

## **ABSTRACT**

Title: From Kodak moments to iMoments: the effect of the smartphone on vernacular photography.

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" You press the button - -we'll do the rest " (Kodak advertising campaign, 1889)

At the beginning of the twentieth century Kodak's production of a light-weight, affordable camera brought photography to the non-professional and created the genre known as 'snapshot' photography. Subsequently the popularity of amateur photography has grown to the point that three hundred and sixty billion photographs are now taken each year, the majority of which could be defined as a 'snapshot' photograph. However, in the first decade of the twenty first century, the purpose of 'snapshot' photograph has been redefined with the development of a new type of camera, the smartphone.

The purpose of this research paper is to investigate how twenty-first century technological developments have redefined the 'snapshot' photograph, an academic discourse under researched to date. The paper utilises the four key functions of photography; memory, relationships, representation and expression established by contemporary photography theorist Van House (2004). The aim is to analyse the 'snapshot' past and present under each of these headings.

Resulting from this analysis, it is the contention of this paper that the smartphone has altered the 'snapshot' from that which would record and preserve those key, valued family occasions, referred to in this paper as 'kodak moments', to a continuous stream of everyday moments heretofore considered too trivial to record referred to as 'the iMoment.' Further, by providing a direct outlet for photographs into the online environment, as well as benefitting from a multitude of recent technical advances, the smartphone forces us to see the world photographically and has thus altered our perception of the world we live in.