

*Media Niche,
Autoethnography
Research For 'Meat
Photography'*

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TRANSCRIPT

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1.0.

For this project, I have researched and explored the media Niche of 'Food Photography', specifically 'Meat Photography'. I have been able to research this matter through the method of Autoethnography Research.

2.0.

Autoethnography is a qualitative research method. Combinations of ethnography and autobiography are explored through this method.

3.0

Throughout this process of exploration and research. I have created a digital artefact, for the purpose of observation through my chosen social platform. The social platform I decided to use for my DA was 'Instagram'. Through using this platform, I have published and analysed the data for my ethnographic research. Alongside I have been able to closely observe audience experience.

4.0

Qualitative Research and Ethnographic Skills. When Determining my field site (media niche). I was able to gather my data through observation and note-taking (recordings, images and maps). Then identify key observations (epiphanies) - epiphanies being the most remembered or important instances that stood out. Engage in background research - the background research wasn't specifically the topic/niche but was drawn from other studies/sources that had relevance to my research - such as ethical practices and ideologies. By utilising the chosen ethnographic skills I was able to mediate and communicate my analysis, then further summarise my findings and frame my research for a public audience.

5.0

The chosen ethnographic skills that I had utilised were:

- APPROACHING
- CONCEPTUALISING
- MAPPING
- REFLEXIVITY
- SENSITIVITY
- FLEXIBILITY

6.0

The concept and purpose of my research method was to look into the world of food photography, However specifically within the meat culture. I believe this niche is extremely relevant, towards the food and marketing industries as a whole.

This research has also developed my personal growth within communication in multimedia making and creative direction. Additionally, I think there is definitely an audience out there for meat culture.

7.0

Also, I believe that this concept is important for ethical purposes. Meat is a very controversial topic, I am aware of its flaws as an industry, however I am also understanding of its general consumption culturally. Food in general is a wonderful thing, and I believe that by exploring the ethics of it as a whole is beneficial to the research method.

8.0

This probably seems like a very unusual concept, however for me, meat and the art of butchery has been a very important theme in my life this past year. I personally have had the privilege of working in the oldest butcher shop in Australia. This shop has opened me up to a world of fine artisan butchers and I have been able to appreciate the art of butchery and meat in a very beautiful way.

By also working in this amazing butcher shop, It gave me an amazing place to be able to create my DA, I was able to photograph the incredible cuts of meat, and artisans that worked there. Therefore in an ethnographic sense I was able to approach and conceptualise the digital artefact I was crafting.

9.0

This quote by ‘Jung C.G.’ stood out to me specifically. The idea of persona was important as I began to think of constructing my DA and media niche. Essentially, it helped me develop what kind of content I wanted to pursue. What social platform I regularly use, and would feel comfortable using as a tool for content creation. (Eg. Instagram) Who, specifically my audience are. My working conditions as a creator and researcher. Lastly, my own experience as a persona I could take from my professional surroundings.

10.0

In the lead up to my final research report. There were a couple of ethnographic methods I had used to support the construction of my final analysis. Mapping,

Sensitivity and Reflexivity were very important research methods I had kept in mind. By mapping, I gathered a collection of data that I have observed on my chosen niche and social platform. The best way to establish my media niche research was to create a field map. Analysing all the particular components of my niche that I'm going to be researching. By doing this It also gave me an insight on background research.

- UNDERSTANDING THE VIEWERS/AUDIENCE
- HEALTHY ETHICAL PRACTICES
- OBSERVING PROFILES/FIGURES

11.0

In summary I had finally been able to conduct a research report that established a key media niche (Meat Photography) through the use of Autoethnography research practices.