



SBL PROFESSORIAL RESEARCH TALK

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

Part 2: The Shifting Sands

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, autodiving, 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.

When: Friday, 28 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://sblproftalk18.eventbrite.com.au>

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

*Associate Professor Hadrian Djajadikerta
Associate Dean Research
School of Business and Law*

[Part 2: The Shifting Sands](#)

This seminar will introduce the philosophy of semiotics and the science of signs. What does the sign mean and how do we gain meaning from everyday representations and symbols? It will demonstrate how to use semiotic perspectives to map the shifting cultural paradigm and how this technique can be used to predict emerging trends and products.

In contrast, the seminar also will focus on the use of introspection as a means to capture a moment in time and will demonstrate how this controversial technique has moved to become a recognised data capture method providing insights of great depth.

[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.