

REVIEW OF RED 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.

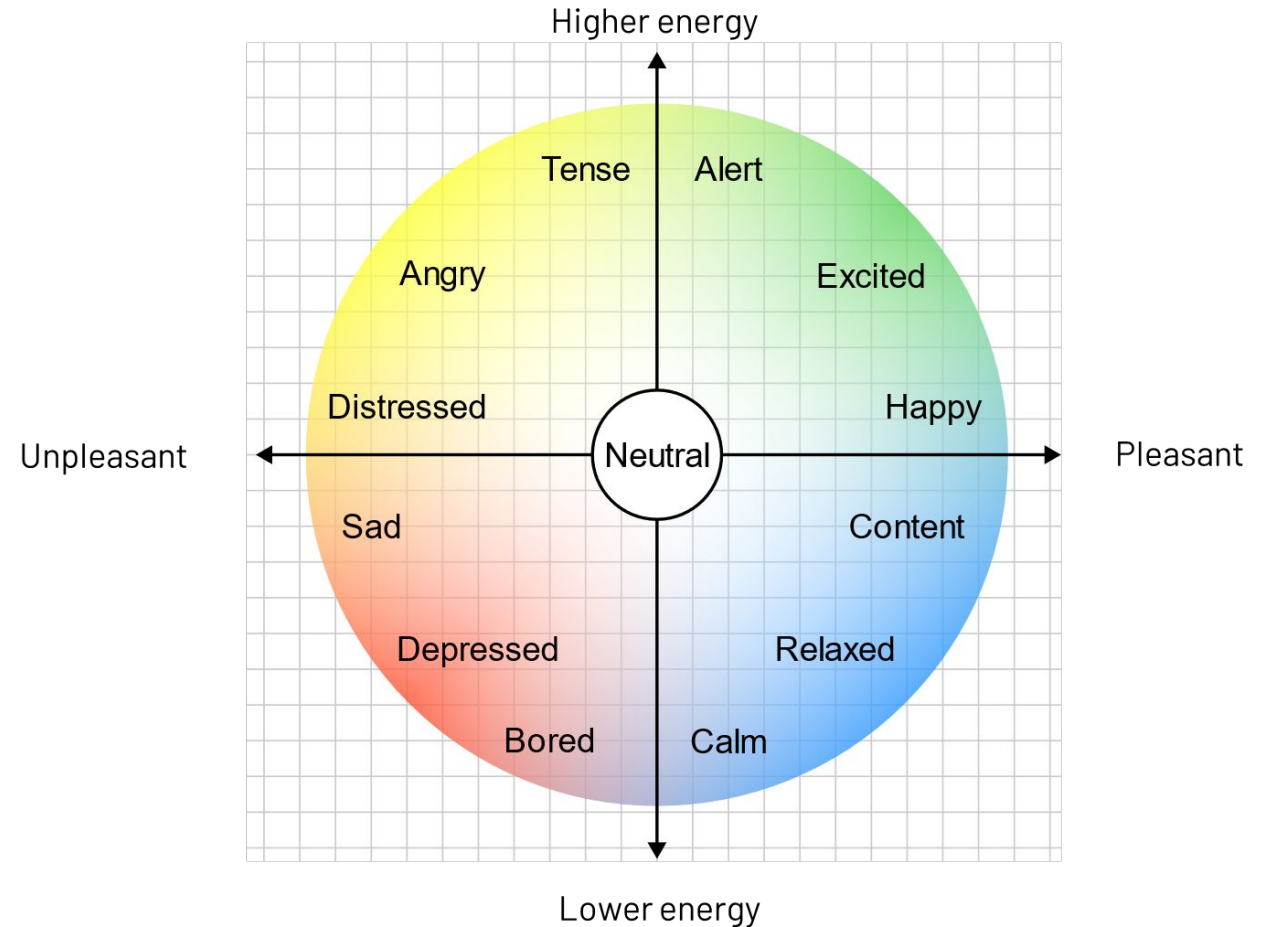
Images were introduced in sets corresponding to the Development Engagement Lab feedback (previous slide) on the most:

- 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

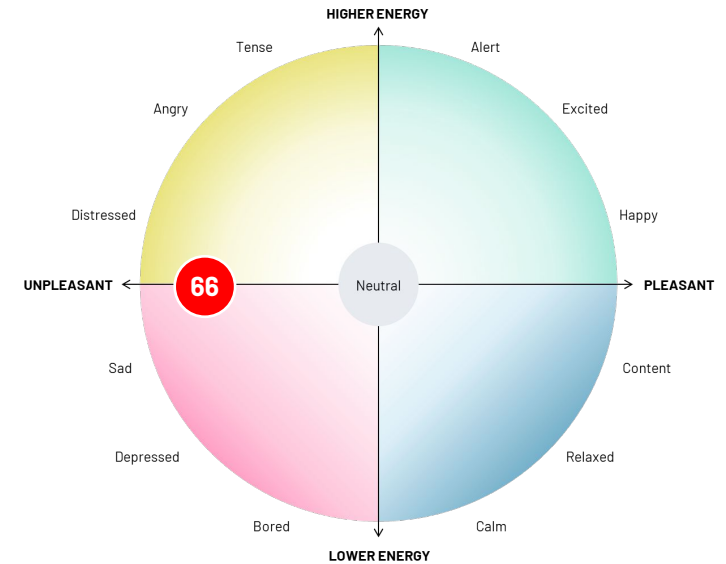
	RED SET (Upsetting)	GOLD SET (Happy)	BLUE SET (Segment specific)	GREEN SET (Poor performers)
66	 <i>*Empathisers</i>	8 	28  <i>*Disengaged</i>	23 
68	 <i>*Empathisers</i>	35 	24  <i>*Pragmatists</i>	34 
56	 <i>*Disengaged & Multilateralists</i>	41 	67  <i>*Pragmatists</i>	25 
49	 <i>*Multilateralists</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 (Red set)

Image 66

- A provocative and emotionally engaging image with both powerful impact and immediacy as well as a sense of layers and depth.
- The spotlight focus on the innocent girl draws attention to the contrasts in the image
- Destruction in the background yet the girl is perfectly presented
- A calm and slightly quizzical expression on her face yet she is detached from nearby adults.
- The image accentuates her vulnerability, prompting a desire to respond and creating a strong sense of relatability.
- In many groups respondents quickly began discussing her story, feeling drawn in by the scenario and her expression. In essence, while the initial story is clear (a recent disaster has occurred) her specific story remains elusive.
- This specific image is relatable and emotionally impactful, it has depth and can even work as a symbol of 'humanity' and 'spirit'.



Excellent ★
 Good ✓
 Queried ?
 Poor ✗

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

Red set: 66



First I thought a bit of devastation because obviously something is after happening. Then I had a sense of appreciation of what I have, when I see that.

It made me feel distressed. I don't know how I would feel if I was just landed in her position there.

It is actually kind of worrying that a child is there on her own amongst all those grown men in an environment like that.

I feel quite sad and low energy in that quadrant. My reasoning is because it's not in my opinion a highly graphic image in comparison to what I've seen. So it's just a bit of a bring me down to earth. I really feel for the young girl.

It is bringing to everything that is going on around them now, not just that.

Sad, I suppose she's probably looking at an apartment that was there in our previous world it's not there. Maybe a family died she's just lost.

I think the first girl looking up to the building... Obviously, on a global scale, you'd be looking at Israel and Gaza stuff. Obviously, Ukraine and all that

It's very sad, it's kind of despair kind of angry really, this day and age it's a conflict it's humanitarian, it's pulling on me emotional strings. She's stuck in a war zone.

Angry, it is nothing to do with the child and yet they are probably suffering the most. That is my initial reaction to it anyway

I just said concerned and curious I don't know the background it could be a weather issue it, could be a war issue I don't know.

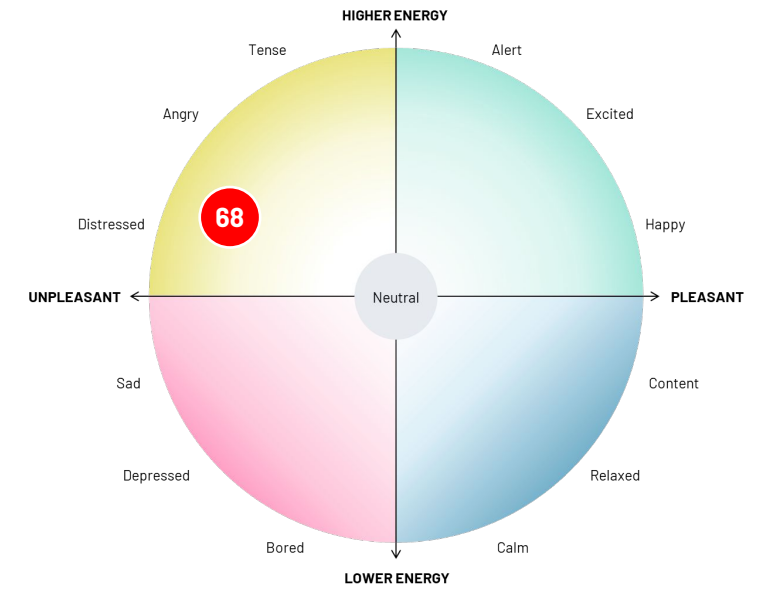
It's the extreme nature of that.

I feel the same it's a bit confusing I thought I'd feel more sympathy. To me she looks... I was going to say she's not more confused or curious. She looks well dressed behind the cars are intact. So I'm thinking it has to be some sort of climate thing. Or I don't know if it's a war itself.

Images review (Red set)

Image 68

- This image provoked some of the strongest emotional reactions from respondents in these groups.
- The isolation of the very young child communicates intense vulnerability combined with a clear sense of his emotional distress (in his expression)
- Some respondents felt a visceral urge to respond, to pick him up and comfort him.
- For some respondents, their empathy shifted towards anger that the child was in this predicament
- In one group converting to a suspicion that the photographer had caused (or could alleviate) the child's distress rather than just take a photo of him
- The background context amplifies the sense of disrupted living conditions however the rather low contrast to the image can make this less impactful at first.
- There is a clear sense of a role for the viewer, yet little sense of a positive outcome for the child.
- A few respondents felt this image was a 'classic' aid image designed to express suffering (weakened by overuse), but most found it highly emotive and triggering.





Excellent	★
Good	✓
Queried	?
Poor	✗

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

Red set: 68



Just sadness again. Just poverty, vulnerable.

Depressing. There didn't seem to be any future for the child.

Completely stressed. I see my little boy there if anything ever happened to me, who is going to be there to take care of him.

I keep imagining a boy jumping in puddles a normal boy his age. The fact that he's just standing there I'm heartbroken for him. I can't see any people around, huts or are rubbish. I just see when you see kids his age in a normal society. Would be messy throwing stones into it. He's just standing there, it's depressing.

I felt more sad at this image than the first one. He just looks...He's only one shoe on and it just looks very dirty around him. I don't think a child at that age should be exposed to such...it looks filthy.

I am depressed myself really. Why do we do this to the children.

Frustrated, there is nothing I can do to help on my own anyway. That is just like my little boy now sitting in that situation, I couldn't imagine my own child being in that situation.

You feel sad and upset for him. I know this is going to sound horrible, but does he not seem more ingrained in that life than the girl in the previous one?

Devastated, like that it just reminds me of everything....like they had had a normal life up until a couple of days ago, now look. I obviously don't know but he looks like he has nobody. It is just upsetting.

I find this one more heartbreaking now, than the first one. He's so young and lost and like, look at his surroundings. It's quite a low energy, I think, that would bring the mood right down.

Sad. A little boy looking for food. Just looks lost in the eyes, you know?

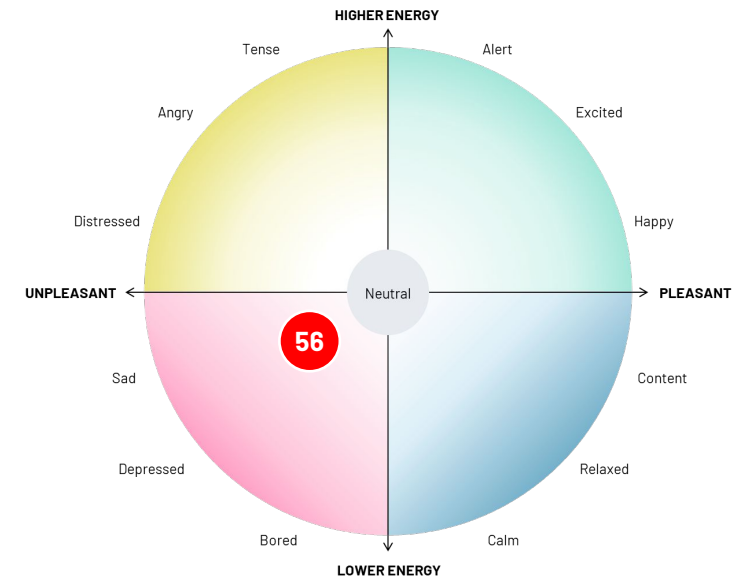
It is a depressing picture, distressing, the attire of the child. You feel if you could protect him in some way or another or help him out in some way.

Sad, hard to think the way things are at the moment. It could have easily been an earthquake or natural disaster

Images review (Red set)

Image 56

- One of the weakest images in the main red and gold sets.
- Part of the problem is that the text on screen (both in front and behind the protagonist) disrupt how people 'process' the image
- Most want to look at the person first (to return his direct gaze), but the message is not here as his expression is hard to read AND he is not often recognised (gaelic footballer: Óisín MCConville).
- There was limited emotional response to this image although the overall sense is low energy-negative (mainly from his serious expression).
- A few respondents began to discussion the stark figures (1 in 6 and 450M) but even here there is a lack of relatability or 'proportionality'
- With such a large scale it can be hard to comprehend the meaning.
- In most sessions respondents felt unmoved and slightly annoyed at the difficult to unpack image/text combination.





Excellent	★
Good	✓
Queried	?
Poor	✗

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

Red set: 56



I think it's probably because my main focus was on the 450 million behind it. Then when I read the statistics, that's not shocking to me. The one in six living conflict.

Sad because 1 in 6 in the world. I was slightly confused by the 450 million, is that people or money. So confused by the stats and sad.

I suppose international is conflict with wars across multiple countries or parts of the world.

I would say depressed rather than anything else. The statistic, whether it is right or wrong, the statistic of 1 in 6 children. I don't know where the 450 million comes into play but if you were to take a gut reaction, I would say it is a depressing statistic.

Nothing. Neutral, yeah.

When I see those adverts, neutral.

It is sad. It is nearly hopeless because how do you solve the problem.

I said shocked, but I also have more detached. So, it didn't hit me in the same immediate way. But, I think the way that that is presented is quite stark and it's quite effective and it does make you kind of pay attention, but, I suppose, it takes you that extra second to sort of process you know.

Like 450 million, like that's. Oh my God

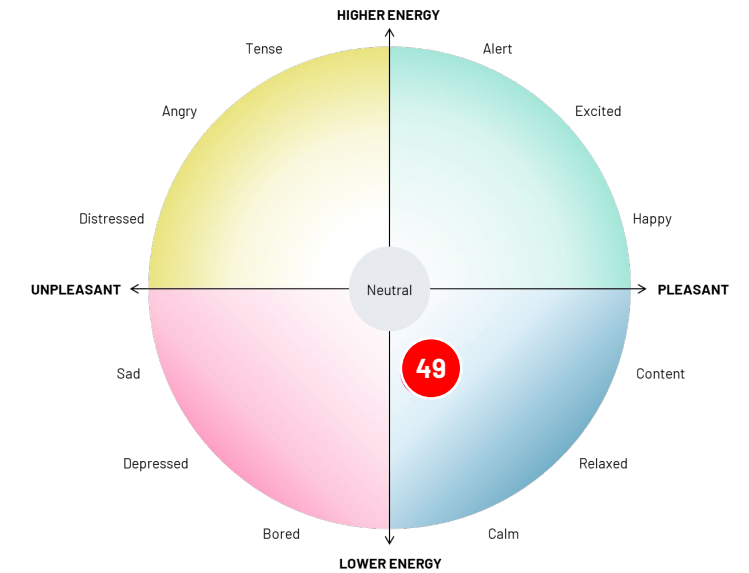
He looks like a professional beggar for a charity. Crazy.

Conflicted because all I can see is nothing else on the page catches you.

Images review (Red set)

Image 49

- While this is considered a quality image it seems to lack much emotional impact and meaning
- The protagonist appears calm
- Her environment seems culturally relevant and benign
- There is little sense of vulnerability.
- Respondents struggle to relate to the image and cannot access either her emotional state nor her back story.
- On some levels, this is a good image
- Culturally different
- Strong colours.
- But is more typical of National Geographic than an aid campaign.



Excellent ★
 Good ✓
 Queried ?
 Poor ✗

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

Red set: 49



It is like she is looking at loads of kids playing or something, she is not involved or something with them.

She doesn't look like she needs help. It looks like her normal childhood setting. From what you can see in the picture, it looks like a nice area.

Firstly, I think it's clean and simple in the sense that everything at the front is in focus and the background isn't. I like that. It's kind of weirdly calm and I feel for the situation versus in the other images I was maybe upset and I was curious but this is just plain and simple.

I get a bit of a sense of loneliness from her. She just looks like she is watching something there

Documenting where they're living, I don't know if that's her house beside her I don't know what you call them.

First thing I thought when I saw that was National Geographic. It looks like one of those pictures that would be on the cover of the magazine.

I'm confused, I don't know whether she's content, or not content, whether that's her natural living area. I'm confused.

It makes you feel a bit down because she looks a bit depressed or something.

My reaction to that would be fairly neutral. It is a really nice photograph like a million others that I have seen down through the years. Nothing in particular stands out about it, it is just a nice photograph

It's kind of weirdly calm and I feel for the situation versus in the other images I was maybe upset and I was curious but this is just plain and simple.

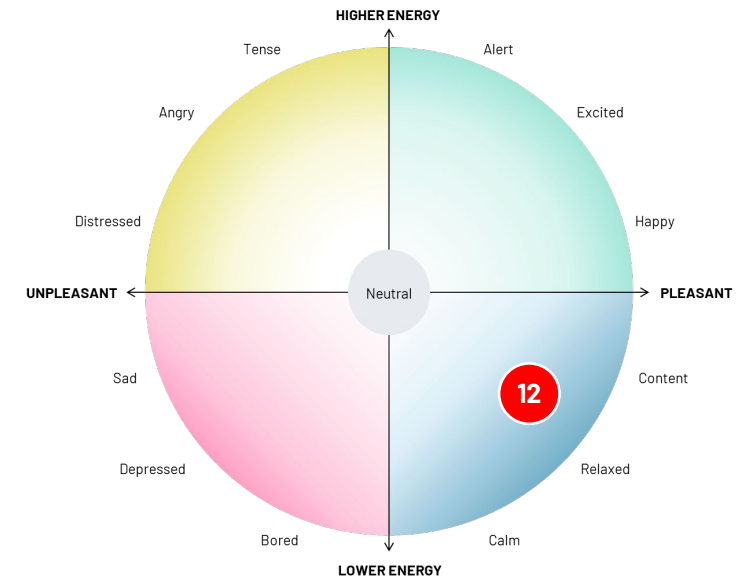
I don't know whether that's here village and somebody just came in and took a photograph up against this

I don't feel any emotion, until you kind of read it, but seeing it compared to the other images, like I don't find this distressing, yes, it's a heartbreaking statement. But it wouldn't catch my attention, like the others would. I wouldn't pay as much attention to it.

Images review (Red set)

Image 12

- Undoubtedly one of the strongest images in terms of the engaged and emotional response we saw from respondents.
- There is immediate impact and clarity about the protagonist's emotional state AND the story linked to her experience.
- For some this is highly relatable:
 - They share her dislike for a shot
 - Including some sense of humour at her reaction (over the top expression of pain).
- Details are noted with interest
 - Professionalism of the healthcare worker
 - Affluence suggested by protagonist's jewellery
 - Bright colours are impactful.
- There is less sense of a need to act in response to this image (to solve a problem) but there is strong appreciation that the image could represent the positive impact of aid.



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

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

Red set: 12



I thought it was a great picture, there was great expression, it's very human, it's very relatable, yeah, it brings in the kind of public health stuff and I do feel positive, and it kind of makes me want to support those kind of initiatives, it's a bit inspiring in a way, oh it's good, it's good that it's happening, that kind of

I would be fairly neutral. It is an excellent photograph but if it is being used to support a campaign for a vaccination programme, it probably wouldn't be the best one to use. I feel neutral, something you mentioned earlier - it is a programme in place that people are being vaccinated, that is a good thing.

I just feel like it's calm again, I just think that her reaction is about needles. But she looks healthy like, you know.

For me, it is not too strong but it is a positive reaction at the same time. I suppose I am thinking realistically this should be a thing that has to be done.

We've all been there. We've all had vaccinations. So it's for your own good. So we've all done it.

Very direct. You see her pain and you could see if god forbid, you are me in that situation it would be the same feeling of pain and hurt and you could relate to it as a mother.

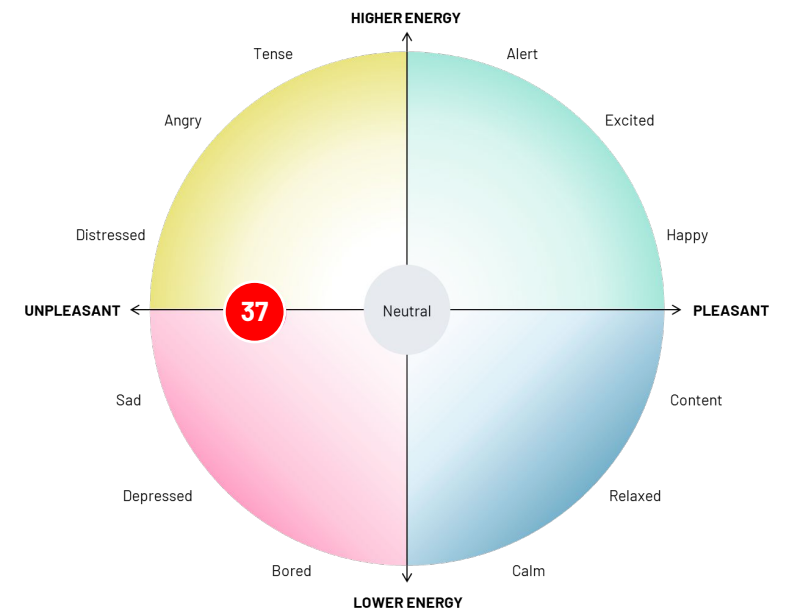
I feel her pain, I hate getting a needle. I know what she is going through. Then I am like - what is she getting, what is it? I would like to know what the needle is.

It's actually a neutral. It looks like it could be happening in their city hall over there. Same as Park City Hall, getting the injection centre at the team. Just the same.

Images review (Red set)

Image 37

- **Direct eye contact** with the young girl in this image of a potent element that generate impact
- Her emotional state is quite calm and while her expression is hard to read it is considered **authentic and disarming**.
- There is also a lot of depth to the image with a sense of a larger story that is not fully expressed
- Most interpret that she is cared for by her brother
- But still demonstrates vulnerability.
- There is some ambiguity in this image which draws interest
- Where are these children?
- Who is the hooded figure?
- This can inhibit a desire to act in response from some respondents but also suggests an image that bears repeat viewing.



Excellent ★
 Good ✓
 Queried ?
 Poor ✗

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

Red set: 37



I said sad and angry. I think her eyes drew me in first. Because they do look well dressed, but when you look in the back, you know, they've obviously lost their home and they look like they're adapting to this new life, I guess, that's there and it's just angry, like it makes me angry that they, you know, have to live like this.

I am neutral. And the reason I'm saying this is because the child's eyes actually look happy to me. And I don't think that child is of an age where she knows anything else.

It makes me sad and worried because it is clearly her brother who is carrying her. Where is the rest of the family?

With this, again, what came up for me straightaway was it's just depressing like. The child is filthy, I suppose they're living in poverty obviously like, but like, again, it makes us question what's going on there like, but straightaway, depressing like, sad.

It makes me sad. It is a child in a refugee camp somewhere in the world. The child possibly has no future because of conditions that are created by generals or politicians or whatever. A child whose life is probably limited and brutal and hungry, so it makes me sad.

I just feel like the close up on her eyes, they just look really powerful, and for me I wrote down sad...I don't know, it just felt like she's almost like she's just kind of like resigned to her life, but kind of looking at you.

It is heartbreaking, it is absolutely devastating. I just want to bring them home and give them a room. That is all I want to do.

I feel negative, I feel extremely sorry for that child. I would feel sad looking at that picture

I felt sad, but also a sense of care. It was quite similar here, with like kind of, like I don't know if it is a brother or whatever, but there was a sense of like, he has to protect her and like save her from all of this. But, yeah, just a bit of a sadness.


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


Summary assessment (Red set)


Excellent	★
Good	✓
Queried	?
Poor	✗


	66 	68 	56 	49 	12 	37 
Impact	★	?	✓	?	★	✓
Protagonist meaning	★	★	✗	?	★	★
Viewer connection	✓	★	?	?	★	★
Storytelling power	★	✓	✓	✗	★	✓
Authenticity of scenario	★	★	✗	✓	★	★
Photographic fidelity	✓	?	✗	✓	✓	✓


Emotional responses to Red set


- RED SET
- 66 

Empathisers
- 68 

Empathisers
- 56 

Disengaged
Multilateralists
- 49 

Multilateralists
- 12 

Pragmatists
Global Citizens
- 37 

Empathisers

