### Table. Protocol for Ethical Photography12

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| Before Photographing | * Always get the subject’s consent first, especially if you want to do a close-up. * Examine your motives for shooting a particular frame. Do you want to inspire hope and understanding, or maybe even expose wrongdoing and neglect? It is not acceptable to use the photographs simply to harness pity. People who donate out of guilt tend to see subjects as pitiful objects, which is dehumanizing and disrespectful. * You should not bribe subjects to feign despair, anger, or other emotions, or seek to influence the “slant” of your photos in any way. * Think about what you want to portray in your photo. While it is fine to portray the fears and poverty of your subjects in some photos, others should also convey the community's strengths and expectations. Never portray your subjects as useless or inadequate. |
| **While Photographing** | * Sometimes it works well to photograph subjects from behind so that only their activities, and not their faces, can be seen. For example, your photo may show the face of the doctor who is performing an eye exam, but not the patient’s face. This not only prevents the patient from getting distracted, but also protects his or her privacy. * Be humble, considerate and respectful, especially during private moments of grief. Try to take the picture from afar without being intrusive. * Try not to be an aloof stranger; build a relationship of mutual understanding with your subject. |
| After Photographing | * Don’t stereotype or make false generalizations. A single photograph of a starving African child is not representative of the situation throughout the continent. Use captions to contextualize visual images. * Photos should be used to raise public awareness, not to exploit public sympathy. * Photos must be carefully and faithfully edited (meaning there should be minimal, but acceptable digital manipulation and no fancy embellishments) to avoid misrepresentation. * Ensure that your photos document what you believe is the real situation of your subjects. |

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