



## SBL PROFESSORIAL RESEARCH TALK

### 'A picture tells a thousands words.... or does it?'

#### Part 1: Hidden Meanings

The SBL Professorial Research Talks are organised by SBL Research Office for our Professors and Associate Professors to share their research insights with the School, the University, and the broader community. It also provides an ideal platform to promote SBL's research capacity.

In each one-hour talk, there will be a presentation by our Professors and Associate Professors followed by an interactive discussion. Attendees will have the opportunity to network and engage with our Professors over refreshments.

Join Associate Professors Marie Ryan and Madeleine Ogilvie as they take you on a journey of visual methodologies, visual data capture techniques and other alternative research methods from their twenty years of experience in using alternative research methods to gain understanding and insights in research.

In a two-part series, photoelicitation, autodriving, projective techniques, introspection and semiotics will be unpacked with examples of how to use these techniques to add richness and depth to your research presented. Part 1 is organised in collaboration with 2018 ECU Research Week.

**When: Friday, 14 September 2018**

**Where: JO.1.447**

**Time: 13:00 - 14:00**

To register and obtain your free admission pass for this event, please log on to the Eventbrite website:

<https://sblproftalk17.eventbrite.com.au>

I warmly invite you to join us for an exciting and sociable gathering.

**Associate Professor Hadrian Djajadikerta**  
**Associate Dean Research**

#### [Part 1: Hidden Meanings](#)

Seminar one starts with visual methodology and explores the techniques of photoelicitation, auto driving, projective techniques and pictorial representations. How do visual representations inform the research question and what benefits do they bring to the research agenda? Photographs have been used as a means of data capture for many years. Their use in recording observable phenomenon in anthropology is well documented. They also provide a valuable tool for researchers from other disciplines. This session aims to demonstrate how the use of photographs can enrich the business research process through a range of techniques such as photo-elicitation, autodriving, projective prompts and phenomenological interviews. The seminar will explore how visual representations can be used to understand hidden meanings that can be revealed by this data capture method.

[Madeleine Ogilvie](#) is an Associate Professor in the field of Marketing at Edith Cowan University and currently works as the Associate Dean Teaching and Learning for the School of Business and Law. Her research interests are in the fields of semiotics, consumer research, visual methodologies and international education where she has published and presented both nationally and internationally.

[Marie Ryan](#) is an Associate Professor in Marketing and is currently Associate Dean, Business Services in SBL. Marie's PhD thesis examined people's attachment to their environment and its influence on consumption choices in rural Western Australia. This has been extended in recent years to examining the relationship between attachment and pro environmental behaviour, tourist destination choice, sustainable development and repeat consumption activities. Her research interests include the impact on consumption of individuals' attachment to their environment, using various research methods to examine consumption behaviour and tourism impacts.