



PROMISING IMAGES

PROMISING IMAGES OF LOVE
The Mediatisation of Values and Norms
in Religious and Secular Wedding Narratives

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H – Requirement No. 1

D1.1

Promising Images of Love

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D1.1

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Details on the procedures and criteria that will be used to identify and recruit research participants must be provided.

¹ **PU**= Public; **CO**= Confidential, only for members of the consortium (including the Commission Services)

One of the important goals of the project is to study the ethical considerations that arise in media communication with regard to the construction, confirmation, and transformation of values and norms in the religious/secular spheres. The project methodology will be strongly interdisciplinary and characterized by a multi-methodological and theoretical approach. The project will analyze, among other materials, wedding pictures and videos from different cultural contexts.

The field work undertaken to study wedding practices includes participatory observation of weddings and narrative-biographical interviews with wedding photographers and married couples in Switzerland (German speaking part), Italy and Germany. The activities of accompanying wedding-photographers and -videographers during wedding receptions/parties will be carried out only if wedding-photographers and -videographers and the married couples agree to be observed. Further video protocols will be produced and evaluated during which social actors will be studied viewing and commenting on their wedding photobooks and videos (between 24–30 participants, religious, preferably from different religious traditions, notably Christian, Jewish, Muslim, Hindu, interfaith and non-religious couples). The participants will voluntarily take part in the research and I will obtain the free and fully informed consent of the research participants. The manifold audio and/or visual materials, such as video protocols, wedding photos, and interview sequences will be edited and presented on a website that reports on the research process. Therefore, the collection and processing of audio-video materials that are difficult to anonymize are justified since they will be essential and pivotal to the research itself.

The research will have a convenience sample. Individuals will be recruited through personal contacts of the researchers by different means (e.g., emails, phone, social networks). The researcher will assure confidentiality of the participants by (pseudo-) anonymizing their data at storage and on the public reports of the research. The following personal data will be collected: contact information, demographic data (age, sex, place of residence), religious affiliation, wedding date and place, images and video recordings of the conversations with the couples and audio recordings of the wedding planners. The interviews will be pseudo-anonymized (see more detailed information about procedure for ensuring anonymity in form D 1.2).

Consent to be interviewed and participate in the research will be obtained through reading and signing the consent form (see below).

As already mentioned there are two different groups of persons to be interviewed and the recruitment process is adapted accordingly:

- 1) Wedding couples: I will contact them through personal contacts and inform them about the search for participants to undertake the study through social media and the website of the university.
- 2) Wedding planners, videographers and photographers: I will contact them through their website or through social media and write them an email.

Below are the email texts to be sent to the participants:

1) Invitation to participate in the research: married couples

Dear Sir or Madam

I am looking for participants to take part in a research study: the EU Horizon 2020 project, *Promising Images of Love. The Mediatization of Values and Norms in Religious and Secular Wedding Narratives*. The aim of the study is to better understand the role of media such as photos, videos, and social media in contemporary wedding practices. The research includes conversations with wedding planners and

wedding specialists to understand how photos and videos are included in wedding receptions and parties. Interviews will also be conducted with couples about their experiences regarding media usage during their wedding and what role the photos and videos play in retrospect.

At the moment I'm looking for couples that would like to show me their wedding videos and albums and tell me about their wedding day. The conversations will be video recorded only for academic purposes and will take 1 hour.

In case you are interested please write to the following address: m.maeder@lmu.de. I am pleased to send you more detailed information about the project and the interview.

Sincerely

Marie-Therese Mäder, principal investigator

2) Invitation to participate in the research: professional wedding planners, videographers, and photographers

Dear Sir or Madam

I'm a researcher at the University of Macerata and working on the EU Horizon 2020 project *Promising Images of Love. The Mediatization of Values and Norms in Religious and Secular Wedding Narratives*. The aim of the study is to better understand the role of media, such as photos, videos, and social media in contemporary wedding practices. The research includes conversations with wedding planners, videographers, and photographers to understand the role of producing photos and videos during wedding receptions and parties. Interviews will also be conducted with couples about their experiences regarding media usage during their wedding and what role the photos and videos play in retrospect.

I would like to talk to wedding planners, videographers, and photographers about the role of media in weddings. So I wanted to kindly ask if you have time for a talk as part of my research study? The conversations will be video- or audio recorded only for academic purposes and will take 1 hour.

In case you are interested, I am pleased to send you more detailed information about the project and the interview.

Sincerely

Marie-Therese Mäder, principal investigator