

ALA Preconference 2010 - Looking Through New Eyes
Photo Survey Planning
Prepared by Kathleen Webb, University of Dayton

What is the question? What information do you need? What are you trying to study? What do you want to improve or change?

What method should you use to answer our question? Do you use still or video photography? If using video is it done continually over a timeframe or do you capture short time segments over the course of the day/week/month? Are the researchers doing the photographing or are you asking for your patrons to identify spaces? What other data collection method could be useful?

When should you do the study? How long will you collect data? Do you need the information immediately or can you wait until your busy time of the year? How many people will you need to do the photography and what is their workload? Will you have time immediately after the study to analyze the data? What approval do you need? What publicity is needed?

What does the space look like? What is in it, how is it organized, what is its current function?

What equipment will you need -- digital cameras, video cameras, extra memory, extra batteries or a battery recharger, tripod, special lenses, flash or lights, lockable cabinet to store equipment, etc.?

How will you frame your shots? Do you photograph everything every time or only when there are people present? What are the settings on the camera for your space – flash, wide angle, resolution, etc.? How will you mark the area so the photographers know where to go? How will you identify the spaces when you are looking at the data, do you timestamp the shots?

What are the procedures you will need to develop? Publicity, release forms, scheduling or recruiting and training the photographers, establishing procedures for checking in and getting equipment, what to do

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