

# PARTICIPATORY VIDEO

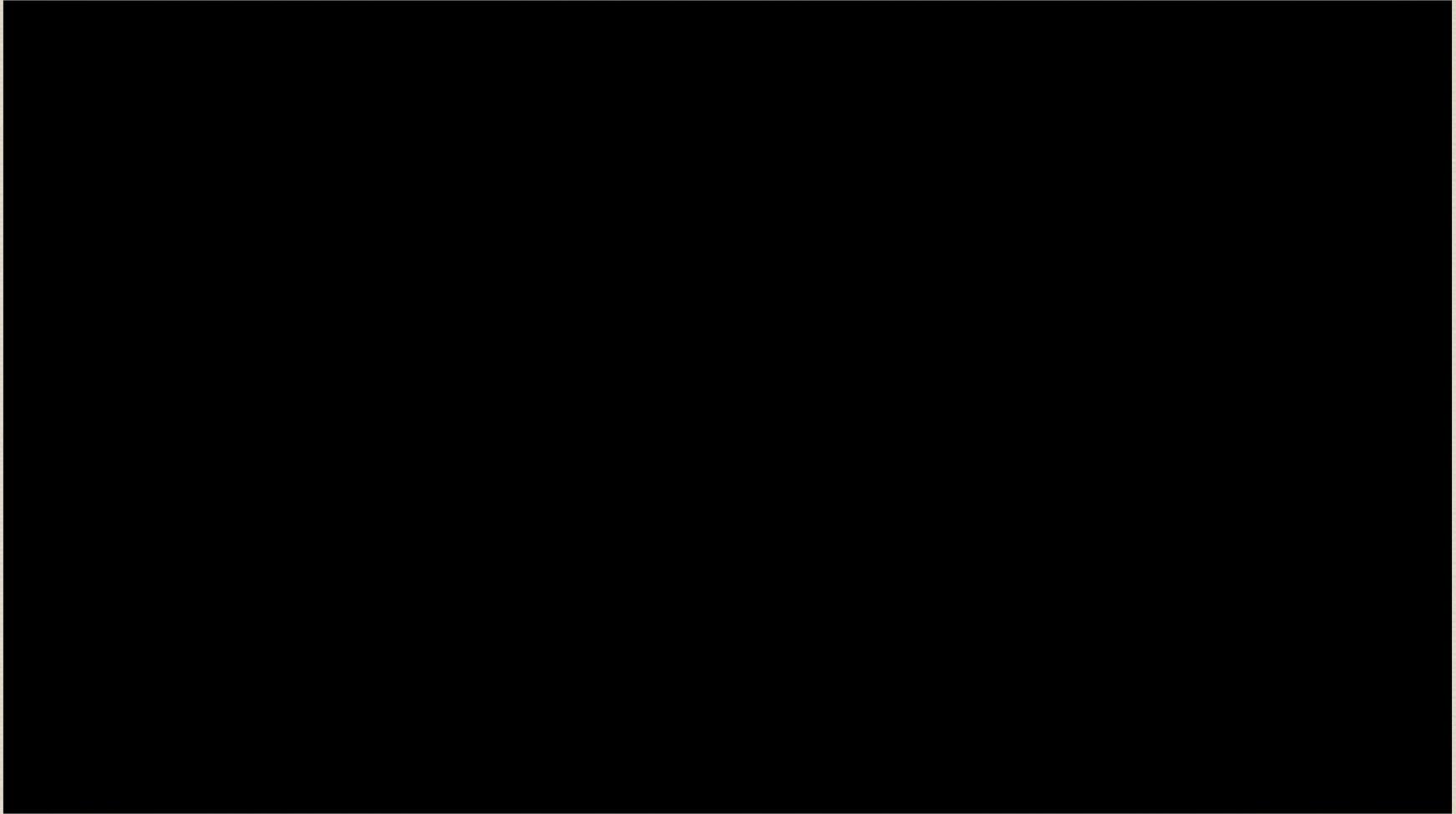
Share & Learn

“Telling the CDPI Success Stories”

# What is Participatory Video (P.V.)?

“Participatory Video is a set of techniques to involve a group or community in shaping and creating their own films.”

INSIGHT - [www.insightshare.org](http://www.insightshare.org)



# How Do Communities Participate in P.V.?

- Communities use video to document ideas, projects or focus on issues affecting their health, environment and community.
- Local viewing lies at the heart of the PV process achieving a number of outcomes at the same time:
  - opening communication channels locally;
  - promoting dialogue and discussion; and
  - setting in motion a dynamic exchange of ideas and solutions.

# Characteristics of P.V.

- \* Easy & Fun
- \* Accessible
- \* Inclusive & Flexible
- \* Very Empowering
- \* Effective



Photo: Insight

# Difference between DOCUMENTARY & P.V.

Documentary	P.V.
Subjects have no control as to how they are represented	Subjects shape the story according to what they think is important
Made for a wide audience	Made for a specific audience
Product over process	Process over product

## Insight Founders - Nick & Chris Lunch

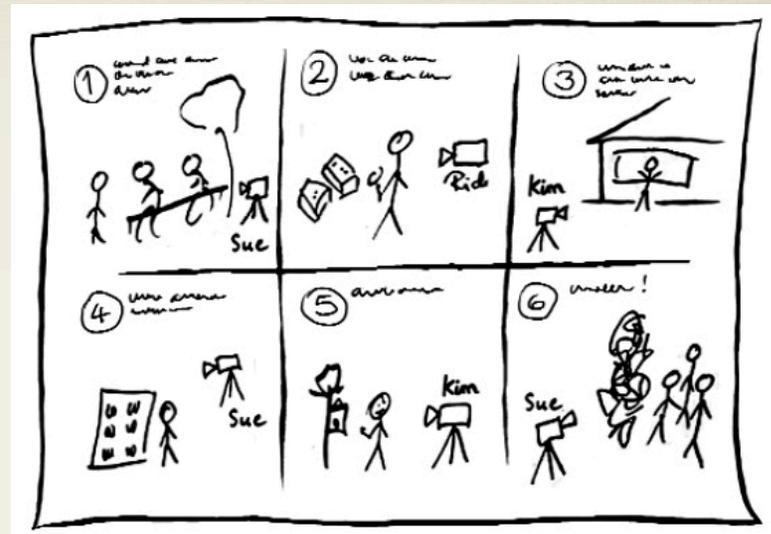


# History of P.V.

- \* FOGO Process - Donald Snowden
  - \* Used P.V. in fishing villages in Newfoundland
  - \* Their videos communicated their story to:
    - \* nearby communities and created a sense of solidarity.
    - \* policy-makers who were unable or unwilling to travel to their remote villages

# P.V. Process

- \* Games
- \* Shooting
- \* Reviewing
- \* Editing
- \* Community Screenings
- \* More Editing
- \* Screenings with Policy Makers or Other Communities

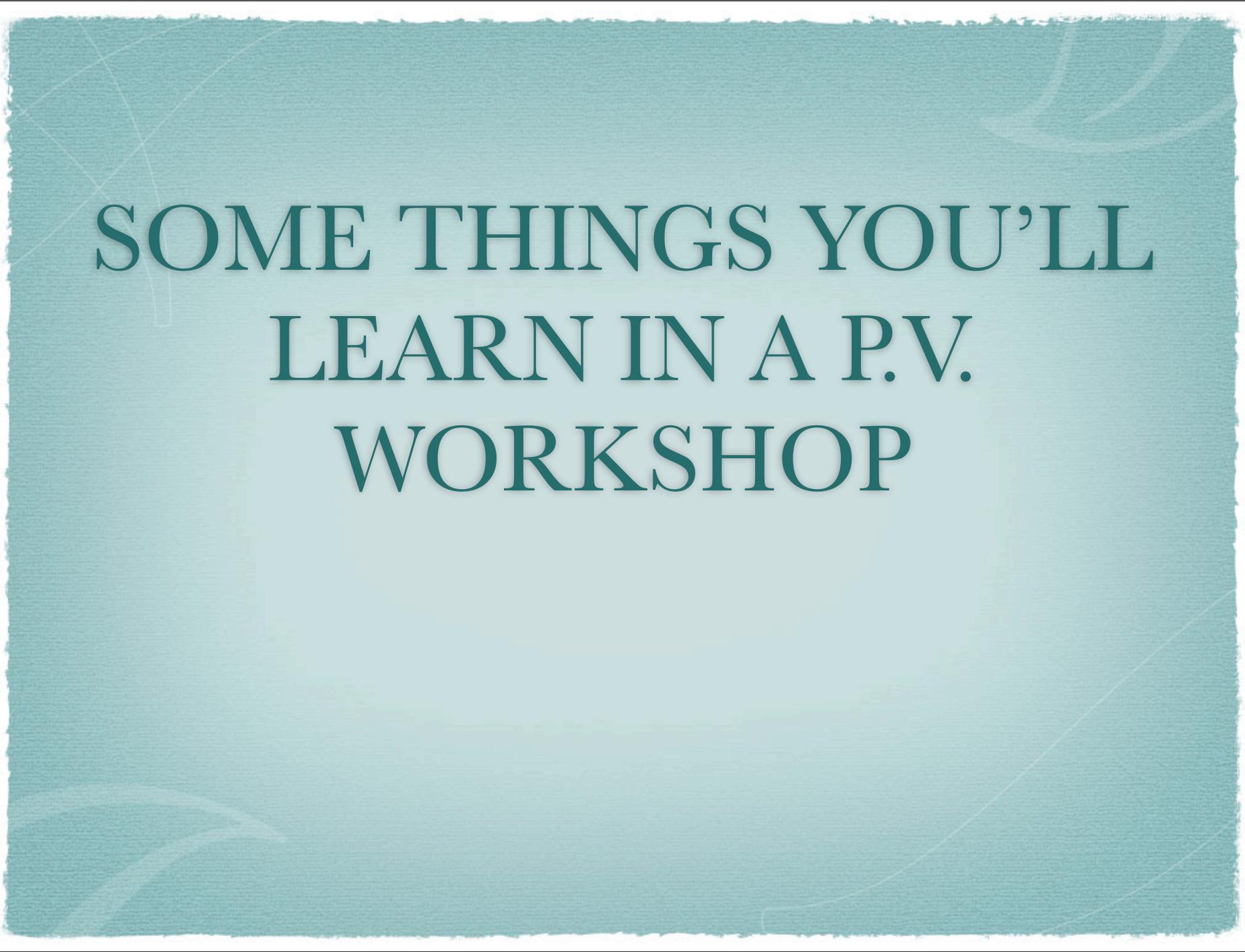


# Applications of P.V.

1. Engage Policy/Decision-Makers
2. Health Promotion and Campaigns
3. Sharing Innovation & Best Practice
4. Video Proposals
5. Engaging Youth

# Sport for Development



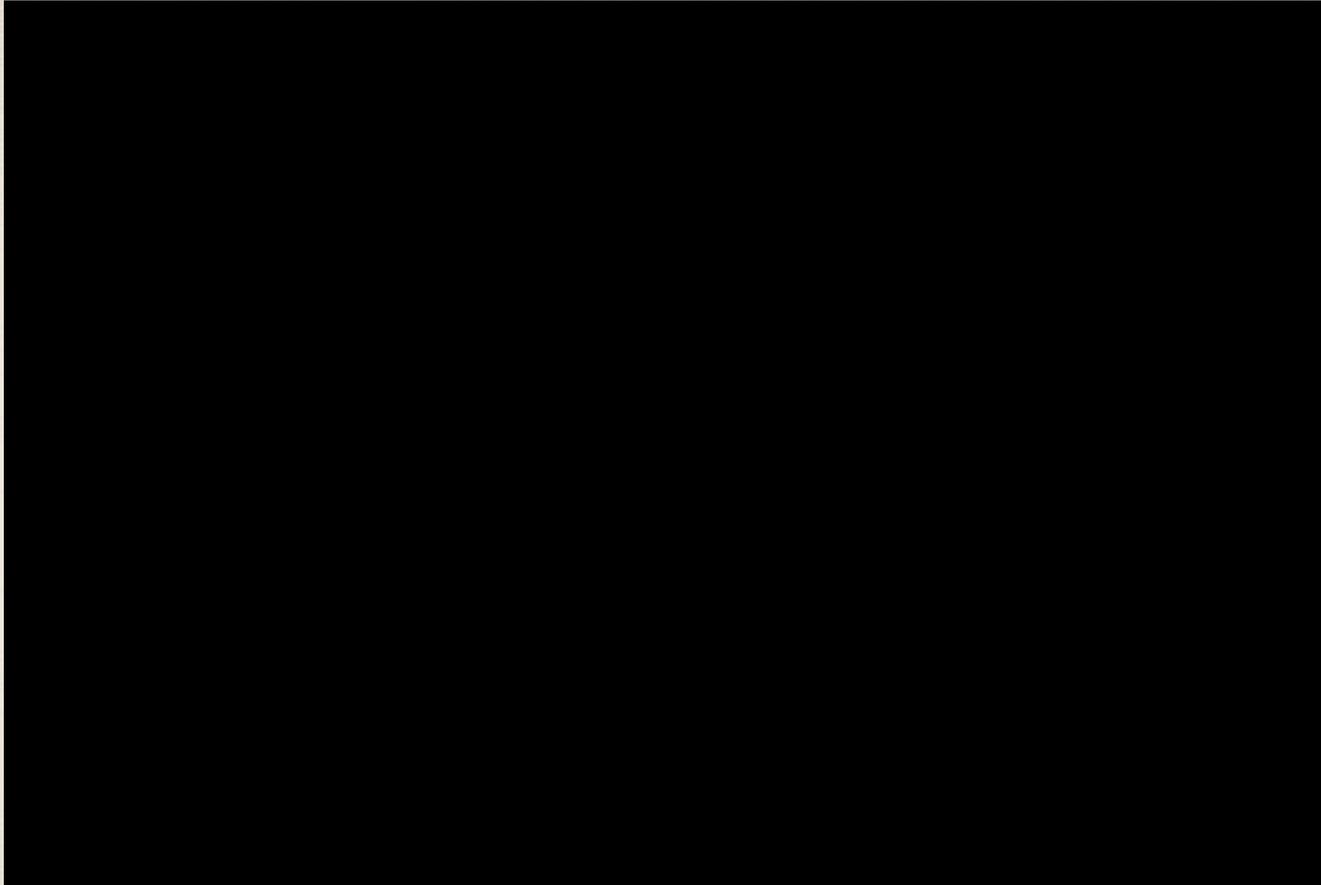


**SOME THINGS YOU'LL  
LEARN IN A P.V.  
WORKSHOP**

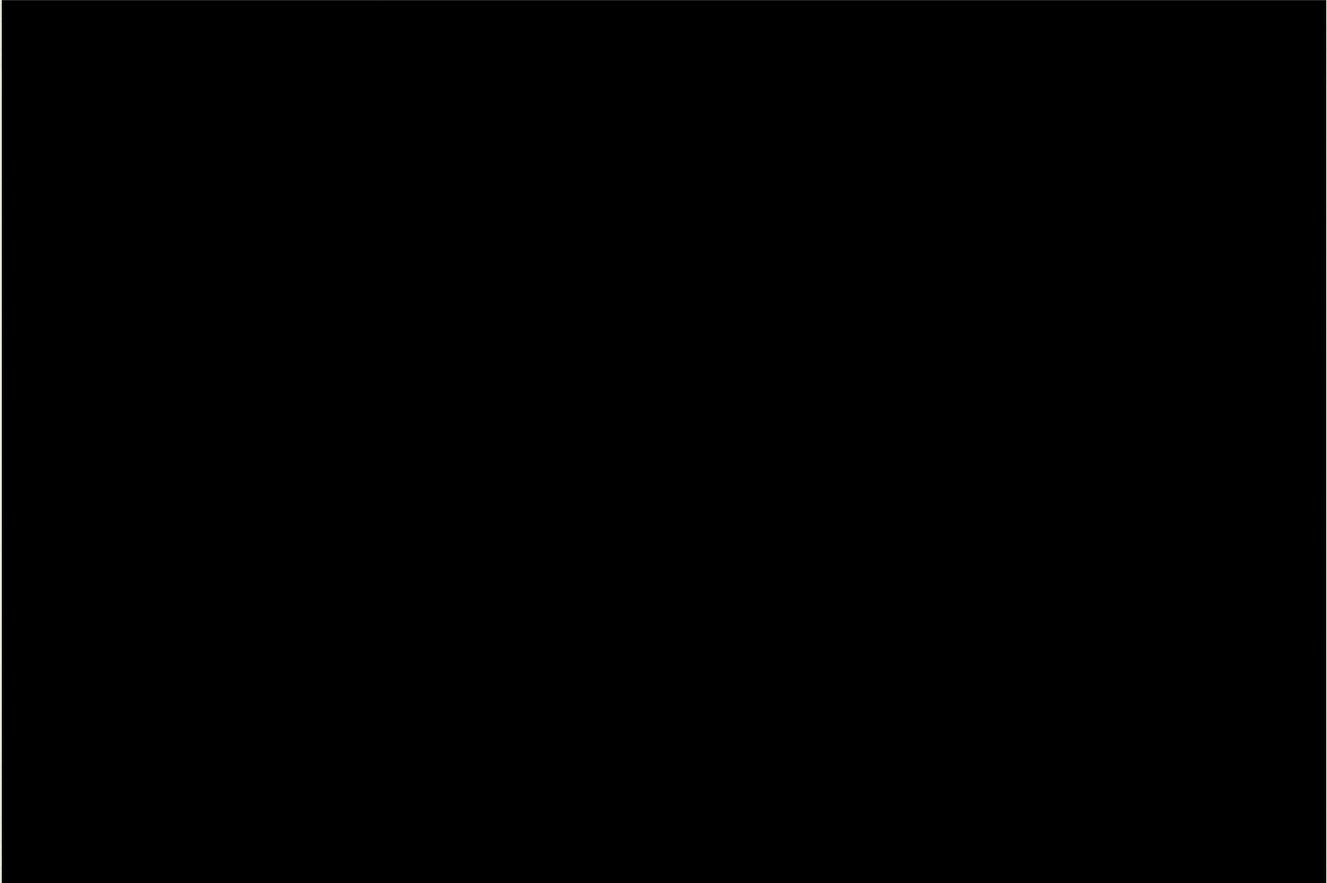
# The Importance of B-Roll

- \* Straight Interview - “Talking Head”
- \* Interview with supplemental footage - “B-Roll”

# Talking Head



# Interview with B-Roll



# P.V. INTERVIEWS

- Find a comfortable location to tape
- Be respectful
- Ask open-ended questions
  - Who, What, Why, Tell Me Your Story
- Probe deeper
  - What are some examples...?
  - How did that turn out...?
  - What was the impact...?

# VIDEO TERMS

Stills taken from the Documentary  
“Eating Raw”

# Wide Shot



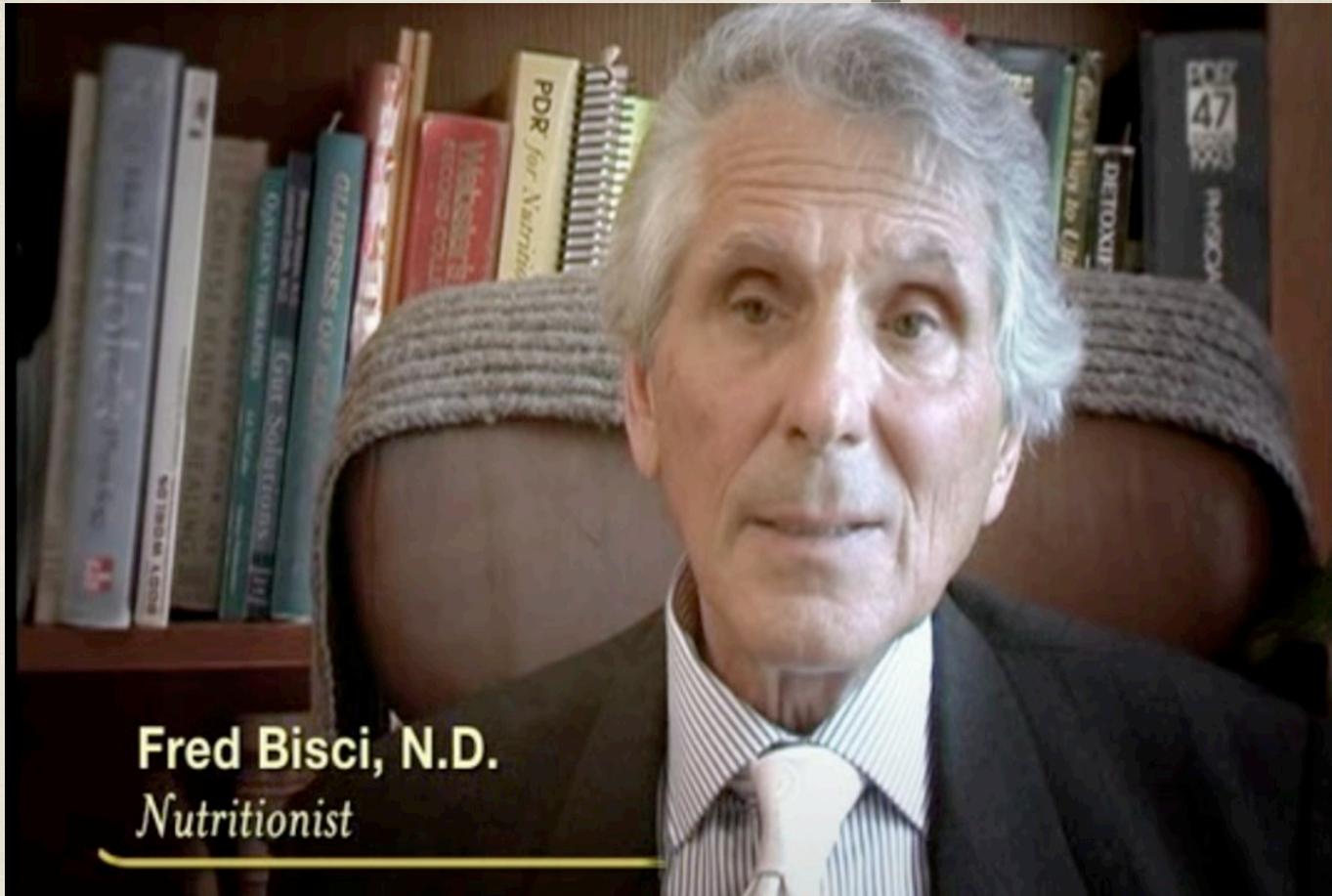
# Long Shot



# Medium Shot



# Close-Up



**Fred Bisci, N.D.**  
*Nutritionist*

# Extreme Close-Up



**Kirt**

25, Type 2 Diabetic

# Editing Software

- \* Mac - iMovie - free with any Mac Computer
  - \* Lots of free tutorials at [www.apple.com/imovie](http://www.apple.com/imovie)
- \* PC - Windows MovieMaker - free with Windows
  - \* Free tutorials on YouTube

# Resources

- \* Insight - [www.insightshare.org](http://www.insightshare.org)
- \* Insight on Youtube - [www.youtube.com/insightshare](http://www.youtube.com/insightshare)
- \* Wikipedia - [en.wikipedia.org/wiki/Participatory\\_video](http://en.wikipedia.org/wiki/Participatory_video)
- \* Reflect Action - [www.reflect-action.org](http://www.reflect-action.org)