REVIEW OF BLUE & GREEN SETS

Group procedure

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

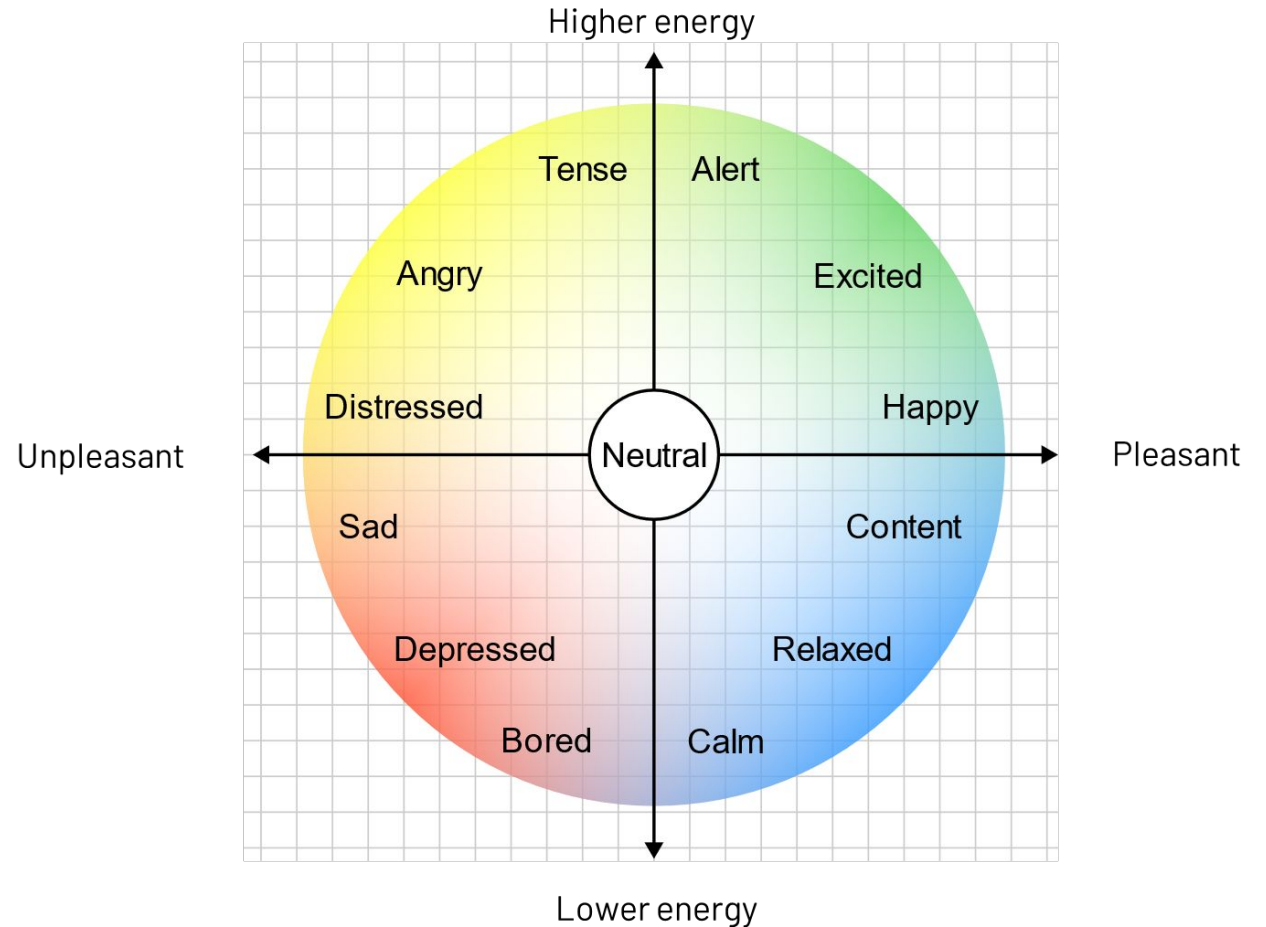This was left visible during the discussion of images.

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).

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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)

66
Empathisers

68
Empathisers

56
Disengaged & Multilateralists

49
Multilateralists

12
Pragmatists & Global Citizens

37
Empathisers

GOLD SET
(Happy)

8

35

41

13

32

53

65

31

BLUE SET
(Segment specific)

28
Disengaged

24
Pragmatists

67
Pragmatists

43
Multilateralists

17
Global Citizens

GREEN SET
(Poor performers)

23

34

25

42

11

7

Segments with stronger response in survey

Review of blue and green set
Key highlights

- Not all of the groups reviewed every image in these sets and the amount of time spent on these images was, by necessity, fairly brief. However, we can identify some key insights from the review.

67

- This image proved to be one of the most emotionally provocative when shown.
- It was rated as similar – in terms of impact and negative emotion - as image 66 and 68 in the Red set or as strongly storytelling as image 65 in the Gold set.

- The image is taken as communicating a clear protagonist need (and emotional state) and also a clear responsibility for the viewer (observing a vulnerable child).

- It also resonates as an authentic image with a photographic finesse (well lit, spotlighting the protagonist, clear message).

Review of blue and green set
Key highlights

- Many of the other blue set images fail to communicate a meaningful need (for the protagonist, nor a connection with the viewer).

- There is sometimes more sense of positive emotion for the protagonist, but the viewer feels unmoved and sees little need for their involvement.

- At best, some work as 'cultural illustrations' like images from National Geographic, rather than part of a communication relating to international aid.

Review of blue and green set
Key highlights

- Many of the Green set fail to 'move the dial' of an emotional response with the typical feedback much more neutral.

- This is partly to do with a lack of clarity/low impact and weak photography, but is mainly influenced by a weak sense of what the image means to the protagonist **or** the viewer.

- In most cases respondents claimed these images would not arrest their attention in the first place, and then did not reveal a clear message (or emotion) if they attempted to unpack the image

Summary assessment (Blue set)

Legend	
Excellent	★
Good	✓
Queried	?
Poor	✕

	28	24	67	43	17
Impact	✕	?	★	✓	?
Protagonist meaning	✓	?	★	✓	✓
Viewer connection	?	✕	★	?	✓
Storytelling power	✓	✓	★	?	?
Authenticity of scenario	✓	★	★	✓	?
Photographic fidelity	?	?	★	?	✓

Summary assessment (Green set)

	Excellent	⭐
	Good	✓
	Queried	?
	Poor	✗

	23	34	25	42	11	7
Impact	?	✗	?	?	✗	✓
Protagonist meaning	✗	?	✗	?	✗	?
Viewer connection	✗	✗	✗	?	?	?
Storytelling power	✗	✗	?	✓	✓	✓
Authenticity of scenario	✓	?	✓	✓	✓	✓
Photographic fidelity	?	✗	?	?	✗	✓

Emotional response to Blue set and Green set

BLUE SET

28 Disengaged

24 Pragmatists

67 Pragmatists

43 Multilateralists

17 Global Citizens

GREEN SET

23

34

25

42

11

7

HIGHER ENERGY

Tense

Alert

Angry

Excited

Distressed

Happy

UNPLEASANT · Neutral · PLEASANT

Sad

Content

Depressed

Relaxed

Bored

Calm

LOWER ENERGY

67 · 42 · 34 · 43 · 7 · 11 · 25 · 17 · 23 · 28 · 14