

Through creative lenses: Investigating the personal growth and well-being benefits of photography and videography

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Abstract - This study explores the impact of photography and videography as hobbies on individuals' well-being, creativity, and personal growth. It investigates how these art forms contribute to skill development, self-expression, and social engagement, and examines the perceived benefits and challenges associated with practicing these hobbies. A qualitative approach is used, incorporating in-depth interviews with both amateur and professional photographers and videographers. Thematic analysis is employed to identify and analyse the patterns and themes within the interview data, providing a deeper understanding of the participants' experiences. Thematic analysis is conducted in a structured process. This includes initial familiarization with interview transcripts, generation of codes, identification of recurring themes, refinement of those themes, and the development of a comprehensive narrative. This process ensures that key insights relating to well-being, creativity, and personal growth are captured. The study concludes that photography and videography play a transformative role in enhancing well-being and mental health by offering stress relief and increasing life satisfaction. These hobbies also encourage creativity, self-expression, and skill development. Furthermore, they foster personal growth by boosting confidence, self-esteem, and social connections. Although challenges such as financial constraints and time commitments exist, the overall impact of these activities is overwhelmingly positive, contributing significantly to personal development and community involvement.

Keywords: photography, videography, creative hobbies, well-being, personal growth, self-expression, mental health, social connections, skill development, artistic expression

1. Introduction

Photography and videography have evolved significantly from being niche hobbies to powerful forms of expression and storytelling. In recent decades, the convergence of digital technology, social media, and affordable equipment has democratized access to these visual arts (Gertz & Alexander, 2019). Photography allows individuals to capture fleeting moments, preserving memories in a visual form. In contrast, videography adds a dynamic layer of movement and sound, enabling richer and more immersive storytelling (Buchanan, 2021). Both activities have become integral to how people interact with the world, offering creative outlets that promote emotional well-being and personal satisfaction (Raeside, 2020).

The roots of photography can be traced back to the early 19th century, with the invention of the daguerreotype process by French artist and chemist Louis Daguerre in 1839 (Schaefer, 2017). This innovation marked the beginning of a new era in visual documentation, as it allowed for the first time the reproduction of images (Buckland, 2018). Over the following decades, technological advancements, such as the introduction of colour photography and the development of portable cameras, made the medium more accessible to the public (Green, 2015). Similarly, videography began gaining popularity in the late 20th century, following the introduction of camcorders and digital video technology (Higgins & Hinds, 2016). The widespread use of smartphones equipped with high-quality cameras in the 21st century further

democratized these mediums, allowing virtually anyone with a mobile device to take professional-quality photos and videos (Lucas, 2022).

Henri Cartier-Bresson, one of the most influential photographers of the 20th century, introduced the concept of the "decisive moment" — the fleeting instant when all the elements of a scene come together in perfect harmony (Bresson, 1952). This notion has influenced countless photographers, urging them to focus not just on technical proficiency but on capturing the essence of a moment (Smith, 2019). Similarly, videography, with its ability to document the dynamic flow of events, has been employed in various contexts to create compelling narratives that evoke emotions, convey information, and tell stories in a way that still photography cannot (Fisher & Newell, 2021). The rapid evolution of digital tools for editing and sharing visual content has expanded the potential for personal storytelling, enabling users to share their images and videos with a global audience through platforms like Instagram, YouTube, and TikTok (Chang & Park, 2020).

As these art forms have become more prevalent in everyday life, it is important to examine their effects on those who engage with them regularly. Photography and videography are no longer just tools for professionals or hobbyists; they have become integral to the way people communicate, share their personal narratives, and reflect on their experiences (Wang, 2018). This shift in how photography and videography are perceived and used warrants a deeper investigation into their broader implications for culture, society, and mental health (Liu & Thompson, 2022).

In today's fast-paced and highly connected world, mental health challenges such as stress and anxiety are becoming increasingly common. According to the World Health Organization (2020), the global prevalence of anxiety and depression has risen significantly, exacerbated by factors such as social isolation, high work pressure, and constant connectivity via digital platforms. These issues underscore the importance of finding effective ways to combat mental health challenges and promote well-being.

Engaging in creative hobbies like photography and videography can provide a therapeutic outlet for individuals seeking relief from the stresses of daily life. Research has consistently shown that creative activities can lower stress levels, reduce anxiety, and promote feelings of happiness and fulfilment (Cohen & Pressman, 2006). Specifically, photography and videography allow individuals to focus their attention on the present moment, fostering mindfulness and reducing rumination — a key contributor to stress and anxiety. By allowing people to express themselves visually, these hobbies can also help individuals process their emotions, build self-esteem, and strengthen their sense of identity.

Moreover, the ubiquity of visual content in the digital age has made it necessary to understand the psychological and emotional impacts of these art forms. Platforms like Instagram and YouTube have transformed photography and videography into social activities, where users can share their work with others and engage in a form of collective creativity. These platforms create opportunities for individuals to receive feedback, establish connections with others, and participate in online communities. This social aspect of creative engagement can enhance a person's sense of belonging and emotional support, which is particularly crucial in a world where social isolation has become a significant issue (Kross et al., 2013). Therefore, exploring the psychological and social benefits of these hobbies is not only relevant but also urgent in the context of modern mental health challenges.

To understand the impact of photography and videography on well-being and creativity, this study will draw on several theoretical frameworks. One of the key theories to be used is Csikszentmihalyi's Flow Theory (1990), which posits that people experience a state of deep engagement and intrinsic motivation when they are involved in activities that challenge their skills while providing a sense of control. Photography and videography, which require attention to detail, technical knowledge, and creativity, can induce this state of "flow," contributing to enhanced satisfaction, skill development, and personal growth. Additionally, Self-Determination Theory (SDT) (Deci & Ryan, 2000) will serve as a guiding framework. SDT suggests that individuals are most motivated and satisfied when they experience autonomy, competence, and relatedness. Photography and videography, as hobbies, provide opportunities for autonomy in choosing what to capture, mastery through learning technical skills, and relatedness through sharing content with others. The fulfilment of these psychological needs can contribute to enhanced well-being and a stronger sense of self.

Another relevant theoretical framework is Bandura's Social Cognitive Theory (1986), which emphasizes the role of observational learning, imitation, and modelling in the development of behaviours and skills. In the context of photography and videography, individuals often learn by observing others, whether through social media, tutorials, or community workshops. This process of learning and self-improvement can lead to increased self-efficacy, where individuals gain confidence in their abilities, further enhancing their emotional well-being and creativity.

Numerous studies have explored the benefits of engaging in creative activities, particularly in relation to mental health and well-being. A study by Barton and Pretty (2010) found that participating in creative hobbies, such as photography, can significantly improve mood, reduce stress, and increase overall life satisfaction. Similarly, a review by Stuckey and Nobel (2010) concluded that creative expression is strongly linked to emotional well-being, particularly in terms of reducing symptoms of depression and anxiety.

One notable study by Lubarsky (2018) examined the cultural implications of digital photography, emphasizing how the widespread availability of cameras and the rise of social media platforms have transformed photography from a private activity to a social one. This shift has led to an increased sense of personal agency and empowerment among individuals who use photography and videography to tell their stories and express their identities. The study found that visual storytelling can be a powerful tool for building social connections and fostering a sense of community.

However, while these studies provide valuable insights, there is a gap in the literature regarding the comprehensive impact of photography and videography on personal growth and well-being. Most existing research focuses on individual aspects, such as stress reduction or social connection, without considering how these hobbies intersect to contribute to a holistic sense of fulfilment. Furthermore, the rapid technological advancements in digital photography and videography present new opportunities and challenges that have not been fully explored in existing studies.

One study examines how counsellors-in-training use photography as a wellness tool, reflecting on the role of creative expression in fostering self-reflection and emotional processing (Upton, 2022). Another explores the therapeutic use of photography techniques to enhance well-being among college students, indicating that creative practices may offer a form of self-care and emotional regulation (Tourigny & Naydenova, 2020). Furthermore, the therapeutic applications of photography in clinical settings, particularly in social work, are emphasized as evidence-based practices for improving mental health outcomes (DeCoster & Dickerson, 2013).

The role of photography in mental health groups, such as those led by tutors in Irish contexts, further demonstrates the benefits of creative collaboration for mental health service users (Kearns Murphy & Fox, 2024). Additionally, photography's potential as a creative research tool is explored, highlighting its capacity to engage participants and offer new insights into social issues (Winton, 2016).

In the realm of physical health, dance is explored as an artistic contribution to well-being, revealing its widespread benefits across the lifespan (Chappell et al., 2021). Similarly, the relationship between body image, self-esteem, and mental health is reviewed, with a focus on how social media and physical measurements impact psychological well-being (Merino et al., 2024).

The exploration of adolescents' views on social media and mental health reveals a complex relationship, with both positive and negative effects on well-being (Popat & Tarrant, 2022). In a more specific context, a study on creative camps for adolescents with depression illustrates how artistic activities can contribute to personal growth and emotional resilience (Taniguchi et al., 2025).

In the realm of digital marketing, the evolving landscape of social media and its implications for research in marketing is outlined, providing a useful framework for future studies in digital and social media marketing (Dwivedi et al., 2021).

Finally, the use of photovoice as a method for exploring health and safety is reviewed, offering a unique lens on participatory research in public health (Lindhout et al., 2021). A study on degrowth practices through performative methods further highlights how non-traditional research methods can shed light on societal and environmental issues (Brossmann & Islar, 2020).

Given the importance of creative hobbies in the context of modern mental health and well-being, the following research questions are proposed: (1) How do photography and videography as hobbies influence individuals' well-being and mental health? (2) What role do these hobbies play in fostering creativity and artistic expression? (3) How do engaging in these hobbies contribute to personal growth and skill development? (4) What are the perceived benefits and challenges experienced by individuals who engage in photography and videography as hobbies?

The primary objectives of this study are as follows: (a) To analyse the impact of photography and videography on personal well-being and mental health. (b) To explore the role of these hobbies in fostering creativity and artistic expression. (c) To understand how engaging in photography and videography contributes to personal growth and skill development. (d) To identify the perceived benefits and challenges experienced by individuals who engage in these hobbies.

2. Method

2.1 Data Collection Steps

The purpose of this study is to explore the impact of photography and videography on individuals' well-being, creativity, and personal development. To achieve this, a qualitative research methodology is employed, which allows for an in-depth understanding of the lived experiences of hobbyist photographers and videographers. This section outlines the process of data collection, including the recruitment of participants, interview methodology, and how the data will be analysed.

2.1.1 Qualitative Interviews

Qualitative interviews are an essential component of this study, providing an opportunity to gain a deep understanding of participants' personal experiences and perspectives. In-depth interviews are particularly effective in capturing nuanced details and emotional responses that quantitative research methods may not fully capture. This research method is grounded in the belief that human experiences cannot be fully understood through numbers alone but require a rich, narrative approach to capture the complexity of individual lives (Seidman, 2013).

In this study, interviews are used to gather qualitative data from hobbyist photographers and videographers, as well as professionals who have transitioned their passions into careers. The goal is to explore how these individuals use photography and videography as forms of creative expression, and how these hobbies contribute to their emotional well-being, creativity, and personal growth. By utilizing interviews, the study will capture a range of personal insights that help contextualize the impacts of these hobbies in individuals' lives.

The interview format is semi-structured, which allows flexibility to explore topics that arise naturally during conversations while ensuring that all necessary topics are addressed. Semi-structured interviews are particularly suited for exploring subjective experiences, as they provide the interviewer with the freedom to adjust the flow of questions based on participants' responses. This approach also helps ensure that the research is both systematic and open to emerging themes (Kallio et al., 2016).

2.1.2 Participant Selection

Participant selection plays a critical role in the research process, as it influences the relevance and diversity of the data collected. This study employs **purposive sampling**, a non-random sampling technique that is commonly used in qualitative research to select individuals who have specific characteristics or experiences that are of interest to the study (Palinkas et al., 2015). Purposive sampling is ideal for this research as it allows the researcher to select individuals who engage in photography and videography either as a hobby or profession, ensuring that the participants' experiences are directly relevant to the research questions.

The selection criteria for participants include the following: (1) **Hobbyist Photographers and Videographers**: Individuals who engage in photography or videography primarily as a personal hobby, but not necessarily professionally. These participants offer insights into how the hobby influences their personal well-being, creativity, and development outside of a professional context. (2) **Professional Photographers and Videographers**: Individuals who have transitioned their passion for photography or videography into a career. These participants provide a perspective on how these hobbies evolve into professional pursuits and the impact they have on personal and professional identity. (3) **Amateur to Professional Spectrum**: To ensure that a wide range of experiences is captured, participants are chosen from various stages in their engagement with photography and videography. This includes those who have recently started exploring these hobbies as well as those who have been practicing for many years. This diversity allows the study to examine how engagement with these hobbies may change over time and what impact this progression has on well-being and creativity.

The diversity of participants ensures that the study will not only examine the benefits and challenges experienced by seasoned professionals but also the insights of beginners or part-time hobbyists. The aim is to gather rich, varied data that encompasses different levels of engagement with photography and videography, offering a holistic view of the effects of these hobbies.

2.1.3 Interview Process

A key feature of qualitative research is the way interviews are conducted. To ensure consistency while allowing flexibility for participants to express their thoughts freely, a **semi-structured interview guide** is developed. The semi-structured format strikes a balance between ensuring that all key research questions are covered and providing participants with the opportunity to elaborate on their personal experiences.

The interview guide is structured around several core themes: (1) **Motivations for Engaging in Photography and Videography**: This includes questions about why participants started these hobbies, what drives their continued engagement, and whether their motivations have changed over time. (2) **Perceived Benefits and Challenges**: This section explores the positive and negative aspects of engaging in photography and videography, including how these hobbies contribute to well-being, creativity, and

personal growth. (3) Impact on Well-Being and Mental Health: Participants are asked about the emotional and psychological effects of their hobbies, such as whether photography or videography helps alleviate stress, enhances self-esteem, or promotes relaxation. (4) Role in Creativity and Skill Development: Questions explore how these activities foster creativity, problem-solving, and technical skill development. Participants are asked about their experiences with learning new techniques, experimenting with different styles, and refining their craft. (5) Personal Growth: The interview also explores whether participants believe that photography and videography have contributed to their personal development in other areas, such as patience, attention to detail, or social connections.

Interviews are conducted in a comfortable, relaxed setting, either face-to-face or through online video calls, depending on the participants' preferences. The goal is to create a conversational atmosphere that encourages openness and honesty. Each interview lasts approximately 60 to 90 minutes, allowing sufficient time for participants to discuss their experiences in depth.

This flexible, semi-structured interview approach allows for the exploration of participants' lived experiences, emotions, and unique perspectives while still addressing the key research questions. The researcher can follow up on interesting or unexpected responses, creating space for new themes to emerge organically during the interview process.

2.1.4 Data Recording

To ensure the accuracy and reliability of the data collected, all interviews are **audio-recorded** with participants' informed consent. Audio recordings provide an accurate record of the interview, which can be transcribed verbatim for analysis. Participants are informed that the recordings will be kept confidential and used solely for research purposes. The recordings are stored securely, and participants are assured that their identities will be anonymized in the final report.

The transcribed interviews serve as the primary data source for the study and will be carefully analysed to identify themes related to well-being, creativity, and personal development. This transcription process also allows the researcher to review the conversations in detail, ensuring that no significant information is missed.

2.2 Technique of Analysis

Thematic analysis is employed to analyse the interview data. This method allows the researcher to identify, interpret, and report patterns or themes within the dataset. Thematic analysis is widely used in qualitative research because it provides flexibility, enabling the researcher to capture rich and complex data while organizing it in a meaningful way (Braun & Clarke, 2006).

The thematic analysis process is divided into several stages:

2.2.1 Familiarization with Data

The first step in thematic analysis is to become familiar with the data. This involves reading and re-reading the interview transcripts to gain a deep understanding of the content. Familiarization is a crucial part of the process, as it allows the researcher to immerse themselves in the data and begin to identify initial impressions and recurring patterns. During this stage, the researcher makes notes on potential themes or interesting observations that emerge from the data (Braun & Clarke, 2006).

2.2.2 Generating Initial Codes

Once the researcher is familiar with the data, the next step is to generate **initial codes**. Coding is the process of systematically identifying and labelling significant features in the data that are relevant to the research questions. This may involve highlighting phrases, sentences, or passages that capture key insights about participants' experiences.

At this stage, the researcher does not focus on grouping codes into themes, but rather on creating a detailed list of potential codes that represent meaningful observations in the data. This stage helps organize the data into manageable chunks, making it easier to identify patterns later on (Clarke & Braun, 2013).

2.2.3 Searching for Themes

After generating initial codes, the next step is to group these codes into **potential themes**. This involves looking for patterns, similarities, and relationships between the codes. Themes are broader patterns that capture significant aspects of the data and reflect the research questions. For example, if multiple participants mention that photography helps them relieve stress, this could form a theme related to the mental health benefits of photography.

At this stage, the researcher will begin to sort codes into potential themes and sub-themes, organizing the data in a way that reflects the different aspects of the research questions. This process helps the researcher identify overarching patterns in the data and begin to understand how the individual experiences and perspectives of participants contribute to the broader research questions.

The next step is to review and refine the identified themes. This involves revisiting the dataset and checking whether the themes accurately represent the data. The researcher examines whether the themes are coherent and whether the data within each theme is consistent.

The review process also includes checking the internal homogeneity (i.e., ensuring that the data within each theme is related) and external heterogeneity (i.e., ensuring that the themes are distinct from each other). This step helps ensure that the themes are well-defined and meaningful and that they accurately reflect the participants' experiences.

After reviewing and refining the themes, the next step is to define and name each theme. This process involves identifying the essence of each theme and describing it clearly. The researcher must ensure that each theme represents a meaningful pattern in the data and is directly related to the research questions.

Each theme is named in a way that reflects its core meaning. For example, a theme related to the therapeutic effects of photography might be named "Stress Reduction and Emotional Healing." Clear, concise theme names help to organize the analysis and make the findings accessible to readers.

The final step in thematic analysis is to **write up** the findings. This involves organizing the identified themes into a cohesive narrative that addresses the research questions. The findings are presented in a way that conveys the significance of the themes and provides a rich, contextual understanding of participants' experiences.

In the write-up, the researcher includes direct quotes from the interview transcripts to illustrate the themes and provide evidence for the interpretations. The analysis is presented in a way that highlights the key insights while also maintaining the integrity of participants' voices. The writing process also involves discussing the implications of the findings and how they contribute to the existing literature on the topic.

3. Results and Discussion

3.1 Results

3.1.1 Well-being and Mental Health

The theme of well-being and mental health emerged as a significant focus in the interviews, with many participants reporting positive psychological effects from their engagement in photography and videography. These hobbies were frequently described as valuable tools for coping with stress, anxiety, and other emotional challenges. The therapeutic aspects of photography and videography were highlighted by participants, particularly the sense of relaxation, mindfulness, and emotional release that these creative activities provided.

A prominent sub-theme in the data was stress relief, with numerous participants noting that photography and videography allowed them to manage the demands of their busy lives. For several participants, engaging in these hobbies provided an immediate escape from daily stressors, offering a quiet space for reflection and mental rejuvenation. One participant shared: "Whenever I feel overwhelmed, I take my camera and go for a walk. It helps me clear my mind and focus on the beauty around me." This sentiment was echoed by others, who spoke about how photography allowed them to immerse themselves in the present moment and temporarily disconnect from their worries.

This aligns with findings from Ulrich et al. (1991), who demonstrated that exposure to natural environments can have a profound impact on reducing stress. The calming effect of nature, whether through capturing landscapes or simply walking in an open space, helps lower levels of physiological stress markers, such as cortisol. Nature photography, in particular, has been shown to improve mood and well-being by offering both a mental break and an opportunity to connect with the environment in a mindful way. Several participants mentioned how photographing nature — whether it was a city park, a beach, or a forest — allowed them to take a pause from the hustle and bustle of everyday life, providing both emotional release and a renewed sense of peace.

The act of framing a shot or capturing a fleeting moment was frequently described by participants as a meditative experience. This process seemed to induce a state of flow, a psychological state where individuals become fully immersed in an activity, losing track of time and their surroundings (Csikszentmihalyi, 1990). One participant described their experience: "When I'm behind the camera, nothing else matters. I'm so focused on the shot that I forget about everything else." This immersive experience not only provides a break from everyday stress but also fosters emotional well-being by promoting a sense of accomplishment and self-expression.

This state of flow has been widely studied in relation to creativity and well-being. According to Csikszentmihalyi (1990), individuals in a state of flow experience heightened focus and satisfaction, which can lead to increased happiness and decreased stress. Engaging in photography and videography can induce this state, as it requires attention to detail, technical skill, and creative decision-making. The process of carefully considering composition, lighting, and framing allows individuals to redirect their focus away

from external pressures and immerse themselves in the creative process, fostering both relaxation and personal fulfilment.

Moreover, the calming nature of photography and videography can extend to the emotional and psychological benefits of mindfulness. Mindfulness is a mental state in which individuals focus their attention on the present moment without judgment. Photography and videography often require individuals to slow down and be present in the moment, which is a core principle of mindfulness practice (Kabat-Zinn, 1990). One participant noted: "When I'm taking photos, I have to be in the moment. I'm not thinking about anything else, just about the scene in front of me." This present-focused engagement can create a form of emotional release, allowing individuals to reduce anxiety and gain clarity in their thoughts.

Photography also provided opportunities for emotional release. Several participants mentioned that the process of capturing images allowed them to express emotions that they might otherwise struggle to articulate verbally. As one participant explained: "Sometimes, my photos say what I can't express with words. It's like I'm putting my feelings into the shot." This emotional release aligns with therapeutic practices that encourage creative expression as a means of processing complex emotions (Stuckey & Nobel, 2010). By translating their emotional experiences into visual content, participants felt a sense of catharsis and personal validation.

Additionally, participants who engaged in videography often emphasized the emotional connection they felt when creating videos that told stories or conveyed powerful messages. For some, this creative process provided a sense of purpose and emotional satisfaction that went beyond technical achievement. One videographer described: "When I'm editing videos, I feel like I'm crafting something meaningful. It's not just about the technical stuff, but about how the story makes people feel." Videography, with its dynamic nature, allows individuals to combine visuals with sound, further enhancing the emotional depth of the experience.

Research by Cohen and Pressman (2006) supports the notion that positive affect and emotional well-being are enhanced through creative activities like photography and videography. Their study found that creative engagement can boost happiness, improve mental health, and contribute to overall life satisfaction. Furthermore, engaging in these activities can mitigate the impact of stress by providing both a constructive outlet for emotional expression and a way to regulate mood.

The idea of emotional regulation through creative outlets like photography and videography also connects to the concept of self-efficacy, as described by Bandura (1997). By learning and mastering new skills in photography and videography, participants may experience a sense of achievement and competence, which can buffer against stress and contribute to positive emotional outcomes. As participants gain confidence in their ability to capture compelling images or tell meaningful stories through video, they experience an increase in self-esteem and emotional resilience.

The act of engaging in photography and videography provides multiple stress-relief benefits, ranging from immediate relaxation and mindfulness to long-term emotional regulation and well-being. The creative process facilitates a state of flow, helps individuals manage stress, and fosters emotional expression, all of which contribute to enhanced mental health. These findings support the broader literature on the therapeutic benefits of creative hobbies, highlighting the power of photography and videography as tools for emotional and psychological well-being.

Capturing beautiful moments and creating artistic work enhances participants' happiness and life satisfaction. As one participant shared, "Seeing the world through the lens of my camera makes me appreciate the little things in life. It brings me joy and a sense of accomplishment." This finding supports the research by Seligman (2002), which suggests that engaging in meaningful activities can increase overall happiness and life satisfaction.

Participants frequently expressed a sense of pride and fulfilment when they were able to capture a visually striking image or create a compelling video. The act of preserving and sharing these moments, whether through personal albums, social media, or artistic exhibitions, seemed to contribute to a deeper appreciation for the beauty in everyday life and a heightened sense of personal satisfaction.

3.1.2 Creativity and Artistic Expression

In addition to promoting well-being, photography and videography serve as significant outlets for creativity and artistic expression. These hobbies provide individuals with a space to experiment with new ideas, refine technical skills, and express themselves in unique ways. Participants in the study frequently reported how these activities allowed them to explore their artistic sensibilities and convey personal messages through visual media. This section will explore two sub-themes related to creativity: creative outlet **and** skill development.

For many participants, photography and videography acted as essential creative outlets, enabling them to express themselves in ways that go beyond verbal communication. A professional photographer

captured this sentiment well: *"Photography allows me to tell stories without words. It's a powerful tool for expressing emotions and perspectives."* This quote reflects the fundamental role that visual art plays in shaping identity and sharing experiences. According to McNiff (1998), art is a crucial form of self-expression that helps individuals process emotions and communicate complex thoughts that might otherwise be difficult to articulate.

Photography and videography offer individuals an opportunity to explore a variety of creative avenues. Participants in the study reported experimenting with composition, lighting, angles, and editing techniques. The ability to control the narrative through the lens gives participants agency over how they interpret and present the world around them. One hobbyist noted: *"Every photo I take is like telling a story. It's not just about the picture; it's about the emotions I want to evoke."* This process of creating visual narratives is one of the main ways in which these hobbies foster artistic expression.

This aligns with Langer's (2002) assertion that creative expression allows individuals to "create meaning" in their lives. The physical act of creating—whether through capturing photographs or shooting video footage—enables individuals to engage with the world on a deeper level. This personal engagement with their creative process not only serves as an emotional release but also allows participants to reflect on their identity and perspective. By sharing these creations with others, whether on social media or through exhibitions, participants gain a sense of connection and validation.

The creative process was also described by many participants as being a form of **exploration**. For some, photography and videography allowed them to experiment with new techniques, compositions, and editing styles. As one participant mentioned: *"There's no limit to what you can create. I feel like there's always something new to try, a new technique to master, or a different way to tell a story."* The endless possibilities for exploration are a core reason why these hobbies remain engaging over time. The ability to constantly evolve and challenge oneself through creative experimentation contributes significantly to participants' sense of satisfaction and joy.

Another important aspect of photography and videography as creative hobbies is skill development. Engaging in these activities requires the acquisition of both technical and artistic skills, which fosters a sense of **accomplishment** and **personal growth**. A hobbyist videographer captured this experience by saying, *"Learning new techniques and improving my skills keeps me motivated. There's always something new to explore."* This statement highlights a crucial aspect of creative hobbies: the continuous cycle of learning and growth.

The process of improving one's craft is fundamental to artistic pursuits. Many participants described the journey of mastering technical aspects of photography and videography—such as understanding camera settings, learning composition rules, and gaining proficiency in editing software. Ericsson et al. (1993) suggest that deliberate practice, defined as sustained, focused effort to improve a skill, is crucial for achieving expertise in any field. In the case of photography and videography, this includes experimenting with different lighting setups, learning how to operate more advanced equipment, and refining editing skills.

The iterative process of skill development creates a sense of progression for hobbyists. As participants described, being able to look back at earlier work and compare it to their current achievements provided a tangible measure of growth. One photographer noted, *"Looking at my first photos compared to now, it's amazing to see how far I've come. There's always room for improvement, but I can see the skills developing."* This sense of progression is motivating and fuels participants' continued engagement with their craft.

Furthermore, learning and refining technical skills also enhances participants' confidence in their abilities. Participants expressed pride in their growing technical expertise, which gave them a sense of self-efficacy—the belief in their ability to accomplish tasks and achieve goals. According to Bandura (1997), self-efficacy plays a crucial role in how individuals approach challenges and persist in the face of obstacles. In the case of photography and videography, building self-efficacy through skill development encourages continued exploration and creativity, fostering long-term engagement with these hobbies.

The participants also frequently noted the **problem-solving** nature of these creative activities. Photography and videography require individuals to make decisions about technical settings, composition, and storytelling, which can present challenges that require thoughtful solutions. As one participant explained: *"Sometimes it's about trying to make something work with what you have. It's about learning how to deal with challenges on the spot and figuring out how to get the shot or video you want."* This process of problem-solving not only develops technical proficiency but also nurtures creative thinking, allowing individuals to approach each project with a sense of curiosity and exploration.

Furthermore, participants emphasized how editing was a critical component of their skill development. The editing process allowed them to transform raw images or footage into something that

closely aligned with their artistic vision. One videographer shared: *"Editing is where you get to take your vision and turn it into something real. It's where the magic happens."* Editing provides an opportunity to experiment with colour correction, special effects, and sound design, which adds an extra layer of creativity to the final product.

The creative outlet provided by photography and videography, coupled with the opportunity for continuous skill development, plays a vital role in fostering personal satisfaction, motivation, and growth. The ability to experiment, express emotions, and refine techniques makes these hobbies powerful tools for creativity and artistic expression. By offering individuals an avenue for artistic exploration, these activities contribute to a sense of accomplishment, self-efficacy, and emotional fulfilment.

3.1.3 Personal Growth and Development

In addition to fostering creativity and well-being, photography and videography contribute significantly to personal growth and development. Participants in the study frequently highlighted how engaging in these hobbies had led to substantial changes in their confidence, self-esteem, and social connections. These hobbies provided not only an avenue for artistic expression but also facilitated the development of essential life skills and emotional resilience. This section explores two sub-themes related to personal growth: confidence and self-esteem and community and social connections.

One of the most prominent benefits of engaging in photography and videography was **the** boost in confidence and self-esteem that many participants reported. This sense of empowerment came not only from the personal satisfaction of successfully capturing meaningful moments but also from receiving positive feedback from others. As one participant shared: *"When people appreciate my work, it makes me feel valued and proud of my abilities."* This sentiment highlights the impact of external validation, which plays a crucial role in enhancing one's self-worth.

The concept of self-efficacy, as described by Bandura (1997), is central to understanding how engaging in creative activities like photography and videography can bolster self-esteem. Self-efficacy refers to an individual's belief in their ability to perform tasks and achieve goals. Bandura's work emphasizes that successful experiences in a particular activity, especially when individuals receive positive feedback, contribute significantly to the development of self-confidence. In the case of photography and videography, successfully completing a project or capturing an image that resonates with others reinforces participants' belief in their creative abilities, leading to increased self-efficacy.

Many participants shared how recognition and validation from others enhanced their sense of self-worth. As one participant explained, *"Receiving compliments on my photos makes me feel like I have something valuable to share. It gives me the confidence to continue creating."* This aligns with findings from Deci and Ryan (2000), who suggested that recognition from others supports intrinsic motivation and enhances an individual's sense of competence and value. Participants in the study who shared their work on social media platforms, such as Instagram or photography forums, reported feeling validated and appreciated when they received positive reactions, including likes, comments, or shares. This validation not only served as a source of pride but also reinforced participants' belief in their abilities.

The importance of positive reinforcement in building confidence and self-esteem was also emphasized by participants who received encouragement from friends, family, or mentors. One participant mentioned: *"My family is always excited to see my new photos. Their support keeps me motivated and helps me believe in myself."* This kind of social validation strengthens an individual's confidence and further motivates them to pursue creative goals. As Kross et al. (2013) have pointed out, positive social interactions and external feedback play a vital role in emotional regulation and self-esteem enhancement.

Moreover, the sense of personal accomplishment gained from mastering technical skills and creating visually compelling work contributes significantly to personal empowerment. Many participants described how they took pride in their ability to operate complex camera equipment, edit footage, and achieve desired outcomes through their creative process. The act of seeing tangible improvements in their work served as a continuous source of motivation and reinforced their sense of competence.

In addition to the personal gains in confidence, photography and videography also provided participants with opportunities to build community and social connections, which further contributed to their personal growth. Joining photography and videography communities—both online and offline—was a recurring theme among participants, who emphasized the value of connecting with like-minded individuals. One participant remarked: *"Joining a local photography club has introduced me to like-minded people who share my passion. It's great to learn from each other and grow together."* This quote underscores the importance of social capital—the networks and relationships that individuals build through shared interests and common goals. Putnam (2000) highlighted how participation in social groups and communities enhances well-being by providing emotional support, promoting learning, and fostering a sense of belonging.

For many participants, joining a photography or videography community not only provided opportunities for collaboration and knowledge exchange but also fostered a sense of belonging. These communities, whether in person or through online platforms like Facebook groups or Reddit forums, created a space where individuals could share their work, exchange feedback, and support one another. As one participant explained: *"It's amazing to see how a photo can spark such meaningful conversations. It's great to learn from others, and it's comforting to know that there's always someone who understands the passion behind this art."* This sense of connection to others who share similar interests and passions was particularly valuable for participants who felt isolated or disconnected in other areas of their lives.

Moreover, participating in these communities allowed individuals to learn and grow together. Photography and videography groups often organize events, workshops, and collaborative projects, where participants can share knowledge and techniques. These interactions provided not only skill development but also an increased sense of social support. As Wenger (1998) noted, communities of practice—groups where people come together to share and learn from one another—can significantly contribute to both personal and professional growth. The opportunity to collaborate and receive feedback from others helps individuals refine their skills and expand their creative horizons.

Online platforms also played a significant role in fostering social connections. Many participants shared how platforms like Instagram, YouTube, and Flickr allowed them to connect with a broader, global audience. One participant explained: *"Through Instagram, I've met photographers from all over the world. It's amazing how a photo can connect people from different backgrounds and cultures."* The global nature of social media communities enables individuals to receive feedback from a diverse range of perspectives, which enhances their learning experience and promotes cultural exchange.

Additionally, these communities fostered a sense of shared identity. Many participants reported feeling a deep sense of camaraderie and mutual respect within these groups. This shared sense of belonging reinforced the idea that they were not alone in their creative journey and that others understood the challenges and rewards of photography and videography. For some, these connections became long-lasting friendships that extended beyond the realm of photography. One participant stated: *"Some of my best friends today are people I met through a local photography club. We don't just talk about photography; we talk about life, too."* This highlights the profound impact that creative communities can have on an individual's social network and emotional well-being.

Both confidence and self-esteem and community and social connections emerged as crucial components of personal growth and development in the context of photography and videography. By successfully creating visual content and receiving positive feedback, participants gained confidence in their abilities and a stronger sense of self-worth. Additionally, the opportunities to engage with others who share similar passions provided social support and helped foster a sense of belonging. These findings highlight the multifaceted benefits of creative hobbies, which extend beyond technical skill development to include emotional, social, and personal growth.

3.2 Discussion

The results of this study provide a compelling look at the benefits of engaging in photography and videography as creative hobbies, aligning with and extending previous research on the psychological, emotional, and social advantages of creative engagement. The study's findings on stress-relief, creative flow, skill development, and social connection reinforce the well-established benefits of creative hobbies. By exploring how these activities promote well-being and personal growth, this study adds to the existing literature, offering new insights into the multifaceted impacts of photography and videography on individuals.

One of the most prominent findings in this study was the role of photography and videography in providing stress relief and inducing a state of flow, a concept introduced by Csikszentmihalyi (1990). Many participants described their engagement with photography and videography as a way to temporarily escape from the stresses of everyday life, citing how these hobbies allowed them to focus on the present moment and experience a meditative sense of calm. These findings are consistent with the work of Barton and Pretty (2010), who found that nature-related activities, including photography, could significantly enhance mood and reduce stress. The immersive nature of photography, often described as meditative by participants, aligns with Csikszentmihalyi's (1990) theory of "flow," where individuals become fully absorbed in an activity, experiencing a sense of satisfaction and joy from the activity itself.

Participants' experiences of being in the moment, whether through capturing a photograph or video or by simply exploring their environment with a camera, underscore the therapeutic potential of these activities. This alignment with the concept of "flow" suggests that photography and videography can serve as effective tools for emotional regulation, offering a temporary reprieve from the challenges of daily life. This finding is particularly significant in a time when mental health challenges, such as anxiety and stress,

are increasingly common (Cohen & Pressman, 2006). The ability to engage in a creative activity that induces flow may help mitigate the impact of these challenges and promote mental well-being.

The development of both technical and artistic skills was another key finding in this study. Participants frequently described the process of learning new techniques, mastering their equipment, and honing their craft as a source of personal growth and accomplishment. This finding aligns with the work of Ericsson et al. (1993), who argued that deliberate practice—intentional and sustained effort to improve one's skills—is key to achieving expertise in any field. Photography and videography, as technical and artistic fields, provide ample opportunities for such practice, which can lead to significant improvements in skill level and proficiency. Participants' sense of accomplishment when they saw tangible improvements in their work mirrors findings from Kolb (1984), who emphasized the role of experiential learning in personal development. The iterative process of practicing and improving technical skills—such as composition, lighting, and editing—encourages continuous learning and growth, which fosters a sense of self-efficacy and intrinsic motivation.

The study also highlighted how receiving recognition and validation for their work contributed to participants' enhanced self-esteem. As Bandura (1997) asserts, positive feedback from others plays a significant role in building self-efficacy and confidence. Participants reported that recognition from family, friends, and online communities reinforced their belief in their abilities and motivated them to continue engaging with their craft. This is consistent with Deci and Ryan's (2000) self-determination theory, which emphasizes that external validation and intrinsic motivation are both important factors in fostering personal growth and self-esteem. The act of sharing their work and receiving positive feedback from others reinforced participants' sense of value and achievement, thus contributing to self-actualization.

Another significant theme that emerged from the findings was the social aspect of photography and videography. Participating in communities—both online and offline—was highlighted as an important factor in fostering social connections and reducing feelings of isolation. These communities not only allowed participants to share their work but also provided opportunities for learning, collaboration, and feedback. This finding is in line with Putnam's (2000) theory of social capital, which underscores the importance of community involvement for enhancing personal well-being. According to Putnam, belonging to a social group and having access to supportive networks can foster a sense of belonging and promote emotional well-being. The photography and videography communities described by participants in this study provided a sense of camaraderie and shared purpose, contributing to their emotional resilience and sense of community.

In particular, online platforms like Instagram, Facebook groups, and photography forums served as valuable spaces for participants to connect with a diverse, global community. As one participant noted, *"Through Instagram, I've met photographers from all over the world. It's amazing how a photo can connect people from different backgrounds and cultures."* This cross-cultural connection is particularly important in a digital age where social media platforms facilitate global conversations and exchanges of ideas. These platforms not only help individuals improve their craft by receiving feedback but also create opportunities for cultural exchange and creative collaboration. The social connections participants built through these platforms provided them with emotional support and a network of like-minded individuals who understood their passion for photography and videography.

The findings from this study underscore the profound impact that engaging in creative hobbies, such as photography and videography, can have on individuals' well-being and personal growth. Beyond the technical aspects, these hobbies contribute to emotional regulation, skill development, and the building of supportive social networks. By fostering self-expression, confidence, and community engagement, photography and videography serve as powerful tools for both individual empowerment **and** collective belonging.

The increasing prevalence of mental health challenges, such as anxiety, stress, and depression, and the rise of social isolation in modern society have prompted growing interest in activities that promote well-being and emotional resilience. Among these, creative hobbies like photography and videography have gained attention for their potential to enhance mental health. This study adds to the growing body of evidence supporting the therapeutic value of creative activities and suggests that engaging in such hobbies can have positive effects on individuals' emotional and psychological well-being. Moreover, it underscores the potential of these hobbies to provide a sense of accomplishment, a creative outlet, and opportunities for social connection, which are critical in combating the mental health challenges prevalent in modern society.

The findings of this study align with previous research that has highlighted the role of creative activities in fostering mental health. Studies have shown that engaging in creative hobbies like photography and videography can reduce stress levels, promote relaxation, and enhance mood (Barton & Pretty, 2010; Cohen & Pressman, 2006). Participants in this study frequently reported that photography and videography

served as a means of stress relief, with many describing these activities as therapeutic ways to escape from daily pressures. The process of capturing images or shooting videos helped participants to enter a state of flow, a concept introduced by Csikszentmihalyi (1990), in which individuals become fully immersed in an activity, leading to heightened feelings of satisfaction and creativity. This aligns with the broader literature suggesting that creative engagement can provide a mental break, contributing to greater emotional well-being.

In addition to stress relief, photography and videography also allowed participants to express their emotions, process complex feelings, and build a sense of self-efficacy. According to Bandura (1997), successful engagement in creative activities can foster feelings of competence, which in turn boosts confidence and self-esteem. The act of capturing meaningful moments, along with receiving positive feedback, bolstered participants' belief in their abilities and reinforced their self-worth. These findings suggest that creative hobbies like photography and videography can function as valuable tools for self-actualization, helping individuals to not only cope with stress but also to experience personal growth.

A significant aspect of the therapeutic potential of photography and videography is the opportunity to engage with social communities. Participants emphasized the value of being part of local or online photography and videography groups, where they could share their work, learn from others, and build supportive relationships. This finding aligns with Putnam's (2000) theory of social capital, which highlights the importance of social networks and community involvement in promoting individual well-being. The sense of belonging and camaraderie fostered in these communities helped participants feel connected and supported, reducing feelings of isolation and loneliness. As Wenger (1998) suggests, communities of practice—groups of people with shared interests—can play a significant role in personal development and emotional well-being. The social interactions that occur within these creative communities not only provide a platform for feedback and validation but also create opportunities for collaboration and learning. This social support network can be particularly valuable for individuals who may feel isolated or disconnected from other areas of their lives.

Moreover, the rise of digital platforms like Instagram, YouTube, and Flickr has made it easier for individuals to connect with a global audience. Many participants in this study highlighted the benefits of online communities, where they could receive feedback from people around the world, fostering a sense of connection and shared purpose. These platforms offer a unique space for cross-cultural exchange, allowing individuals to connect with others who share similar creative passions, irrespective of geographic location.

Despite the numerous benefits identified in the study, several barriers to engaging in photography and videography were also highlighted by participants. Cost was a significant challenge, as high-quality cameras and editing software can be expensive. This barrier was particularly pronounced among individuals who were just starting their journey into photography or videography, as many participants expressed concern over the financial investment required to access the necessary tools. The costs of professional-grade equipment and software can make it difficult for individuals, particularly those from lower-income backgrounds, to fully engage in these hobbies.

Additionally, the time commitment required to develop technical skills in photography and videography was identified as a challenge. As many participants noted, improving their craft required consistent practice, and finding the time to do so in their busy lives could be difficult. Ericsson et al. (1993) suggest that achieving proficiency in any skill requires deliberate practice, and for activities like photography and videography, this often means investing substantial amounts of time. For individuals with demanding work or family commitments, this time investment may not always be feasible. The challenge of balancing these responsibilities with the desire to improve skills in photography or videography is a common issue faced by many hobbyists.

These findings suggest that there are significant barriers to engaging in photography and videography, particularly for beginners or those with limited resources. To overcome these challenges, it is essential to make these hobbies more accessible. This could involve providing affordable equipment options, offering low-cost workshops, or creating online resources that allow individuals to learn at their own pace. Providing opportunities for people to engage with photography and videography without the need for expensive gear or substantial time commitments could encourage broader participation in these activities.

Future research should explore potential solutions to the challenges identified in this study, particularly in terms of making creative hobbies more accessible. Investigating affordable alternatives to expensive equipment, such as low-cost digital cameras or smartphone-based photography, could help lower the barrier to entry for individuals interested in pursuing these hobbies. Additionally, research could explore the development of flexible learning pathways, such as online tutorials, that allow individuals to improve their skills at their own pace and on their own schedule.

Furthermore, future studies could expand on the therapeutic benefits of photography and videography by examining their long-term impact on mental health. Longitudinal studies could track how sustained engagement in these activities affects mental health outcomes such as anxiety, depression, and overall life satisfaction. Additionally, exploring the social dynamics of photography and videography communities could provide valuable insights into how group interactions contribute to emotional well-being and personal growth.

Overall, the results of this study indicate that photography and videography are much more than simple hobbies. These activities offer a range of benefits that contribute to well-being, creativity, personal growth, and social connections. Despite the challenges related to cost and time commitment, photography and videography have the potential to serve as powerful tools for enhancing mental and emotional health. By addressing these barriers and making these hobbies more accessible, we can encourage wider participation, leading to greater benefits for individuals and communities alike.

4. Conclusion

This study has explored the multifaceted impact of photography and videography on individuals' well-being, creativity, and personal growth. Over the course of this investigation, it became evident that these visual arts, once considered niche hobbies, have developed into powerful forms of self-expression with profound psychological, social, and developmental benefits. The findings suggest that engaging in photography and videography offers numerous advantages, including stress relief, increased happiness, skill development, enhanced confidence, and social connections. These activities provide individuals with unique avenues for personal expression and foster a sense of accomplishment, pride, and well-being.

One of the primary benefits of photography and videography is their ability to offer a creative outlet that allows individuals to express themselves and capture meaningful moments. Through the lens, hobbyists are able to document experiences, emotions, and unique perspectives that reflect their personal worldview. The act of creating something visually impactful has been shown to contribute significantly to personal satisfaction. When people engage in creative activities, such as composing a photograph or editing a video, they experience a sense of flow—a psychological state in which they feel deeply immersed in the task at hand (Csikszentmihalyi, 1990). This state of concentration can be an immensely fulfilling experience, leading to improved mental well-being and overall happiness.

Moreover, these activities offer a tangible sense of accomplishment. When individuals take on the challenge of mastering new techniques or experimenting with different styles, they experience a sense of progression and improvement. Learning to handle a camera, using editing software, or exploring different photographic techniques can provide a consistent opportunity for personal growth. Whether it's learning how to use manual settings on a camera or refining editing techniques for video production, the continual process of improving one's craft builds self-confidence and reinforces a sense of self-worth. This improvement also serves as a motivation, encouraging hobbyists to keep pushing their boundaries, setting new goals, and developing their skills.

The social benefits of photography and videography are equally important. These hobbies not only allow individuals to express themselves but also provide opportunities for building connections with like-minded people. In many cases, the act of taking photos or videos is shared within communities, whether through social media platforms like Instagram, YouTube, or TikTok, or through local photography clubs and online forums. These shared spaces encourage collaboration, feedback, and support, fostering a sense of belonging. Being part of a community that shares similar interests can contribute to feelings of solidarity, reducing loneliness and increasing an individual's sense of connection to others. Additionally, individuals who participate in photography or videography groups are often motivated to push their creative boundaries through the constructive feedback and encouragement they receive from their peers (Baird, 2019). These interactions not only improve skills but also enhance emotional well-being.

However, despite the numerous benefits, challenges still exist that may hinder some individuals from fully engaging in photography and videography. One of the most significant barriers is the cost of equipment. High-quality cameras, lenses, and editing software can be prohibitively expensive, particularly for those just starting out. This can create a sense of exclusion, as people may feel they are unable to participate in these hobbies without access to professional-grade tools. While smartphones have made a significant impact by providing users with the ability to capture high-quality images and videos, they are still limited compared to professional equipment in certain areas. Similarly, the time commitment required to develop the necessary skills and techniques can deter some individuals from pursuing photography and videography as a hobby. Balancing work, family, and personal commitments can make it challenging for people to dedicate the time needed to hone their craft.

Addressing these challenges can go a long way in making photography and videography more accessible to a broader audience. One potential solution is the development of more affordable equipment options. Companies could design entry-level cameras and editing tools that maintain a high level of quality while being budget-friendly. Additionally, flexible learning resources, such as online tutorials, community workshops, and free educational content, could be made more widely available. These resources would allow hobbyists to learn at their own pace, making the learning process less intimidating and more approachable. By lowering financial and time-based barriers, more individuals would be able to experience the benefits of these hobbies, regardless of their socio-economic status or schedule constraints.

In conclusion, photography and videography are valuable hobbies that can enhance well-being, foster creativity, and promote personal growth. These activities provide individuals with an outlet for self-expression, a sense of achievement, and a way to build meaningful connections with others. The creative process associated with photography and videography promotes a positive mental state, while the social aspects help combat loneliness and build a supportive community. Encouraging more people to engage in these activities can lead to healthier, more fulfilling lives and a greater appreciation for the art of visual storytelling.

Future research should continue to explore the holistic impacts of these hobbies on mental health, creativity, and social connectivity. Investigating the role of photography and videography in diverse cultural contexts could also provide deeper insights into how these activities influence different populations. Additionally, further studies could examine the effectiveness of various strategies designed to overcome the barriers to participation in these hobbies, ensuring that they remain accessible and inclusive for all. By continuing to support the growth of these art forms, we can ensure that photography and videography remain powerful tools for personal expression and social connection in the years to come.

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