

SPONTANEOUS PHOTO SHOOT PSYCH RESULTS

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GRAPH EXPLANATION

WHAT WAS THE OBJECTIVE OF THE PHOTOSHOOT?

The objective of the photo shoot was to approach our peers unsuspectingly and ask them to take a picture. We then asked them some questions in regard to the photos that correlate with their self image.

WHY DID THIS INTEREST US ?

As young women, we are aware of how important image is to us, so we wanted to engage in a social experiment that put others on the spot to see the results of the shoot..

RESEARCH

WHO DID WE INCLUDE?

We included staff and participants from our 2025 Project Accelerate.

HOW DID WE RECORD THE RESPONSES?

We asked each participant three questions. We recorded their responses either by writing them down or using audio recordings.

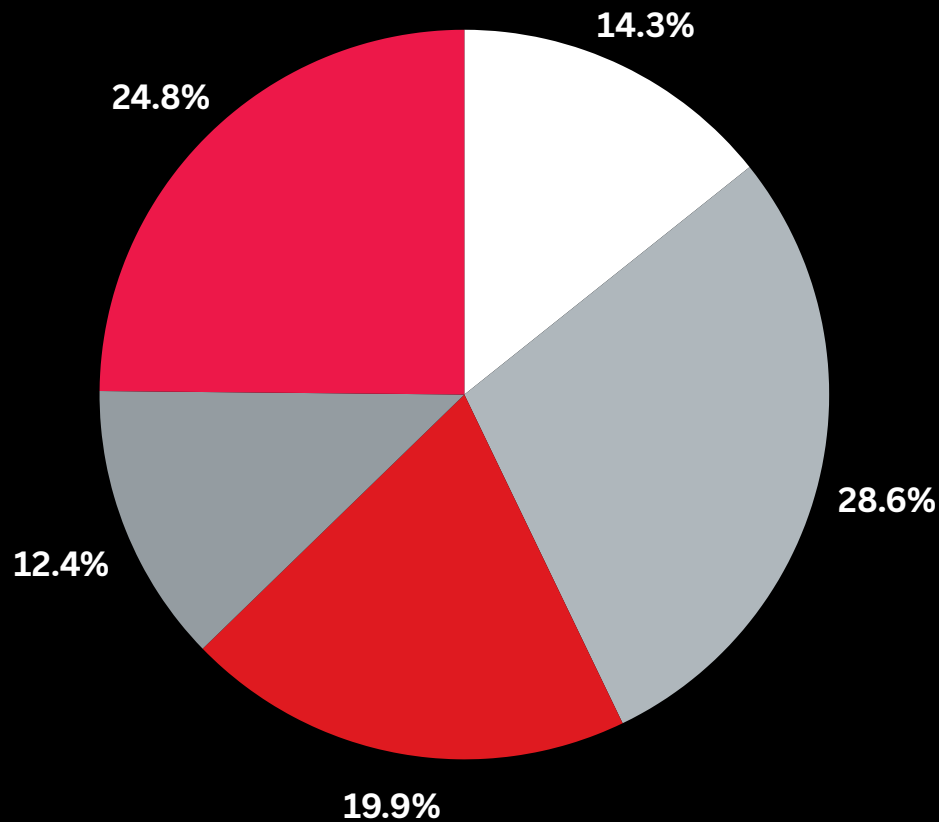
WHAT DID WE DO?

We set out to explore people's reactions to being photographed without prior notice and to understand their thoughts on self-image.

WHAT KIND OF QUESTIONS DID WE ASK?

We asked how their photo made them feel, if they had any concerns about being photographed. and about their overall experience of being interviewed.

EMOTIONS EVOKED FROM SPONTANEOUS PHOTOSHOOT



FRIENDLY

Percentage of people that voted that they should appear friendly and approachable. This percentage of people believe that this photo represents a sign of sociality.

VISUALLY APPEALING

Percentage of people that voted that they should appear looking visually appealing; cute and good looking. This percentage of people believe that this is a good and properly taken photo of them.

HAPPY

Percentage of people that voted that they believe they appear as happy and joyous. They believe this photo represents a sign of joy and admiration of career.

PROFESSIONAL

Percentage of people that voted that they appear professional and scholarly. They believe that this photo allows them to look professional and intentional.

BUSY

Percentage of people that voted that they appear as busy and productive. They believe this photo allows them to appear as someone who takes pride in their work.

RESULTS OF THE EXPERIMENT

WHAT PATTERNS DID YOU NOTICE?

Most participants expressed discomfort with how they looked in the photos. Many said the surprise element made them feel unprepared, which negatively impacted their confidence.

ANY SURPRISES?

There was one participant whose perspective stood out. She believed that the unexpected nature of the photo-taking was actually a positive—it kept people on their toes and captured a more authentic moment.

TAKEAWAY

WHAT DID WE LEARN?

From this spontaneous photo shoot, we learned that people have complex and often sensitive relationships with their self-image—especially when caught off guard. Most participants didn't feel confident about how they looked in the photos, mainly due to the lack of preparation

WHAT WOULD WE CHANGE OR ADD NEXT TIME?

Next time, we would consider giving participants a brief heads-up before taking their photo or at least letting them know about the purpose of the shoot afterward more clearly. That might help ease discomfort while still maintaining some of the spontaneity.

WHAT SHOULD OTHERS REMEMBER?

Spontaneous photography can reveal honest, unfiltered reactions—but it also requires sensitivity. People may feel vulnerable when caught off guard, especially regarding their appearance. If you're doing a similar project, remember to balance authenticity with empathy.