

REVIEW OF GOLD SET



Group procedure

Before reviewing the selected images, we introduced the Circumplex model (with amended dimensions) to help respondents focus on their emotional responses.

This was left visible during the discussion of images.

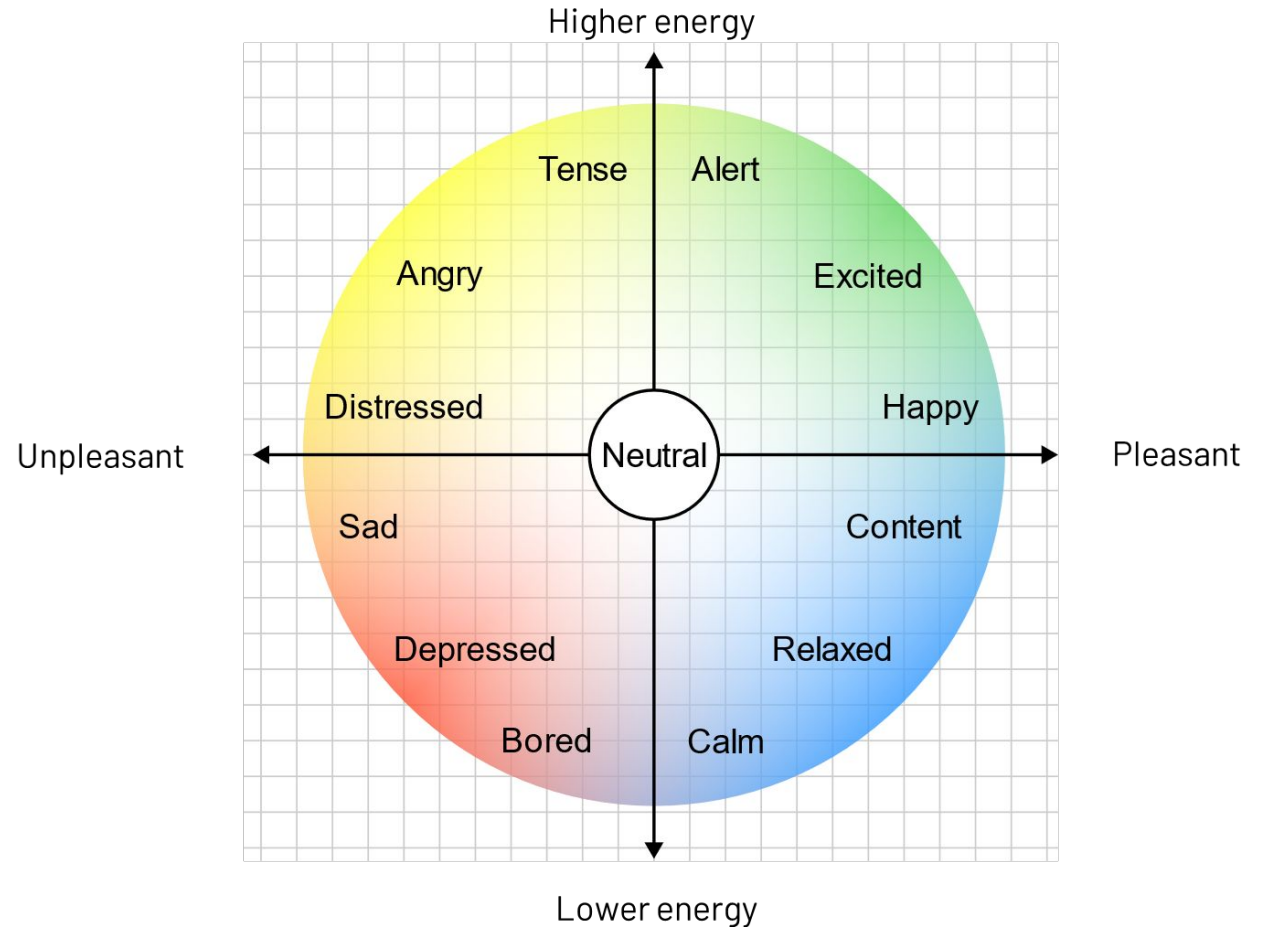
Images were introduced in sets corresponding to the Development Engagement Lab feedback (previous slide) on the most:

- Emotionally upsetting (Red set)
- Emotionally happy (Gold set).

In addition, where we had time, we briefly reviewed images that performed better with specific segments (Blue set) and a few of the weakest performers overall (Green set).

Circumplex model used in groups

- With each image, respondents were encouraged to look at the screen and then note down their emotional response **before** discussing their feedback in the group.
- Thus, we captured (as far as possible) their 'system one' or gut reactions at a personal level before exploring other layers of reactions and interpretations (system two).
- As each group progressed, respondents became more adept at voicing their emotional reactions, although in each session there were often one or two who appeared to both feel their reactions more deeply and/or could express their responses more directly.



Images introduced

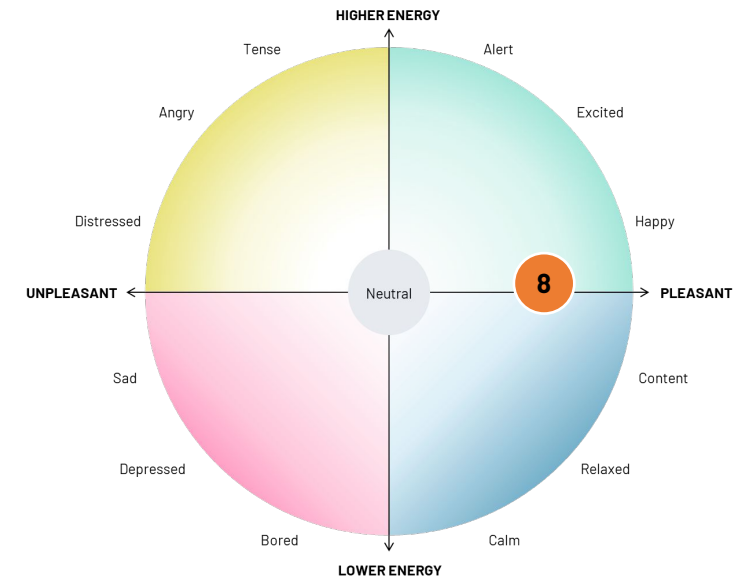
	RED SET (Upsetting)	GOLD SET (Happy)	BLUE SET (Segment specific)	GREEN SET (Poor performers)
66	 <i>*Empathisers</i>	8 	28  <i>*Disengaged</i>	23 
68	 <i>*Empathisers</i>	35 	24  <i>*Pragmatists</i>	34 
56	 <i>*Disengaged & Multilateralists</i>	41 	67  <i>*Pragmatists</i>	25 
49	 <i>*Multilateralists</i>	32 	43  <i>*Multilateralists</i>	42 
12	 <i>*Pragmatists & Global Citizens</i>	53 	17  <i>*Global Citizens</i>	11 
37	 <i>Empathisers</i>	65 		7 
		31 		


**Segments with stronger response in survey*

Images review (Gold set)

Image 8

- A positive scene evoking a strong sense of positivity
- The happy faces and bright colours are a key part of this but in fact it is the relationship that drives emotional reactions.
- This is an almost symbolic illustration a mother and her child.
- In addition, there are layers of meaning quickly accessed by some respondents
- A mischievous child: full eye contact with viewer.
- A hard-working mum: working in the field?
- However, there is little sense of vulnerability nor clarity around the benefit of providing aid (contributing to the positive relationship portrayed).





Excellent	★
Good	✓
Queried	?
Poor	✗

Impact	✓
Protagonist	★
Viewer	★
Story	✓
Authentic	✓
Photo	★

Gold set: 8



There's eye contact again, yeah, I think the little boy... The little boy is looking at us. But the environment of his relationship with his mother, presumably, is somewhat different than the previous one, where the girl is looking at us, but we didn't see who she was with.

That's probably the happiest one we've looked at. The little fella, yeah, it looks like his mother, having a joke, laughing with her. She's quite relaxed as well.

It's natural yeah Natural. Natural yeah.

I smiled when I saw it because he reminds me of my little boy. She seems to be clearly minding him and watching over him.

It's got that family feeling. It makes me feel happy. It makes me feel like the cheeky smile from the child behind and the mother, there's a lot of love there.

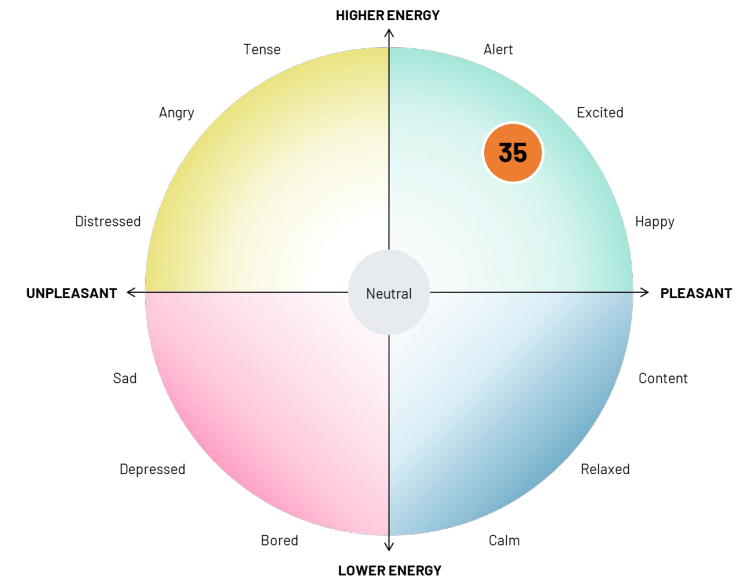
I just think love. The love of mother and child. I didn't really see much else...Warm inside, happy I suppose.

They look content. I know they are in a field and they are probably after doing a hard day's work or something. I can see dirt on the child's knee and the mother has probably been working in the field I would say all day.

Images review (Gold set)

Image 35

- This is one of the most candid shots and many respondents immediately compare this image to their own children as it comes across as entirely in-the-moment and natural.
- There is a strong sense of fun and playfulness with enough contextual reference to suggest a specific story.
- Respondents did not necessarily **experience** the emotions portrayed but certainly pick up the high energy and positivity.
- As with other positive images in this set, most struggle to see how (or why) they should respond
- This may be an image of a festival and generates **cultural interest**
- But there is no sense of being staged, no sense of threat nor obvious benefit from past aid.



- Excellent ★
- Good ✓
- Queried ?
- Poor ✗

Impact	✓
Protagonist	★
Viewer	✓
Story	✓
Authentic	★
Photo	✓

Gold set: 35



I said, fun, chaotic, and evocative, like you can almost hear it... Especially if they're a similar age to your kids, or there's some similarities to you, you know. You identify yourself in them maybe a little bit more.

I suppose, it's joyful. The picture is joyful, the kids look happy and having a good time and they're obviously messing with clay or whatever, do you know, they're throwing clay, I think first of all, a lovely smile in the front, but, she's throwing that white stuff, whatever it is, flour or something, maybe. I don't know. They're enjoying themselves anyway.

Again it is a happy image and I am happy for them. They are obviously schoolchildren, shy maybe in front of strangers or whoever was taking the photograph. They are happy and content, so I would be happy for them.

It reminds me of my own childhood and being happy running out of school. They seem quite content in a similar situation as they seem to be getting their education.

Yeah, it looks like a happy childhood, kids all look happy playing with each other, seem to be friends and kind of sand or paint, I don't know. But it looks like a happy image.

It is just happy, there is nothing more to say about it. You just feel happy

She's smiling, he's smiling. Obviously they're happy. They don't look like they have a problem.

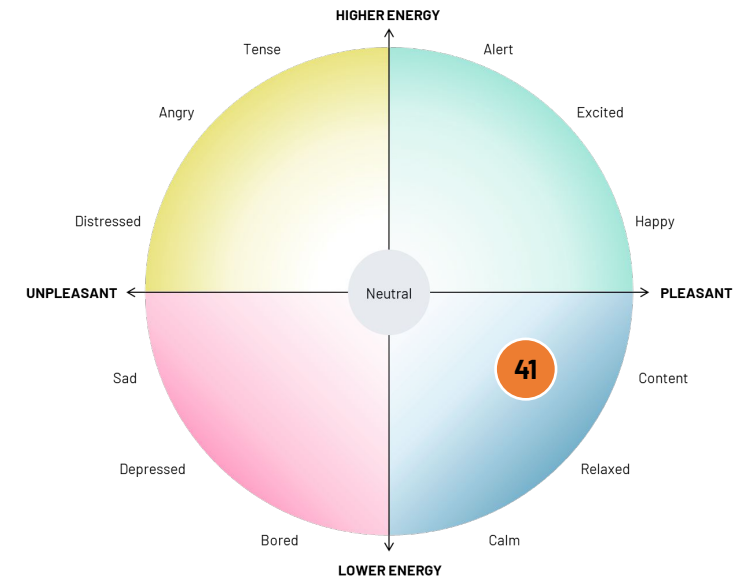
Again, just happy, lots of energy in the picture, the kids are all excited, so yeah

It kind of reminds me, is it India they have that colour festival where they throw all the colours. It kind of brings back some sort of happy kind of...

Images review (Gold set)

Image 41

- The overall effect of this image is quite muted
- Partly reflecting the quiet calm and self-contained demeanor of the main protagonist.
- Some of the detail suggests health, success and positivity, other elements are less clear.
- Direct eye contact, nice clothing, modern bag all communicate a positive environment for the children.
- However, the pillar includes graffiti and the background is unclear.
- As with many Gold set images, there is a weaker emotional reaction and less sense that the viewer needs to do something in response.



- Excellent ★
- Good ✓
- Queried ?
- Poor ✗

Impact	✓
Protagonist	✓
Viewer	?
Story	?
Authentic	?
Photo	✓

Gold set: 41



I like the smile, I think it's lower energy than the other one, but it feels more like chilled out, rather than down, and yeah, I love the little smile, you're getting two different kinds of eye contact, one is kind of very calm and the other one's kind of cheeky.

I think it's happy, I see the main girl as being a little bit shy, and you know, she seems a little bit slow to smile, but the girl behind then is full of beans.

Kids smiling. Probably in some sort of a school shed, or something like that, but..They don't seem sad, like... You know what I mean?

I am happy for them purely because of the way the children are dressed and the fact she has a backpack on is a good sign. It means she is not picking in the field because she has a school bag on.

Initially I was saying sad but then I am saying why am I saying that. It does hit you for being sad for some reason, I don't know what it is. The fact that it is probably the first child that is not really smiling. I am not sure, I haven't got to it yet

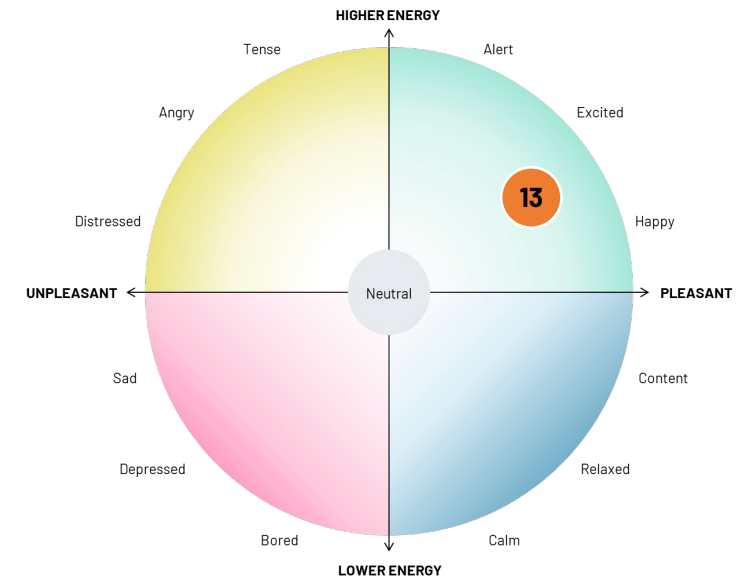
I would say content. The kids look content, they look healthy. She has a backpack on and she is well dressed. I would say content. They are happy in whatever their environment is.

Happiness. Like, they're probably, joking, messing, playing, from behind the pillar, or whatever it is, you know you can see they're kind of having fun.

Images review (Gold set)

Image 13

- Highly impactful and strongly evocative image
- Positive sense of protagonist's life (and mood).
- Close relationship with cow divides opinions:
- Most see this as an endearing pet-like connection
- Some interpret it as a reference to status for the farmer (and potential slaughter of the cow in the near future!).
- This image has a **quirky quality** that makes it both eye-catching and memorable.
- Both the emotional state of the protagonist, the health of the cow and the green backdrop all signal a positive context
- Not an expression of vulnerability or need
- But potentially an illustration of the positive effect of aid.



Excellent ★
 Good ✓
 Queried ?
 Poor ✗

Impact	✓
Protagonist	★
Viewer	✓
Story	★
Authentic	✓
Photo	✓

Gold set: 13



I think there's a lot of humanity to it. Like, you know. It's, again, it's the kind of relationship that we have animals

It's positive, it's bright, the sun is shining and the blue sky, nice green trees, it just seems it would be a nice area, and again, it's probably Third World country, but they seem to be happy enough like, do you know.

There is a lot of potential and I feel like there is a bit of hope in that and happiness.

Self-sufficient farmer. He's feeding the cow off the land, and then the cow was helping to feed him and his family.

It's more like a hopeful, yeah, nice photo

It is a happy image. If you were flicking through the National Geographic and came across that image, if you were in a bit of a hurry and looking at the photos, you would say that is a really nice photo. You wouldn't necessarily read the story, you might come back to it.

Probably a year ago they had the bare minimum whereas now they have livestock. That livestock is not going to just supply meat, it is going to supply milk as well or dairy or something. I just feel happy

Content to neutral. He seems happy. You'd hope he's self-sufficient

I really like it, it's kind of, it's kind of loving and caring, it's kind of like, almost, you rub a dog under it's chin. That look

He's willing to go right up close and scratch feel happy, it is a happy photo him on his neck and everything. So, he's very close with the animal. but I feel bad for the cow. he is probably going to eat it.

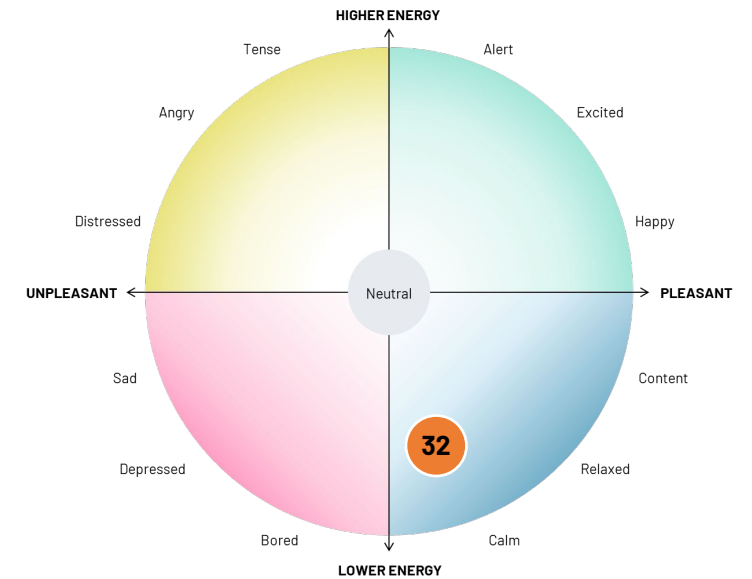
I get the impression that it mightn't always have been like this. I get the impression that this cow was provided to him, maybe, I think, rather than being excited, I can feel, he's excited. You know and it's high energy positive for him, because he has this. And so like, given the context in which the image was used, it could make me want to help provide cattle to people.

31-40 Empathiser Female Athlone; 41-55 Empathisers Cork; Global citizen 20-34 Dublin; 20-34 Multilateralist BC1 Dublin; Over 50 EN Pragmatist Athlone; 35-49 Male Disengaged Cork

Images review (Gold set)

Image 32

- Despite the impactful and colourful image with strong eye contact and a clear relationship between the two, most feel little emotion in response.
- The image feels staged (static, slightly forced smiles and an obviously prepared backdrop).
- There is little sense of connection to the protagonist nor any feeling of vulnerability or jeopardy.
- Critical to this response, is the sense that there is a lack of authenticity and limited depth or back story.



Excellent ★
 Good ✓
 Queried ?
 Poor ✗

Impact	✓
Protagonist	?
Viewer	?
Story	★
Authentic	★
Photo	✓

Gold set: 32



Vivid colors were striking and made it stand out. But the women's expressions seemed less natural and engaging than in other portraits.

I just think it's lovely. They've put kind of a backdrop to cover whatever is behind that and it's a staged photo

They are not under threat. They are happy and relaxed, therefore I am happy and relaxed in reaction to that.

It's like they're happy, they're smiling, it's genuine.

I feel calm when I see it but then when I look at it....only because I know the background, I just feel like it is a fake sense of happiness.

Nothing special. Nothing to see, move on, is it?

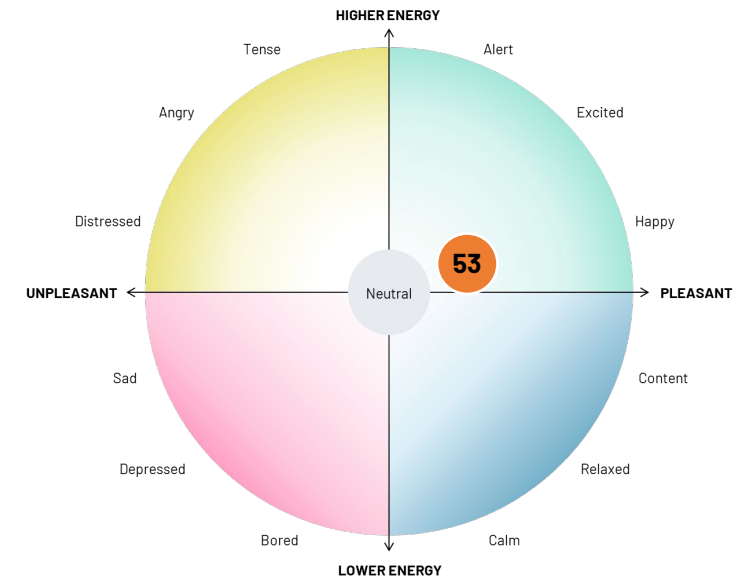
They seem to be happy to see something....they are looking at something different, they are happy to see that

I feel happy as the mother and child are kept together. They clearly have a good bond.

Images review (Gold set)

Image 53

- This image generated effective impact and communicated a clear story
- Largely about the benefit of aid.
- Some details suggest vulnerability
- Children have to collect the water
- They have no shoes.
- But other elements undermine the desire to respond:
- Lush green backdrop suggests there is enough water locally
- The image of another camera (on the left) signals a staged image not a real one.
- While most feel that positive images are effective as a trigger to respond, in fact they rarely prompt as strong an urge to do something in the way achieved by vulnerable child images.



Excellent ★
 Good ✓
 Queried ?
 Poor ✗

Impact	✓
Protagonist	✓
Viewer	?
Story	★
Authentic	✗
Photo	✓

Gold set: 53



It's a nice image I didn't really feel happy or sad looking at it obviously it's strange to see we can just turn on the tap and get water. It's interesting that the children are going to fetch the water as well which is...I don't know if it says a lot in itself but the kids have to do errands like that they can't enjoy their childhood.

This one's a bit difficult maybe, a bit distressed, but then that's ? like, they have access to water like, obviously, it's hard to get it.

Obviously, there was a well it was paid for, get clean drinking water.

To me it looks again, like a lot of hard work.

It looks like they were probably suffering previously, but the contributions have helped resolve it somewhat. Still look a bit poverty-stricken, and the clothes were donated and stuff, but it looks like they were getting their own things done.

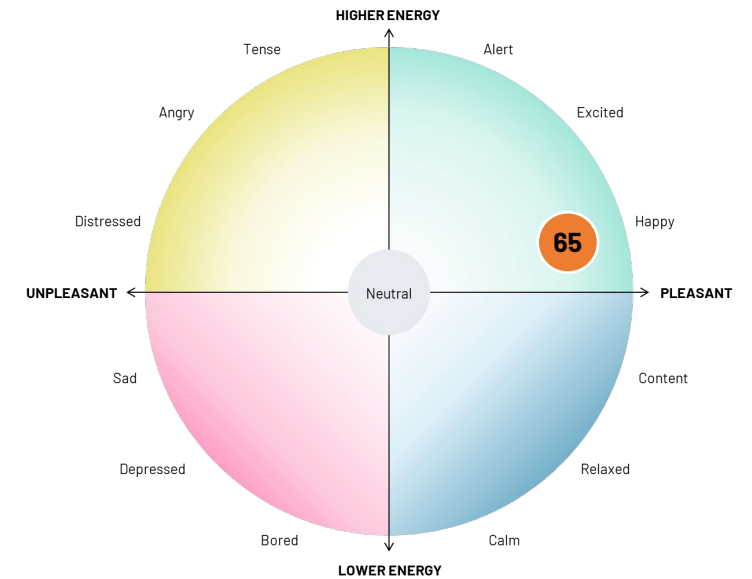
I actually feel hopeful because from lots of advertising I have seen through the years, they didn't have clean water flowing through a pump. They had to go to the rivers or whatever and drink contaminated water, carry that for even longer on their heads.

I would be happy because I think there is a sense of achievement in somehow getting that water. I think it is just a sense of achievement. I would be happy for the people there

Images review (Gold set)

Image 65

- Highly impactful and strongly emotional image.
- The smiles and laughter shown are infectious and most simply **reflect** the emotional state of the two protagonists, feeling positive themselves.
- While both are healthy, there is a deeper meaning discerned by most eventually when they notice what the child is eating
- Suggestive of international food aid rather than a simple treat consumed by a child
- Nevertheless, showing **comfort and security**.
- The image has a sense of **intimacy** and **relationship** between the mother and her child which can also help establish a stronger sense of relatability.
- Most interpret they can have a role in helping deliver this kind of aid.



Excellent ★
 Good ✓
 Queried ?
 Poor ✗

Impact	★
Protagonist	★
Viewer	✓
Story	★
Authentic	✓
Photo	★

Gold set: 65



I think it's positive, it's happy, it's hopeful. You know, I suppose it's not hopeless, you know, you feel this is good, you feel that constructive things are happening, useful, you know. The little kid is having a snack, you know, and nice bright colours and nice happy expressions

They're happy overall, they're caught in a moment from maybe somebody making a joke or something, you know

Warm. They seem happy. You can imagine though they are poverty stricken but they seem happy.

I think they're happy, but they're poor, you can see they're eating that high protein food, do you know, so, but, at least they have that food I guess

I just feel good. It is a sunny day. It just feels like a picture to me, I am not getting anything from it. I don't know where she is.

It is the happiest photo I have ever seen

It's telling a full story from the picture and they're really showing what they want you to see at the time.

I feel a bit of sadness as well because obviously they had to have rations of food. It is not in supply. They are happy, they are delighted with it.

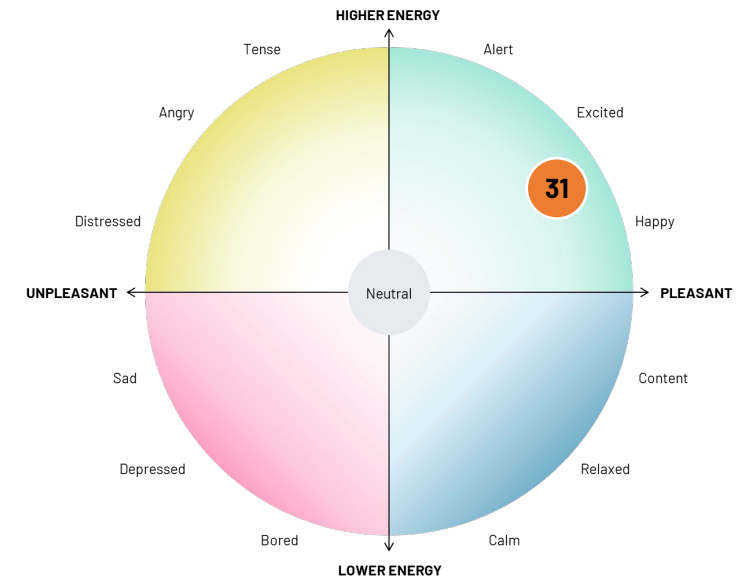
My first reaction, I smiled. I think it's a lovely photo, I think the little boy has a lovely little cheeky smile, she looks quite happy and content, like, you know, it's colourful, it's a nice photo.

31-40 Empathiser Female Athlone; 41-55 Empathisers Cork; Global citizen 20-34 Dublin;
20-34 Multilateralist BC1 Dublin; Over 50 EN Pragmatist Athlone; 35-49 Male Disengaged Cork

Images review (Gold set)

Image 31

- Again, viewed as a positive image
- Happy protagonist
- Successful environment (in uniform, indoors)
- Some interpret a potential story about the benefit of building long term resilience through education but this not specifically **evident** in the image.
- Most struggle to connect the image with an urge to contribute.
- Again, the sense of success and happiness can get in the way of a more motivated (and emotional) response.



Excellent	★
Good	✓
Queried	?
Poor	✗

Impact	✓
Protagonist	?
Viewer	?
Story	?
Authentic	✓
Photo	✓

Gold set: 31



I think it's a really happy and hopeful image. Again, like they're well dressed in their uniforms, they all look really happy and content, so it feels like a step in the right direction

Happiness, they all seem to be quite happy and they're clean, they've uniforms on, they're in school, they're learning, so

Excited. They are getting an education, it is giving them opportunities. They can have good careers in the future. So it is what is needed, without children there is no future. It is giving them a chance to do it.

I'd say either of the school group ones, because there were positive images and you were saying that you were getting education.

Same, I am happy and hopeful. They have a decent building, there are actual windows. They are all in uniforms, so there is funding going here to make improvements.









Happy that they are getting on with their normal lives as children. They have a structure, school, go home and play and food.

And they're definitely well looked after, well cared for.

Yes. The thing is children don't fake happy or sad, they are either happy or sad. They are obviously happy, so that makes me happy as well. Again they are getting an education and they are obviously well fed, well-nourished and well looked after. They are not in a war zone by the looks of things.
Happy image

Summary assessment (gold set)

Excellent	★
Good	✓
Queried	?
Poor	✗

	8 	35 	41 	13 	32 	53 	65 	31 
Impact	✓	✓	✓	✓	✓	✓	★	✓
Protagonist meaning	★	★	✓	★	?	✓	★	?
Viewer connection	★	✓	?	✓	?	?	✓	?
Storytelling power	✓	✓	?	★	✗	★	★	?
Authenticity of scenario	✓	★	?	✓	✗	✗	✓	✓
Photographic fidelity	★	✓	✓	✓	✓	✓	★	✓

Emotional response to Gold set

