Background and Context
Emotional Connection to Tobacco
Limitations of the Health Belief Model and Theory of Planned Behaviour in the Yolngu context

1. The assumption that a Yolngu individual has acquired the opportunities and resources to achieve the desired behavior regardless of intention (Burbank 2006).

2. The social marketing campaigns do not take into account that tobacco is a highly addictive substance requiring more than just motivation.

3. The assumption that cues to action is successful in encouraging people to quit smoking (Burbank 2006).

4. The social marketing campaigns do not acknowledge the cultural significance of tobacco in the community and in ceremonial practice (Robertson 2013).

5. They do not take into consideration environmental and economic factors that influence a Yolngu person’s smoking behavior (Robertson 2013).
Consumer Culture Theory

1. Consumer identity projects,
2. Marketplace cultures
3. The sociohistoric patterning of consumption and
Applied to Consumer Culture Theory

“with ethnography, insider and outsider views combine to provide deeper insights that would be possible by the ‘native’ alone. This two sided produces a third dimension that rounds off the ethnographic picture, which is a theoretical explanation of the phenomena under study. “

Hollbrook 1998
The challenges of Consumer Culture Theory in a visual practice


• Berger, W., & Mau, B. (2009). Glimmer


• Brymer, R. (1998). Hanging out with the good'ole boys, gangsters, and other disreputable characters: field research, quantitative research, and exceptional events. Doing Ethnographic Research: Fieldwork Settings, 143-162.Chicago


• Dunlop I. A Film Australia National Interest Program produced in association with the Australian Institute of Aboriginal and Torres Strait Islander Studies. © 2011 National Film and Sound Archive of Australia.


• Robertson, J., Pointing, B. S., Stevenson, L., & Clough, A. R. (2013). "We Made the Rule, We Have to Stick to It": Towards Effective Management of Environmental Tobacco Smoke in Remote Australian Aboriginal Communities. International journal of environmental research and public health, 10(10), 4944-4966.

• Senior KA, (2003), A Gudbala Laif? Health and Wellbeing in a remote Aboriginal community - what are the problems and where lies responsibility. University of Wollongong.