



# Visual Culture and Identity Formation among Youth in South Africa: A Mixed Methods Inquiry

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## Abstract

Visual culture plays a significant role in shaping identities among youth in South Africa, reflecting broader socio-political dynamics and cultural expressions. This study employs mixed methods, integrating a survey with focus groups to gather data from youth across various socio-economic backgrounds. Quantitative analysis focuses on demographic characteristics and visual consumption patterns, while qualitative analysis delves into perceptions and experiences related to identity formation through visual culture. Findings suggest that exposure to diverse forms of visual media significantly contributes to the development of complex identities among young South Africans, with themes emerging around cultural pride and social critique evident in media consumption. The study highlights the multifaceted nature of identity formation through visual culture, underscoring the importance of considering both individual experiences and broader societal contexts. Further research should explore longitudinal data to better understand how these identities evolve over time and across different life stages among youth in South Africa. Identity Formation, Visual Culture, Youth, South Africa, Mixed Methods Study

**Keywords:** *African Studies, Identity Theory, Ethnography, Visual Anthropology, Discourse Analysis, Qualitative Research, Quantitative Research*

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