What is the Disposable Camera Technique?

Contributed by DJS Research Ltd
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The Disposable Camera Technique, as explained by DJS Research Ltd.

An observational research technique involving giving disposable cameras to research participants andÂ asking them toÂ photograph themselves and theirÂ social groups using or interacting with specific products and/or services.

As cheap disposable camerasÂ haveÂ become more readilyÂ availableÂ the Disposable Camera Technique has become aÂ moreÂ widely usedÂ method of directly observing consumer behaviour. It can provide very useful data for graphic artists and commercial artists - for example in illustrating product-in-use for advertisments. The techniqueÂ oftenÂ highlights the different ways products are interacted with in differing cultures, target groups or situations.

For further information on this topic please click here to visit DJS Research.