

Contemporary Wedding Photography: New photography Practices and digital wedding album management

Dina Fridman

Advisor: Dr. Rivka Ribak, the University of Haifa

The convergence of the camera and mobile phone is both extending existing personal imaging practices and allowing for the evolution of new kinds of imaging practices. The aim of this research is to examine how current new photography practices are expressed in Israeli Contemporary weddings, referring to photography as a tool to create and maintain social relationships; express and present ourselves to our friends, family and the world.

In the world of new media the cultural consumers take part in content creation. While doing so they change the balance of power between traditional media organizations and cultural consumers. When guests in a wedding take photos and share them on-line they are entering the "participatory culture". This research is also looking at the meeting point between the professional wedding photographer and the "guest photographers" in the wedding.

The new photography practices increased significantly the number of photos in families' collections and changed the ways in which we store personal photos. This ongoing study attempts to examine practices that are related to archiving and management personal photo albums and examine ways in which we record and archive our personal memories.

The research method is qualitative and it involves interviews with 10 married couples and 5 professional wedding photographers. I am using snowball sampling method to collect samples. Data is also obtained through observations in the field.