

Using Photovoice and Facebook as Tools for Heritage Education in Jamaica: The Case of Buff Bay

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4th International Conference of Photography & Theory; Nicosia, Cyprus

*Research Funding Source: UTech Jamaica Research Development Fund Grant
Attendance at ICPT2016: Association of Commonwealth Universities Early Career Academic Grant*

Research Problem

There is a need to develop a comprehensive heritage education programme in Jamaica in order to fill existing gaps in the knowledge of Jamaica's heritage sites.

Knowledge Gaps

- The Jamaica National Heritage Trust has had plans since the 1990s for an island-wide inventory of built and archaeological sites, but has not been implemented due to a lack of funds. (Grant, 2013).
- Suggested that the public provide photographs to the JNHT of heritage sites that they are familiar, which requires a co-ordinated, island-wide community-based project.
- Only 5-10% of Jamaica has been surveyed over the past 7 years in terms of locating historical/cultural sites in Jamaica (Griffiths & Emmanuel, 2005).



St. George's Anglican Church in Buff Bay traces its origin to 1802 and the existing structure was completed in 1859.

Aim & Objectives

- This research explores the feasibility of using the participatory action research method Photovoice and the social media platform Facebook as heritage education tools.
- To educate community residents of how heritage sites in their community can potentially provide employment through heritage tourism and utilising specialized conservation and maintenance skills.
- To increase the inventory of Jamaica's heritage sites.

Study Area : Buff Bay & the Buff Bay Valley

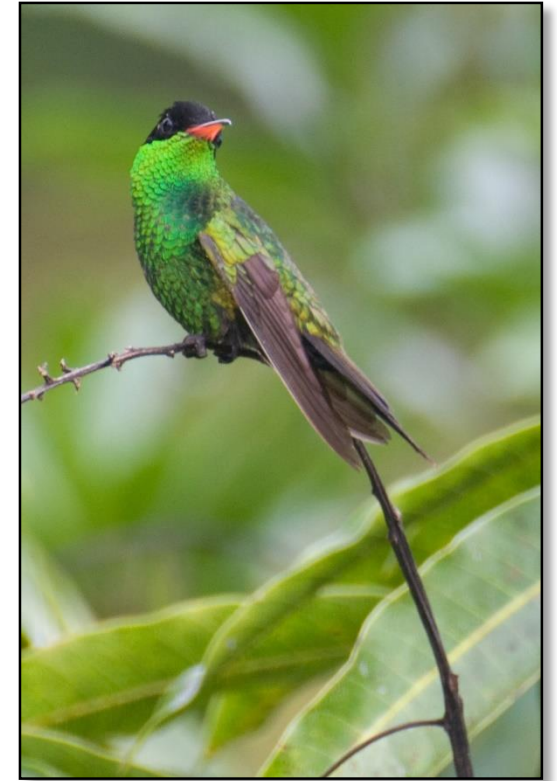
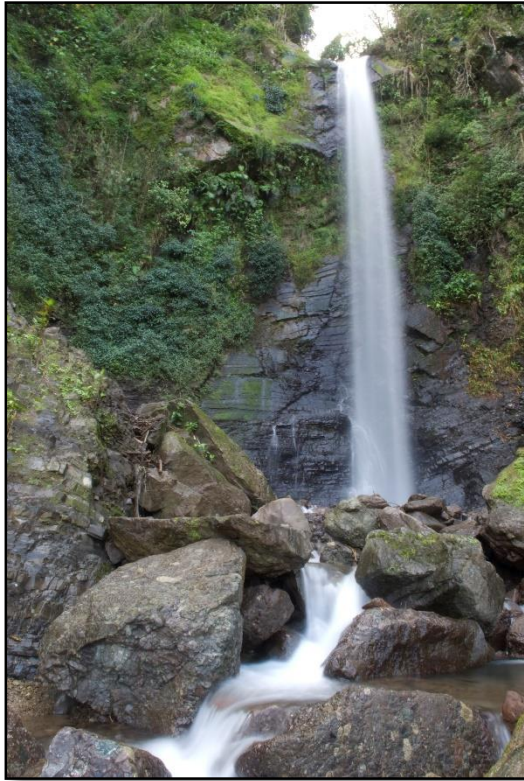


Study Area: Buff Bay & the Buff Bay Valley

- In the buffer zone of the Blue & John Crow Mountains, declared a UNESCO World Heritage Site in 2015.
- High poverty levels due to high dependence on farming.

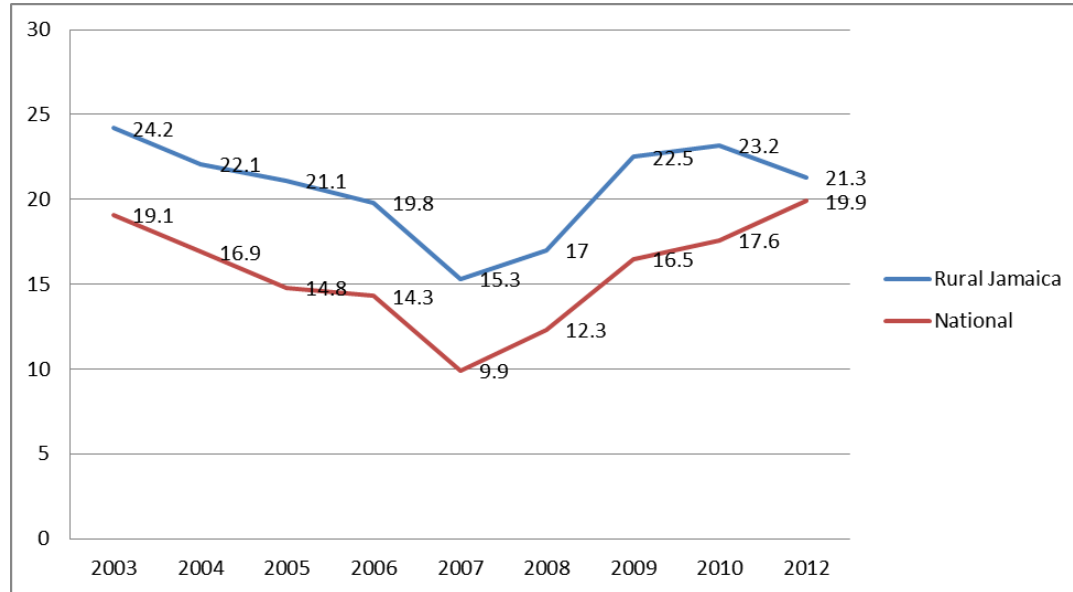


UNESCO World Heritage Site (Mixed Site)



From (L to R): The One Drop Waterfall, Maroon Kramanti dancing by the Charles Town Maroons; The endemic red-billed swallow-tailed hummingbird. Photos by Andrew P. Smith

Poverty Levels in Buff Bay



- Most persons living in the Buff Bay valley fall below Jamaica's poverty line.
- Poverty levels become more severe moving up the valley and away from Buff Bay. (Wright, 2002)

Jamaica's rural poverty rates (percentage) compared to the national poverty rate between 2003-2012. (Source: Jamaica Survey of Living Conditions 2012)

Research Questions

1. How effective is the Photovoice methodology in filling students' knowledge gaps of heritage sites in their community?
2. How effective is Facebook as a educational platform in filling students' knowledge gaps of the heritage sites in their community?

PhotoVoice

- Conceptualized by Caroline Wang and Mary Ann Burris as a participatory needs assessment tool, to learn about women's public health issues in Yunnan, China (Wang & Burris, 1997).
- Photovoice methodology (Cook & Quigley, 2013) involves:
 1. Using cameras to document community conditions and issues;
 2. Writing narratives about these issues;
 3. Discussing the findings within community groups and
 4. Meeting and informing policy makers about the issues and the findings.

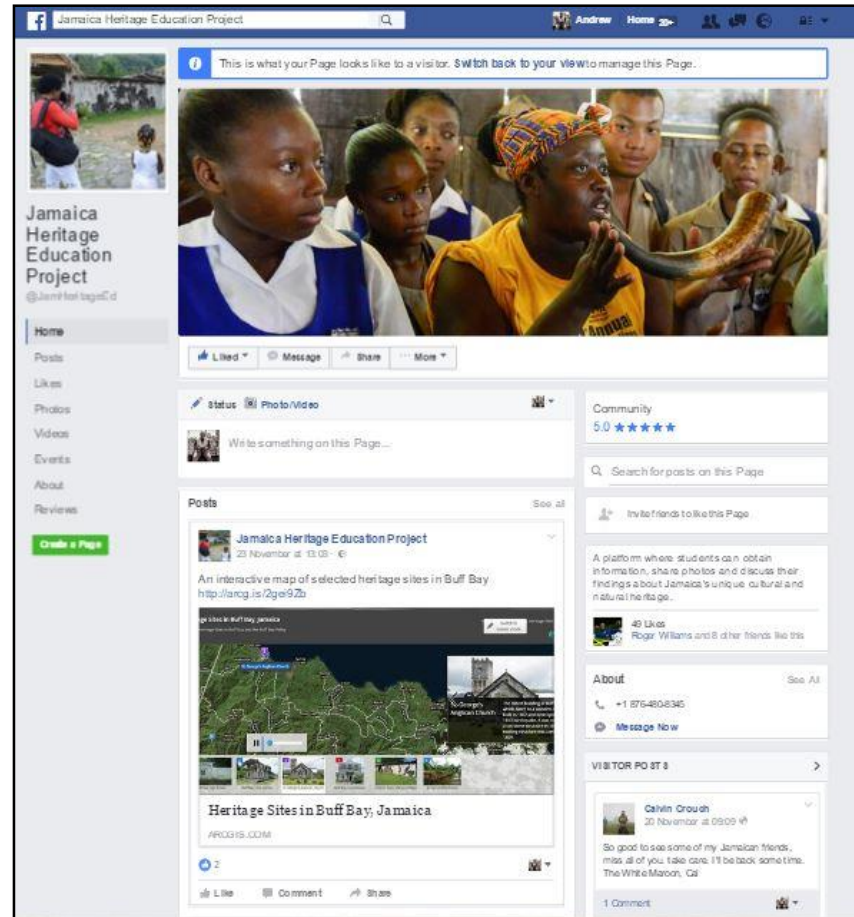
Photovoice & Facebook

- Rubrico, J. G. U., & Hashim, F. (2014) used both to empower non-native pre-service English language teachers in Malaysia.
- They found Facebook “a convenient interface for student engagement, facilitating interactive exchanges that bring about conceptual understanding and intellectual discourse”. (23).

Methodology

- Grade nine (3rd form) students of the Buff Bay High School were selected as participatory action researchers. Selected as this is when students choose their area of specialisation.
- Total school population of 793, with 178 Grade nine students.
- 101 Grade nine students were available to participate.
- Questionnaires were administered before and after the research activities to measure changes in perceptions and attitudes towards the heritage sites.
- Workshops held with students on built heritage conservation, community tourism and documentary photography.
- Field class held to identify, document and photograph heritage sites within the study zone, leading to discussions.

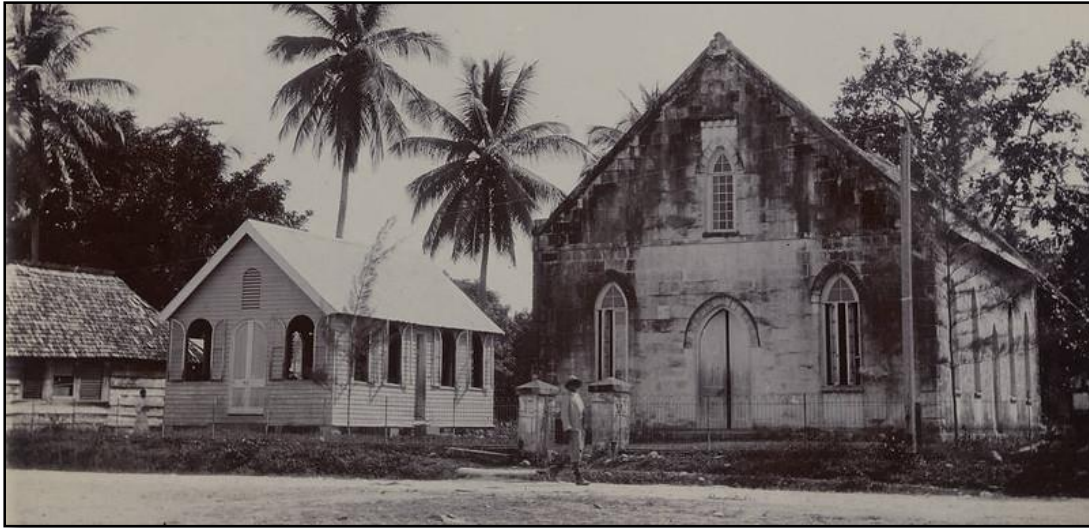
Methodology



Upload the images and findings to Facebook page *Jamaica Heritage Education Project* to discuss among themselves and share the findings with relevant decision makers.

<https://www.facebook.com/JamHeritageEd/>

Potential Heritage Tourism Sites



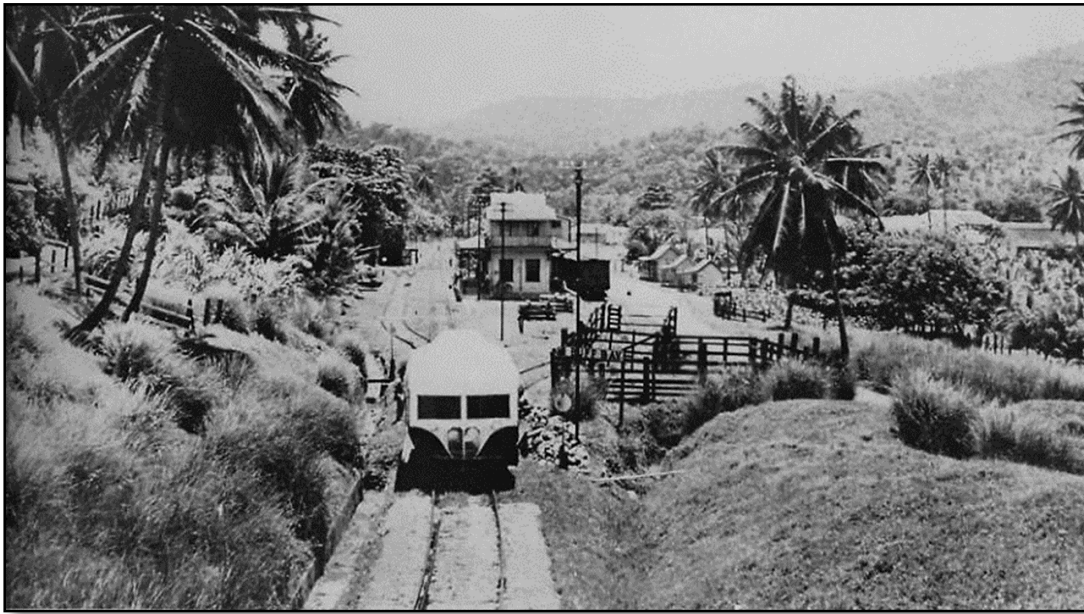
The Buff Bay Wesleyan Church, 1910.
From the Will Robson Collection



Train tunnel, early 1900s.
From the Will Robson Collection

Potential Heritage Tourism Sites

Buff Bay Train Station - 1960



A motorized railcar leaving Buff Bay Station, 1960.
Official U.S. Navy photograph; Public domain

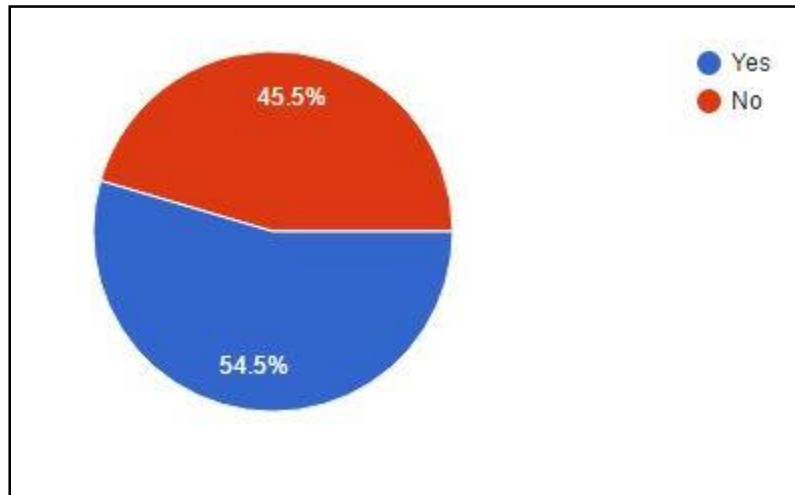
Buff Bay Train Station - 2016



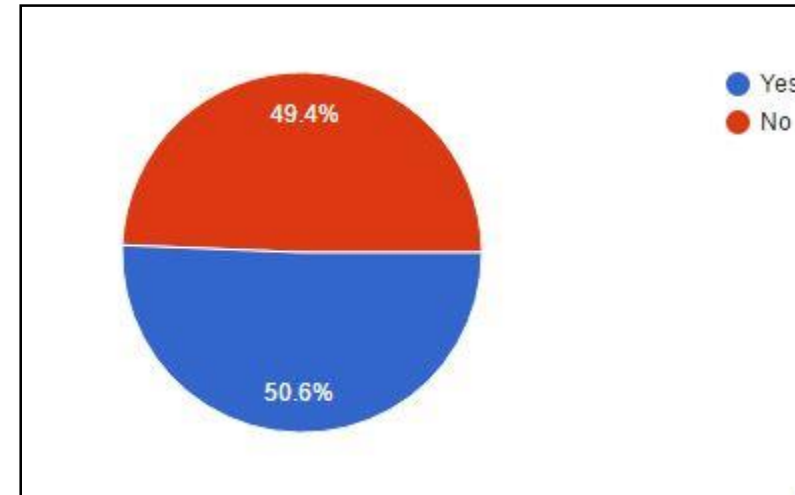
The Buff Bay Train Station dates to 1896. Andrew P. Smith

Issues Identified – Digital Divide

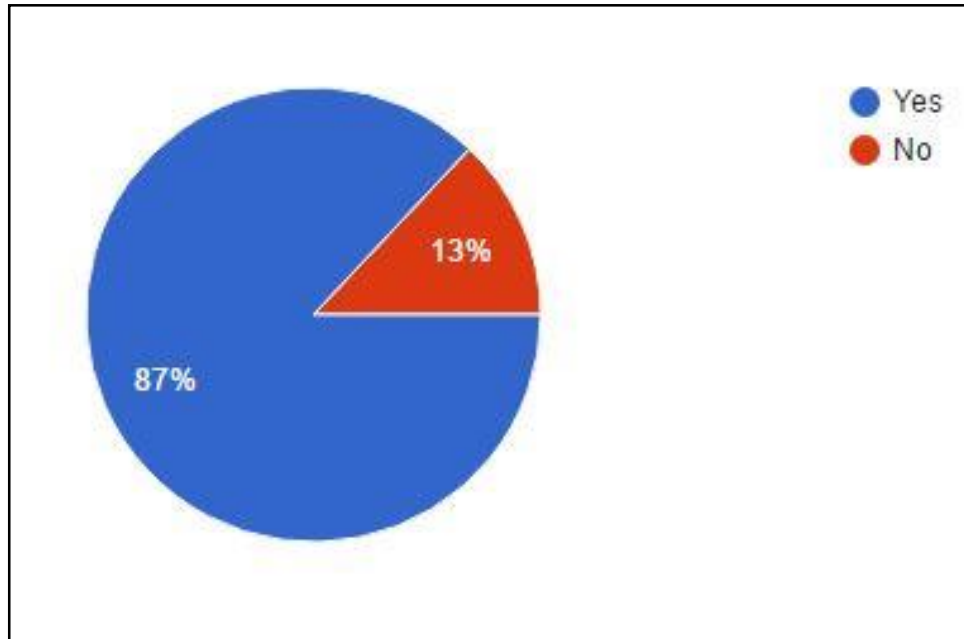
Internet Access at Home



Internet Access at School – One dedicated computer lab with 25 computers and the main library for 793 students.



Issues Identified – Use of Smart Phones



Percentage of Grade 9 students at Buff Bay High School that own smart phones



Students of Buff Bay High School documenting activities at the Charles Town Maroon Village. Photo by Alecia Clarke

Issues Identified – Photovoice Activities

Weaknesses in undertaking the Photovoice activities

1. Photographs with detailed captions are not uploaded to Facebook.
2. Well written and detailed narratives concerning their findings and thoughts are not included.
3. Meaningful discussions among the students of the findings needs to take place.
4. Policy and decision makers from the relevant agencies need to be incorporated and give their input about the issues raised.

Issues Identified - Facebook

- Facebook is a useful platform to host online resources and references.
- Students need to post their findings to the project page.
- Can students and teachers see Facebook as an educational platform?

Issues to be Addressed

- Is the use of FB feasible in rural Jamaica due to the digital divide?
- Are the Grade 9 students able to undertake all of the tasks required to be a participatory action researcher?
- Increase the time spent with the students to ensure that all Photovoice steps are completed.
- Increase the incorporation of policy-makers at the community and national level, regarding skills training, tourism development and heritage conservation.

Thank You!!

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