

## Video interviews

Authors: Saif Osmani, Naima Bouteldja with contribution from Alessio Koliulis (London Fairville Lab)

Review: Agnès Deboulet

### Street markets and traders



**Roman Road Market**  
**Duration: 03:10 minutes**

*Figure 10: Roman Road Market, Screenshot, Source: Youtube, Fairville London Lab*

### Short Description

This creative methodology involves conducting video interviews within street markets to capture the perspectives of traders and shoppers through a dialogic approach. It serves to document various forms of displacement, challenges related to rent increases, reductions in market provision, community changes, and the impacts of land speculation on a micro level. This approach is particularly effective for understanding the diverse views on market dynamics and the effects of policy decisions on traditional street markets. It is most helpful when a visual and narrative snapshot of a specific context is needed to understand complex social and economic interactions. It is less

helpful when communities are resistant to being filmed due to concerns over gentrification and its potential consequences.

### When this method is helpful

- Documenting challenges faced by traders and shoppers.
- Capturing the impact of urban policy and development on traditional markets.
- Providing a platform for voices within the community to express their views and experiences.

### When it is less helpful

- Documenting challenges faced by traders and shoppers.
- In communities where there is a resistance to being filmed due to fears of gentrification or misrepresentation.
- When the presence of a camera may alter the behaviour or responses of participants.

**Tags/ Keywords:** Method, Street Markets, Video Interviews, Traders, Market Challenges, Gentrification, Community Impact, Urban Policy, Land Speculation.

### Who can use this method/ be involved?

Researchers, urban planners, community activists, documentary filmmakers, and journalists can use this method. It is suitable for anyone interested in exploring and documenting the dynamics of street markets and the experiences of those who operate and shop within them.

### Steps

1. Preparation: Define the objectives of the video interviews and select markets based on those objectives.
2. Recruitment: Approach traders and shoppers for interviews, explaining the purpose and use of the video.
3. Conducting Interviews: Use open-ended questions to capture detailed perspectives. Be mindful of the camera's impact on participants.
4. Editing: Compile the footage, ensuring that the narrative is coherent and reflects the diversity of views and experiences.
5. Analysis: Review the video content to identify common themes and insights related to market dynamics and community impacts.

### Resources and materials required



- Video recording equipment (camera, microphone)
- Permissions for filming
- Consent forms / consent from participants
- Video editing software

### Tips/ What to pay attention to

- Be aware of the sensitivity around filming in certain communities. Build trust and explain the project's goals.
- Pay attention to ethical considerations, ensuring participants understand how the footage will be used and have the option to opt out.
- Capture the broader context of the market environment to complement the interviews.

### Example of use

<https://www.youtube.com/watch?v=4AwVY9JPT2A>

(Note: This link is provided for educational purposes and is not for public distribution.)