

John Haworth

A day in the life of--- is an innovative photo-ethnographic project. It originates from both practice led research into creativity, technology and embodied mind (www.creativity-embodiedmind.com Haworth, 2009) funded by the Arts and Humanities Research Council in the UK, and research into well-being (www.wellbeing-esrc.com Haworth and Hart 2007), funded by the Economic and Social Research Council in the UK. The project uses a mobile phone/camera/recorder with an innovative Experience Sampling Method (ESM) extended to include images, which has not been done before. The project has been used to combine selected text and images from newspapers, including the political, with images of daily life, to produce a political-poetic statement on **'The Way We Are Now'** which was presented at the IMPACT 5 International printmaking conference in Estonia in 2007.

EXHIBITION: A day in the life of-----

The exhibition installation visualizes a day in the life of the author. (Figure 1) The print is 42cm wide x 1142cm high, with wooden poles at either end. Associated information presented as part of the installation summarizes the method, and shows the color coding of the questions on subjective wellbeing. It also provides reference to a downloadable paper ('The Way We are Now') on the web site www.creativity-embodiedmind.com which will enable the viewer to undertake the project. The installation can be wall mounted or stand alone on a purpose built frame.

A website and an exhibition, could portray 'A day in the life of--' different individuals from around the world, constituting a science-art project giving creative insights into the human condition

Figure1



METHOD

The ESM in this project involves a series of short questions on activity and well-being answered on a card, and a photograph of the surroundings taken, at a signal from the mobile phone, eight times during the day at randomly selected times between 9.30 am and 9.30 pm, pre-programmed in the phone. The questions are on activity, enjoyment, interest, challenge, skills, visual interest and happiness. The questions on activity and subjective well-being have been used previously in research with the ESM. (e.g. Clarke and Haworth, 1994) With the exception of the question on the activity being undertaken, answers are chosen from pre-coded alternatives, making recording on a card simple: for example:

Q2 How much were you **enjoying** the activity

1 2 3

low enjoyment moderate enjoyment high enjoyment

A photograph is also taken of a heading to an article in three newspapers, and of a topical image in the newspapers. They provide a comparative view to the images of daily life taken at the ESM signals. The images can be taken from other aspects of the media, such as TV, magazines, etc. Full details of the method, used for seven days, is given in the paper 'The Way We are Now' on the website www.creativity-embodiedmind.com

The previous is downloaded into the computer to provide the raw material for the production of visual documentation. An example of a print of 'A day in the life of----' is given in the gallery at www.creativity-embodiedmind.com. It was shown in an exhibition at Blackburn Museum and Art Gallery in the spring of 2008.

Each image taken at an ESM signal has colour codings along side it of the answers to the questions asked at the ESM signal, which has not been done before. For example, the question on enjoyment is coded low enjoyment: pale red, moderate enjoyment: bright red, high enjoyment: deep red. The question on interest in activity is coded, low interest: pale blue, moderate interest: bright blue, high interest: deep blue. Challenge is coded using orange; Skills is coded using green; Visual Interest is coded using purple; Happiness is coded using yellow. The key to the colour codings is presented with the print. (Figure 2)

Figure 2

