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Extending Empathy: From Photograph to Engagement

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Extending Empathy: *From Photograph to Engagement*

PRESENTER:

Carolyn Zou

BACKGROUND:

Viral images of catastrophes should be about more than generating visceral emotional responses, instead making efforts to find material relief for victims.

METHODS

1. Analyzed the spread of viral images in the instance of Syrian refugee Alan Kurdi.
2. Applied theories of “spectacular rhetoric” to the aforementioned proliferation of images.
3. Researched empirically proven methods to generate consistent funding for causes.
4. Combined theory and praxis to make theory more applicable to the real world.

Repeat donations are an effective way to alleviate suffering for victims of spectacularized tragedies.

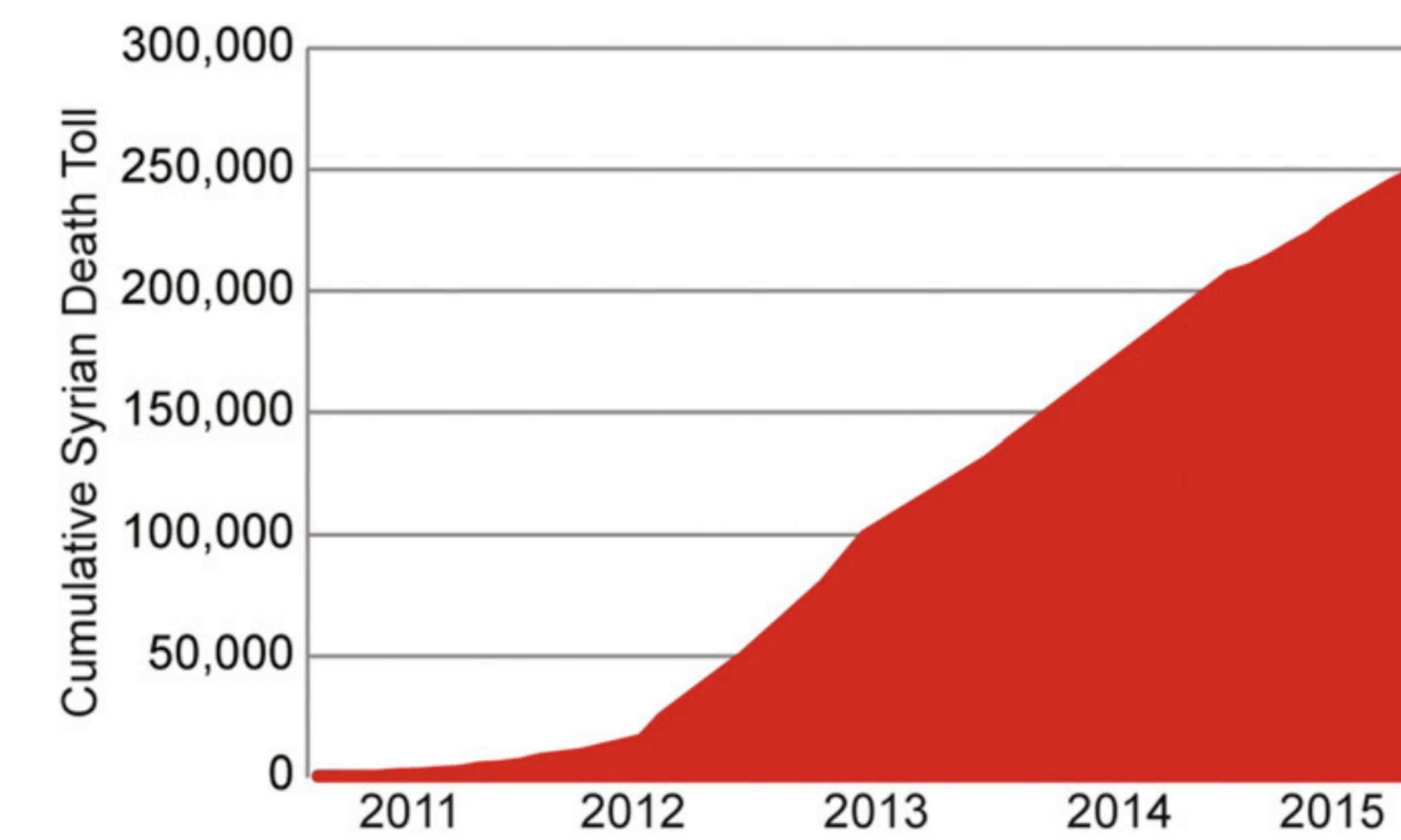


Fig. 1. Cumulative Syrian death toll (data from the Jerusalem Center for Genocide Prevention and the Syrian Observatory for Human Rights).

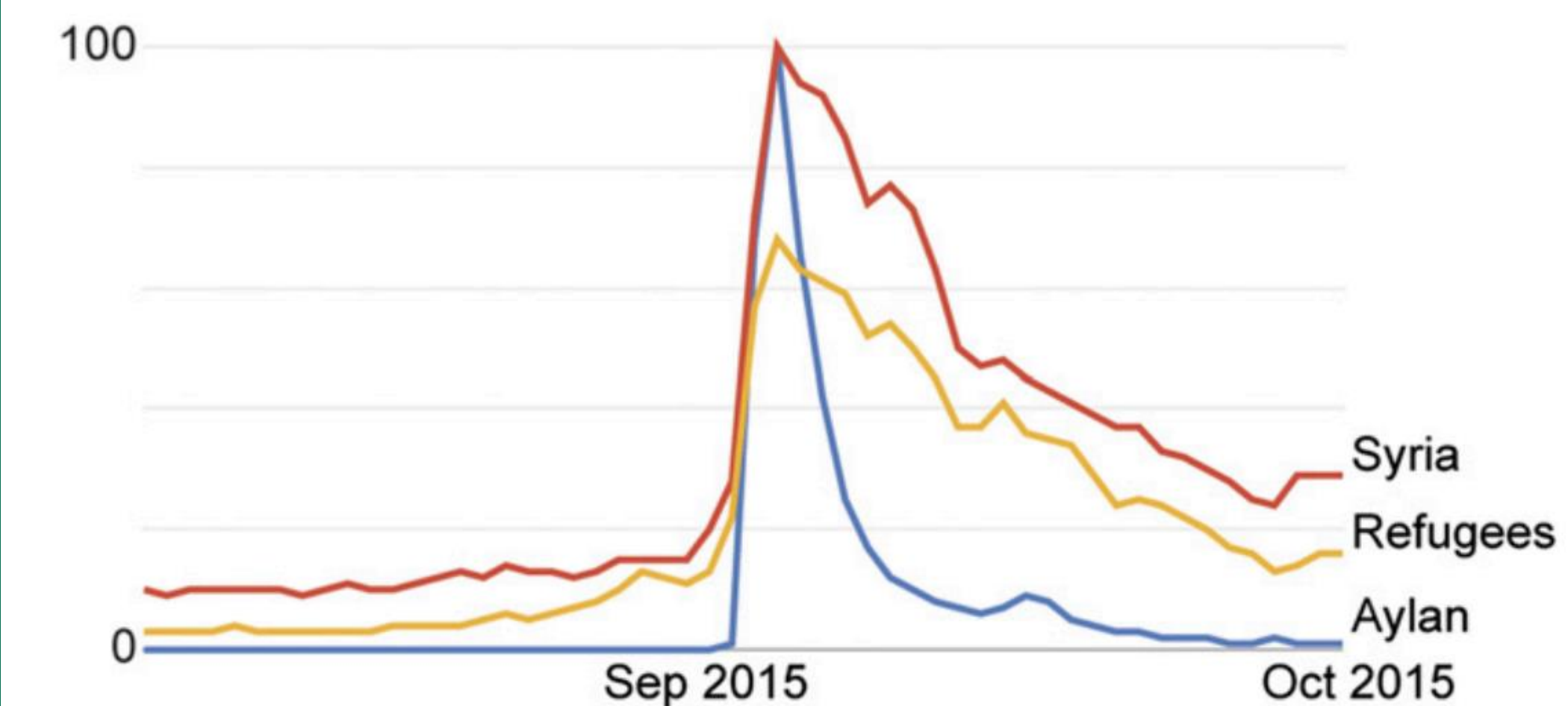


Fig. 2. Google Trend data on the relative popularity of search terms “Syria,” “refugees,” and “Aylan,” August–September 2015. Note that Google Trends does not provide numbers of search requests; rather, the maximum number in the figure is scaled to 100, and the other values are proportional to that.

REFERENCES

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