What do we capture when we press the shutter?
An interdisciplinary approach

Introduction

Consumer photography has moved from film to digital, looking at prints together to sharing them over the Web via social media. Sociology was selected after an initial literature search indicated that many consumer photographs are taken for social purposes. Economics offers a contrasting perspective of people's desires and values, and a source of concrete data on sales and business growth/contraction

Economics

Economics is *"the process or system by which goods and services are produced, sold, and bought" [Merriam Webster]* This study concerns the microeconomics of scarcity, supply and rational choice on and off line(*Slowman*)

Sociology

Sociology uses theories to study human groups and social life. As this study considers the value people ascribe to photos, symbolic interactionism is used.
(*Browne*).

Synthesis

Photographs preserve memories; narrate, share and explain sights, and experiences and occasions. Integrating insights from both sociology and business creates common ground
(*Repko*)

Social Web 2.0

References
Browne
Repko
Slowman

University of Southampton logo here

Sue Breeze   Electronics & Computer Science
smb1n15@soton.ecs.soton.ac.uk