C

photo-elicitation in theory, method and application STUDIO 14

Exploring "disadvantaged" mature students' experience of university life through their voices and images. Andrew Loxley, University of Dublin, Trinity College, Ireland.

Using visual sociology to assess social services. Patrizia Faccioli and Pino Losacco, University of Bologna, Italy.

Moving interviews: from photo-elicitation to video methodology. Gregory C. Stanczak, Williams College.

CHAIR Doug Harper, Duquesne University.

12:40-1:40PM

103A

film screening: "filmed in san francisco" LECTURE HALL

A collection of clips from feature films that include San Francisco locations and landmarks. John Carlson, Monaco Labs, San Francisco.

103B

interactive dvd: "the guided tour: prospect heights" STUDIO 13

Gabrielle Bendiner-Viani, Graduate Center of the City University of New York (CUNY).

103C

film screening: "afghanistan unveiled." MCMILLAN

Women Make Movies. Recent selections from the series: Beyond the Veil.

1:50-3:10PM

104A

seeing vulnerable persons: image sources and social policy LECTURE HALL

Orphanage in Islam. Jacqueline A. Gibbons, York University, Toronto, Canada.

The view from here: the reciprocal gaze in art of and by people with vision impairment and blindness.

Christine Ellen Leahey, Santa Monica Museum of Art.

Going public: family archives as historical records in the politics of disability. Susan Schwartzenberg, San Francisco Exploratorium.

CHAIR Sherril Schuster, Rutgers University.

104B

valuing urban space: local and global perspectives MCMILLAN

Living in pockets: the spatial division of public goods and parenting burdens in Los Angeles. Alesia Montgomery, University of California, Los Angeles.

Community life in Asia: suggestions for human settlement from a case study of slum community life in Ayutthaya, Thailand. Kazuo Takahashi, Toyo University, Japan.

Picturing central city redevelopment in Chicago. Charles Suchar, DePaul University.

CHAIR David Schalliol, University of Chicago.

104C1 ROUNDTABLE ONE

art worlds STUDIO 13

“Art’s all happening at the Fair.” Meredith Goldsmith, California College of the Arts.

Revisualising / remembering the past: bringing Ottoman miniature paintings back to public imagery. Begüm Özden Firat, University of Amsterdam, The Netherlands.

104C2 ROUNDTABLE TWO

images and social policy STUDIO 13

Innovative techniques in disaster risk communications. Suzanne Frew, The Frew Group, Oakland, California.

dark days: the portrayal of foot and mouth disease in the English Lake District, 2001. John Darwell, Cumbria Institute of the Arts, UK.

Representing teen motherhood through documentary film: visual sociology as social activism.

Stephanie Skourtes, Seattle, Washington.

104C3 ROUNDTABLE THREE

video and multi-media as tools for classroom investigation STUDIO 13

Judith Green, University of California, Santa Barbara.

Kristiina Kumpulainen, University of Oulu, Finland.

Audra Skukauskaite, University of California, Santa Barbara.

104C4 ROUNDTABLE FOUR

color then and now STUDIO 13

Color photographs – a dream of the 19th century: Producing photochromo-lithography. Ricabeth Steiger, Swiss National Museum, Zurich, Switzerland.

The art and science of managing color in motion pictures. John Carlson, Monaco Labs, San Francisco.

3:25-5:30PM

105A

plenary session LECTURE HALL

Brief Welcomes

Dona Schwartz, President, International Visual Sociology Association (IVSA).

Harold Levine, Dean, School of Education, University of California, Davis.

Jennifer Stein, Vice President, Academic Planning and Operations, San Francisco Art Institute.



Invited Presentation

visualizing paris and waikiki

Bruno Latour's Paris. Howard Becker, San Francisco, California.

Historic Waikiki. Alison Nordstrom, George Eastman House.

CHAIR Jon Wagner, University of California, Davis



Top, Howard Becker (photo by Dianne Hagaman).

Below, Alison Nordstrom (photo by Jack Mitchell).

5:30-7:30PM

ivsa dinner PETE'S CAFE, SAN FRANCISCO ART INSTITUTE



thursday august 12

9:00-10:20AM

201A

archived visions: alejos, george, and collier LECTURE HALL

Looking at Japanese Society: Hashiguchi George as visual sociologist. Richard Chalfen, Center on Media and Child Health, Boston, MA.

Ayacucho before war: Baldomer Alejos recovering the Peruvian forgotten memory. Lucia Alejos Gongora, Baldomer Alejos Archive, Lima, Peru.

The John and Mary Collier Collection. Malcolm Collier, San Francisco State University.

CHAIR Jon Rieger, University of Louisville.

201B

documentary images and social order: international perspectives STUDIO 13

Ideological effects of Korean documentary: toward social consensus. Sung Bok Park and Ha Sung Hwang, Temple University.

“Who wants to be a millionaire?” Television quiz viewers as culture builders. Sanja Puljar D’Alessio, Institute of Ethnology and Folklore Research, Zagreb, Croatia.

Contemporary images of violence in Brazilian film and television. Esther Hamburger, Universidade de São Paulo, Brazil.

CHAIR John Grady, Wheaton College (MA).

201C

imagery and participatory research: methods and applications STUDIO 14

A visual exploration of vulnerability in the built environment. Victoria Alexander, University of Surry, UK.

Insiders, outsiders, and interlopers: reflections on a collaboration to document inequality and injustice. jesikah maria ross, University of California, Davis.

A little light work? Children’s images of their labor. Phillip Mizen, University of Warwick, UK.

CHAIR Marisol Clark-Ibanez, California State University, San Marcos.

10:40AM-12:20PM

202A

home away from home: images of locality, origins and destinations LECTURE HALL

Destination and locality: performing identities and consuming places through tourism imagery in New Zealand 1955-1975. Jacqueline Naismith, Massey University, Wellington, New Zealand.

Images of globalism: new immigrants' lives in American suburbia. William G Holt, University of Connecticut.

Children of NAFTA. David Bacon, Oakland, California.

"Home movies," but of someone else's home: implications for environmental consciousness. Shelley Wine, York University, Toronto, Canada.

CHAIR Caroline Knowles, Goldsmiths College (UK).

202B

visualizing social change STUDIO 13

The canoe as social change. Tony Whincup, Massey University, Wellington, New Zealand.

Using visual materials to study a century of change in residential integration. Judith Friedman, Rutgers University.

A study in "dereliction" and place: just north of the Calumet River. David Schalliol, University of Chicago.

Witnesses to social change: the experience of the Carlisle family, Trout Creek, Michigan. Jon Rieger, University of Louisville.

CHAIR Richard Williams, Rutgers University.

202C

shock and awe: visual constructions of patriotism and their aftermath STUDIO 14

"A new form of desperation": parody and convergence in political multimedia. Megan Boler, OISE/ University of Toronto, Canada.

Liberty, the butch citizen. Erica Rand, Bates College.

Blowback: panic in visual iconography. Christiane Robbins, University of Southern California.

Exposing details: the photographic representations of children post 9/11. Jennifer Watanabe, University of California, Santa Cruz.

CHAIR Brian Gran, Case Western Reserve University.

12:40-1:40PM

203A **film screening: "hope will win over fear: the world social forums"** LECTURE HALL

Andreas Hernandez, Cornell University.

203B **film screening: "growing up a mother: the story of three teenage girls and their babies"** STUDIO 13

Stephanie Skourtes, Seattle, Washington.

203C **image archive display: the john and mary collier collection** MCMILLAN

Malcolm Collier, San Francisco State University.

meeting: ivsa publications committee

Darren Newbury, Editor, Visual Studies

1:50-3:10PM

204A

internet ethnography LECTURE HALL

Virtual tag alongs: conducting digital ethnographies. Yariv Alpher, New School University, New York.

The Internet: the next key component of visual sociology. Laura Robinson, University of California, Los Angeles.

Visual innovation and technological change: the mobilization of cultural resources in computer interfaces. Årni Sverrison, University of Göteborg, Sweden.

CHAIR Luc Pauwels, University of Antwerp, Belgium.

204B

mass media content: propaganda pro and con MCMILLAN

Selling politics in contemporary Germany: a multi-method visual analysis of the picture-based Agenda 2010 campaign of the German Government. Daniel Fetzner and Stefan Selke, University of Applied Sciences, Furtwangen, Germany.

Portraying incompetence: negative images of disability in editorial cartoons and propaganda. Arthur Shapiro, Kean University.

Making labor visible: rethinking the world smoking business through digital images of tobacco workers in Malawi (Africa). Marty Onanez, University of California, San Francisco, and Sam Roberts, University of North Carolina-Greensboro.

CHAIR Stuart Price, De Montfort University, Leicester, UK.

204C1 ROUNDTABLE ONE

art, social life and communication STUDIO 13

Naked space: a visual tool for bridging the gap between the academy and the community. Jeanne Curran, California State University, Dominguez Hills and Susan R. Takata University of Wisconsin-Parkside.

Cartographies of struggle: participatory image-making with the Beehive Collective. Kevin Walsh, University of Wisconsin-Madison.

Online art auctions à la française and à l'américaine: comparing EBay France and EBay USA. Laura Robinson, University of California, Los Angeles.

204C2 ROUNDTABLE TWO

teaching with images STUDIO 13

Envisioning family: photo-analysis in undergraduate family projects. Kari Lerum, University of Washington, Bothell.

Teaching visually the peopling of New York City. Jerry Krase, Brooklyn College.

The alphabet book: exploring theory through visual imagery. Megan Murphy, University of Colorado.

204C3 ROUNDTABLE THREE

children, adults and material culture STUDIO 13

Dress-Up. Kathy Sloane, Oakland, California.

Counting croutons: images of conflict between adults and children over a proper school meal. Melissa Salazar, University of California, Davis.

How gaming crafts blur boundaries between kids and adults. Jon Wagner, University of California, Davis.

3:25-5:00PM

205A

war images and image wars LECTURE HALL

Nuclear weapons: visual history/anthropology/politics. Jonathan Greenberg, Stanford University.

Waving new glory: public iterations of the US flag. Dan Cook, University of Illinois, Champaign-Urbana.

The “Dover Ban”: wartime control over photographs. Brian Gran and Ben Huber, Case Western Reserve University.

Deviant symbolization: symbolic resources, imperial power and war. Stuart Price, De Montfort University, Leicester, UK.

CHAIR Dona Schwartz, University of Minnesota.

205B

imagery of subversion and provocation MCMILLAN

Visualizing Nazi law: Stih and Schnock’s “Places of Remembrance” in Berlin’s “Bavarian Quarter.”

Elke Grenzer, Trent University, Toronto, Canada.

Canada’s Adbusters: culture jamming from a Vancouver basement to a transnational movement.

Deborah Barndt, York University, Canada.

Airtime: the public sphere, the public screen, and AIDS activism in contemporary North America. Sheila

Koenig, Ryerson University and York University, Toronto, Canada.

The theatricality of culture and politics: the use of theatre of the oppressed in participatory democracy. Ariane Dalla Déa, University of California, Irvine.

CHAIR Stacey Caillier, University of California, Davis.

205C

multimedia arts and social representation STUDIO 13

Cornell’s digital Journal of Social and Environmental Issues. Richard J Herring and Andreas Hernandez, Cornell University.

Targeting social stratification. Michael B Gousie and John Grady, Wheaton College (MA).

Presenting digital images. Dianne Hagaman, San Francisco, California.

Teaching multimedia. Suzan Harper, Youngstown State University.

CHAIR Árni Sverrison, University of Göteborg, Sweden.

5:30-8:30PM

ivs executive board meeting



friday august 13

9:00-10:20AM

301A

images of loss: community, nationhood, and history LECTURE HALL

Visualizing Guernica. Anny Brooksbank-Jones, University of Sheffield, UK.

The creation of “grief ownership:” imagery from 9/11. Terri Viggiano, Rutgers University.

Memories in stone: from “lest you forget” to “we won’t forget”. Dee Britton, Hamilton College.

CHAIR Mima Cataldo, Marin Public Schools.

301B

on the edge of in/visibility: bodies, nation, memory STUDIO 13

The Latino body in Jonathan Demme’s (1993) “Philadelphia.” Santiago Castellanos, University of California, Davis.

The AIDS body in early 1980’s and late 1990’s US public culture. Eric Stanley, University of California, Santa Cruz.

The African body in humanitarian representations of AIDS. Valerie Larsen, University of California, Davis.

CHAIR Valerie Larsen, University of California, Davis.

301C

image form and image content MCMILLAN

The semiotics of worship: Route 66 as holy pilgrimage. Bruce P. Day and John R. Mitrano, Central Connecticut State University.

Madonnas of the streets: imag(in)ing the divinity of destitution. Karen Crinall, Monash University, Victoria, Australia.

Everything in the world can be found on a postcard. Linda Sanderson, University of California, Davis.

CHAIR Peter Cowan, Indiana University, Bloomington.

301D1 ROUNDTABLE ONE

collaborative inquiry and image-making STUDIO 14

Researching material culture through photography: the Youth Action Research Institute, Hartford, Connecticut. Victor Pacheco, Institute for Community Research, Hartford (CN).

24 Horas De Puno: exploring life in urban Perú. Jerome Crowder, University of Houston.

>>> CONTINUED

301D2 ROUNDTABLE TWO

television world: thinking about what's real STUDIO 14

Looking outside, seeing inside: how the media makes 'minds.' James Moir, University of Abertay Dundee, Scotland, UK.

Police in change: how symbolic changes mark the process of ramboisation in police work. Dieter Reicher, University of Graz, Austria.

Survivors: comparing media portrayals with reality. Louis Wagner, Case Western Reserve University.

301D3 ROUNDTABLE THREE

how people see art STUDIO 14

It's not what you see, but how you see it: interaction order in art spaces. Jennifer Hemler, Rutgers University.

Photo blog: construction and destruction of an online art world. Todd J Wemmer, University of Massachusetts, Amherst.

10:40AM-12:20PM

302A

images of inequality LECTURE HALL

Visual representations of inequality and injustice: depictions of inner city childhood. Marisol Clark-Ibanez, California State University, San Marcos.

Signs of resistance: marking public space through political graffiti. Emmanuel David, University of Colorado at Boulder.

Mediating access and digital media. Jonathon Corliss and Rebecca Carlson, Temple University.

A homeless aesthetic? How do the poor respond to images of suffering and beauty? Richard Williams and Tracy Samuels, Rutgers University.

CHAIR Rachel Kulick, Brandeis University.

302B

vernacular imagery STUDIO 13

Grand Central Station and the Kodak Colorama: public pictures from 1950 to 1990. Alison Nordstrom, George Eastman House, Rochester, NY.

The history of American children's lives in snapshots. Jay Mechling, University of California, Davis.

The domestic archive and its role in national identity: a fieldwork study. Matt Sillars, Inverness College, Scotland, UK.

"Where Will Your Photographs Go When You Die?" (15 min. film). Todd Wemmer, University of Massachusetts, Amherst.

CHAIR Richard Chalfen, Temple University.

>>> CONTINUED

302C

architecture, culture and social life: international perspectives STUDIO 14

The image of community: architecture and communication in postwar public housing in the United States. Marisa Angell Brown, Yale University.

Discourses of family structures, migration and ethnicity in village architecture: case studies from Macedonia. Barbara Derler, Karl-Franzens-University of Graz, Austria.

Japanese festival architecture and the politics of national cultural identity. Sean McPherson, Wheaton College (MA).

Las Portadas De Semillas: annual state of the culture representations in Tepoztlán, Mexico. Albert Wahrhaftig, Sonoma State University.

CHAIR Jerome Crowder, University of Houston.

302D

public photos: icons and politics MCMILLAN

Public art and politics in Northern Ireland. Cara Reichenbach and Alexander Riley, Bucknell University.

Contested public images: an investigation into visual communication in local campaigning for the 2003 Scottish Parliamentary Election. Gordon Simpson, Cumbria Institute of the Arts, UK.

W. Eugene Smith and the Spanish Village: Reconstructing community life and social conflict. Jesús M. de Miguel, Universidad Autónoma de Barcelona and Harvard University.

Careers of lives and icons. Diana Papademas, State University of New York, Old Westbury.

CHAIR Sheila Koenig, Ryerson University and York University, Toronto, Canada.

12:40-1:40PM

303A

film screening: “lord of the cosmic mountain: the legend of el tepozteco” LECTURE HALL

Bruce “Pacho” Lane, University Autonoma del Edo de Morelos, Cuernavaca, Mexico.

303B

film screening: “thangata” and “up in smoke” MCMILLAN

Marty Onanez, University of California, San Francisco, and Sam Roberts University of North Carolina-Greensboro. [Films are 15 and 20 min. Both films focus on tobacco labor in Malawi, Africa].

303C

photography fieldwork workshop, second meeting STUDIO 13

CHAIRS Chuck Suchar, DePaul University and Doug Harper, Duquesne University

1:50-3:10PM

304A

images of domestic life: private moments, public memories LECTURE HALL

In the kitchen, year 2. Dona Schwartz, University of Minnesota.

Looking at—looking into: a snapshot of snapshots in domestic spaces. Aimee Le Duc, San Francisco, California.

Revisioning memories: Rose's stories. Diane Charleson, RMIT University Melbourne, Australia.

CHAIR Dianne Hagaman, San Francisco, CA.

304B

visualizing sex, race, gender and class STUDIO 13

The future face of "race:" gender, body, technologies. Suki Ali, London School of Economics and Political Science.

Changing images of women and machines in photography, advertising, and art. Julie Wosk, State University of New York, Maritime College.

Employee entrance: exposing the invisible imagery of consumer culture. David Michalski, University of California, Davis.

CHAIR Patrizia Faccioli, University of Bologna, Italy.

304C

youth media production: issues of research and representation MCMILLAN

ViewFinding: urban youth media constructions of gender. Rachel Kulick, Brandeis University.

Latino adolescents and visual culture: seeing into drawing. Peter Cowan, Indiana University, Bloomington.

The young at art: reconsidering genres, impact and engagement. Stacey Caillier, University of California, Davis.

CHAIR Deborah Barndt, York University, Toronto, Canada.

3:25-5:00PM

PLENARY SESSION 305A

ivsa business meeting LECTURE HALL

All IVSA members are welcome.

7:00-10:00PM

a festival of images LECTURE HALL

Presentations from the IVSA 2004 Fieldwork Photography Workshop and recent work by other IVSA members.



Russian army parade. Moscow 1996. Photo by Nancy Woodruff

For their contributions to the 2004 IVSA Conference, we call your attention to the organizations represented by the following public images:

**SAN FRANCISCO
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