PARTICIPATORY VIDEO + THE PACIFICA MAMAS

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Collaborative Research
Unitec + Pacifica Mamas

Understand participatory video (PV) methodology:

- How it can support the Pacifica Mamas work
- Social and economic outcomes

Pacifica Arts Centre
Home of the Pacifica Mamas
Auckland, New Zealand
Pacific Distribution

- Auckland region 67%
- Wellington region 13%
- Waikato region 4%
- South Island 4%

Source: Ministry of Pacific Island Affairs, 2006

Pacific Population

- Samoa 50%
- Cook Islands 20%
- Tonga 18%
- Fiji 8%
- Niue 4%

Source: NZ Stats, 2006
PACIFICA
MAMAS
To what extent can visual tools contribute to building meaningful and impactful discourse about social and economic opportunities for Pacific women?

- How can PV be used to empower Pacific women entrepreneurs?

- How can PV support the voice of Pacific women in addressing their issues in their adopted home country?
RESEARCH OBJECTIVES

- Understand Pacifica Mamas + PV methodology
- Train researchers + Pacifica Mamas in PV
- Test PV model with Pacifica Mamas
Importance of communicating outcomes to the community within the Melanesian Research Framework

(Harris, 2008)

- Participatory Action Research (PAR) as central methodology
- Develop communication tools/model for social change within a Pacific islands context
- Contribute towards research capacity building by engaging with a local educational institution and young and young emerging researchers

(Thomas, Eggins and Papoutsaki, 2013)

“A Pacific perspective research should create community awareness and “as for all things Pacific we start with the community and then take them with us”

(Fairburn-Dunlop, 2004)
VISUAL METHODOLOGIES FOR SOCIAL CHANGE

- The camera as catalyst for community discussion
- Opportunities to record embedded practices
- Ways to reflect on the ideas articulated by engaging in feedback session
- Strengthening visual literacy within the community
- Create the ability to counter mass media messages
- Provide a space for self-determination & confidence
- Provide new opportunities for researchers to engage with the community

(Thomas, Eggins and Papoutsaki, 2013)
"The act of seeing ourselves can join the links of self-observation, establishing a clear identity that may have been non-existent. Identity and self-definition are necessary prerequisites for personal empowerment”

(White, 2003:66)
THE PROCESS

1. Consent / Community Introduction
2. Review Research Topics Debrief
3. Record Create
4. Download Digitize Edit
5. Screen Perform
6. Reflection Collective Viewing

Flow:
1 → 2 → 3 → 4 → 5 → 6 → Return to 1
PV Workshop – with Usha Harris

- 2 day workshop
- Location Unitec and the Pacifica Arts Centre
- Participants included research team and Pacifica Mamas
PACIFICA MAMAS RESPONSE TO PV
COMMUNITY FEEDBACK

- PV everything – record, document all activities
- Our culture, our history, captured
- “Mamapreneurship” – e-business cards, sales tool
CONCLUDING COMMENTS

- PV helped stimulate meaningful and impactful discourse relating to social and economic issues for the Pacifica Mamas as immigrants to New Zealand; past, current and future.

- The footage and images removed normal barriers associated with language, literacy, culture and status.

- PV capability and visual tools can empower the Pacifica Mamas as Pacific entrepreneurs, in supporting their marketing campaigns and efforts.

- A strengthening of community confidence and pride through viewing images and footage of themselves and reflecting on their progress.