Travelling the Known and the Unknown: how literature and photography change the world we see

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Suggested hashtag for Twitter users: #Lselitfest
How literature and photography change the world we see

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Who am I?

Blogger

Inside the Travel Lab

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Medical Doctor

Swapped a career as a hospital doctor for a life with words and pixels.
Traditional Ways to See the World

• Sales brochures - perfection
• Art – provocative & emotional
• The news - destruction
Social Media

A New Way to See the World

- People now spend more time online than watching television\(^1\)
- 100 million people log on to Facebook at least once a day\(^2\)
- Social networks and blogs are the most popular online category, followed by online games and instant messaging\(^3\)
The difference?

- Realism
- Immediacy
- Recovery
- Context
Examples

• The tsunami in Japan
• The earthquakes in New Zealand
• Sanctions in Iran
• Violence across the Middle East
• Peace across the Middle East
The Discussion

• How literature and photography change the world we see

• How literature and photography change the world
Thank you

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Sources: 1 - Ipsos Reid  2 – Facebook  3 - Nielsen Report