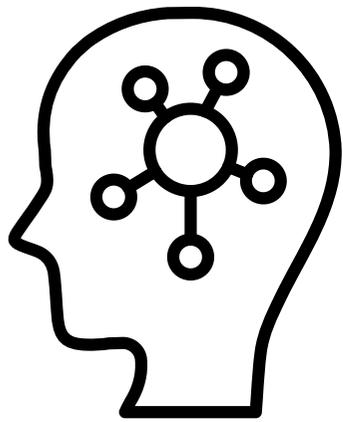


MILD

More **correct** Information. Less Discrimination

Detection Checklist of Visual framing: the power of cropped images and videos



The Psychology Of the Image

This guide is designed for workshop participants to use when analysing visual media content.

It helps move from feeling an image to analysing its psychological construction.

Being able to detect the features behind visuals and their psychological goals will help formulate critical questions.

Detection Checklist



1

If the feature of the **visual is**

high-angle / distance

the psychological **goal is**

to frame people as pests or a problem
to be managed

Your critical question **should be**

“Would this look like a normal social
gathering if the camera was at eye-level?”

Detection Checklist



2

If the feature of the **visual is**

juxtaposition

the psychological **goal is to**

placing a migrant next to a local symbol
(church, monument, flag)

Your critical question **should be**

“Is the image trying to suggest a
cultural clash where none exists?”

Detection Checklist



3

If the feature of the **visual is**
_____ **generic dirtiness**

the psychological **goal is to**
_____ **use photos of trash or broken furniture to represent a group**

Your critical question **should be**
_____ **Is this photo from this neighbourhood, or is it generic trash used to trigger disgust?"**