

Photography

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

Interest over time

[Learn what these numbers mean](#)



Regional Interest

Shows general market interest online according to geographical location

Regional interest

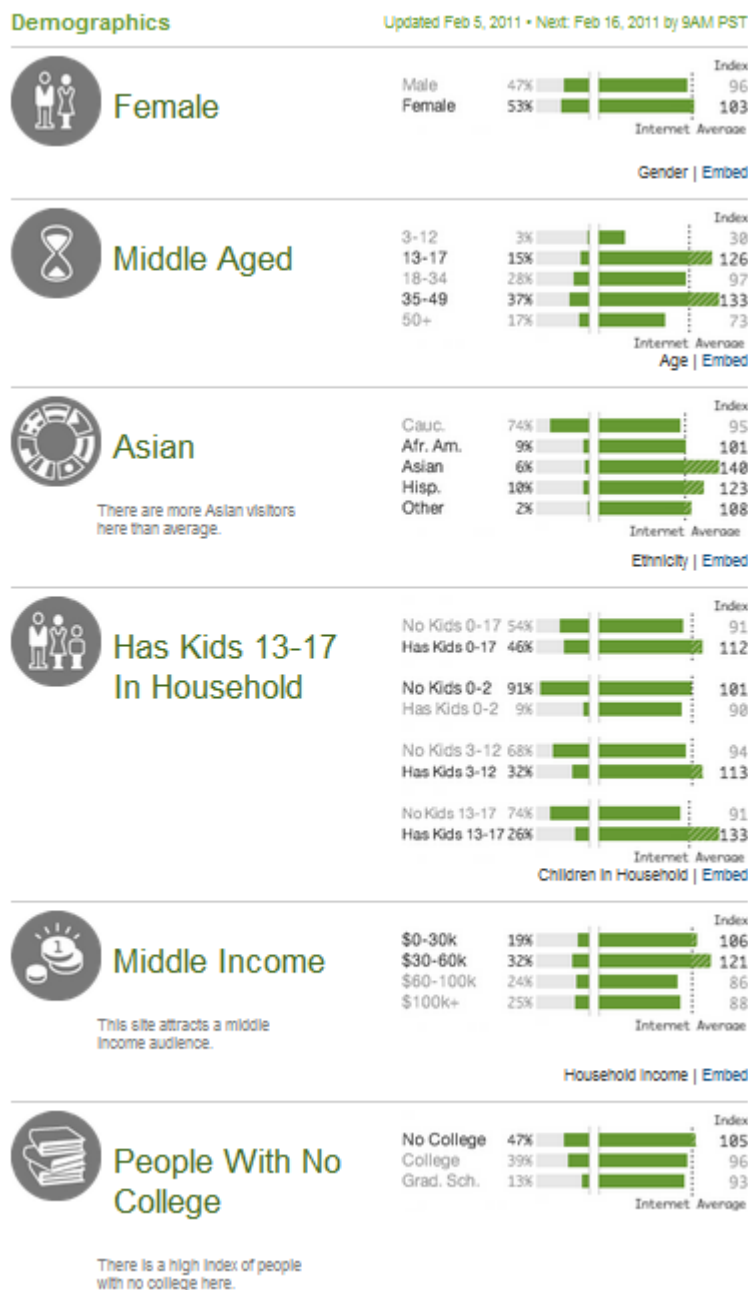
1.	Australia	100
2.	United States	97
3.	South Africa	76
4.	New Zealand	73
5.	Canada	73
6.	United Kingdom	72
7.	Ireland	61
8.	Singapore	54
9.	Philippines	52
10.	Trinidad and Tobago	41

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on Photography.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.





The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on refluxremedy.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



Audience Also Likes

Data Source: United States Monthly

Updated Jul 2010 • Delayed - Next: Feb 2011

	Affinity	
teens	1.7x	<div></div>
kids education	1.7x	<div></div>
fashion/cosmetics	1.6x	<div></div>
kids	1.6x	<div></div>
science & technology	1.6x	<div></div>
science/nature	1.5x	<div></div>
schools/universities	1.5x	<div></div>
communities/teens	1.5x	<div></div>
horoscopes	1.5x	<div></div>
parenting	1.5x	<div></div>
baby	1.4x	<div></div>
bridal	1.4x	<div></div>
technology	1.4x	<div></div>
discussion/chat	1.4x	<div></div>
nonprofit	1.4x	<div></div>



Frequently Asked Questions

- What is the difference between photography and digital photography?
- What is artistic photography and what is technical photography?
- What kind of photography lighting would be good for indoor fashion shots?
- What is the best camera for different types of professional photography?
- What kind of photography equipment do I need to start out with?
- What is a good beginning photography camera?
- What is a good practise to ensure your camera is always in good condition?
- How can i get into forensic photography without having to do forensic science as well?
- What chemical reactions are involved in photography?
- What is a good digital camera for up close photography?
- How does digital photography differ from traditional photography?
- What does the different lightings mean to each picture shot?
- What determines a good picture taken?
- How can you improve your taking shots skills?
- What kind of landscape is good for outdoor fashion shoot?
- What are the different types of camera available?
- How to know that the mode of taking pictures is suitable?
- What type of photography backdrop is used for different types of photography?

- How do you get inspirations to take pictures?
- What is a good camera brand for night photography?
- How do you make light photography with a digital camera?
- What lights do i need to start mobile/visiting photography?
- What are good tips for Modelling photography with a model?
- How should a photography portfolio be organized?
- How do vintage cameras work to bring out nice pictures?

Problems & Frustrations

- **Having problems with focusing**

I love to shoot portraits on my new camera to get a lot of nice background blur. The problem is, I am getting a lot of images with the wrong area in focus (say, the dress rather than the eyes) even though I have manually set my focus point. Very occasionally I also notice just general softness (no sharp part of the image) even though I am at a low ISO and high shutter speed. I had not noticed this problem previously when shooting with my old kit lens. Sometimes, the manual focus points do not exactly line up, so I have been putting the closest focus point over the eyes and depressing halfway, then shifting it ever-so-slightly to properly compose my frame, before depressing the shutter all the way. I've heard that the "rear lock" or "back button focus" might help with this focus problem I'm having, and then from others I've heard it will not work well when shooting larger apertures than f/4. I'm also wondering if the rear lock would help me to better focus jittery kids, even if I'm shooting so wide open. It seems that maybe if someone moved even a little bit after I set my rear focus lock, that it would be useless. When I get an image where the focus is on the eyes (or wherever I want it), I find the images with this new lens absolutely breathtaking. The problem is that my "miss" rate on focus is unacceptably high. I guess I'm just looking for any helpful hints or tricks for getting the proper focus on the proper area at a large aperture. I'm not sure if maybe there is something I am overlooking or the lens will take some getting used to, but I'd appreciate any input.

- **Unsure of lighting to use**

I would like to take portraits in ambient light without additional lighting. What time of the day would be best to do so?

- **Unsure of how to achieve effects found in other photos**

I have been taking pictures for a few years, owned top of the line point and shoot cameras for years as well as SLR cameras, I am just your usual photographer nothing fancy, read a few books learned a few tricks, try and get out every now and then and try something new. I usually just point and shoot the family and family dog etc, go on vacation and shoot the sights etc. I use different modes on my DLSR, I don't use Auto, I have a kit lens. However, whenever I look at photo sites such as flickr or magazines, I see the bright colors and sharp images, and I think to myself... Why don't any of my pictures come out like that? I don't use photoshop. Is that the problem?

- **Unsure of difference in quality for different image formats**

I came across several articles while searching for RAW vs JPEG. But still I am not able to reach at the conclusion as to which format is better. So, I just decided to go with the majority. Which format according to you is better - RAW or JPEG or TIFF (being offered by some of the latest cameras)?

Hi all, I know that for JPEGs the settings are already applied to the picture that I shot while the RAW files are not. However, I am still able to adjust the white balance or exposure for both types of files in Lightroom. So can someone explain to me what exactly is the advantage of using RAW during post processing?

- **Don't know the methods for making background objects in wide shot large**

I was wondering what methods are there for making background objects in a wide shot larger? With an SLR, is it only possible with a telephoto from far away (to achieve the same composition as the wide)? I heard of something in large format photography involving tilting the rear to manipulate object size, this is a feature specific to those cameras I believe and tilting the front, I assume, does not achieve the same results.

- **Don't know what settings are needed to create silhouette photographs**

I was highly impressed by the silhouette photographs posted on flickr. I have noticed that most of the silhouettes are shot during the sunset with either the birds, human figures, ships, etc being blackened to effectively show the outline of the subject. So, one thing is clear that you need to have the subject placed against the source of light in the background. But what about the camera settings? Will the auto mode take care of everything?

- **Need recommendations for camera and accessories**

Just wondering what would be the best camera for shooting pictures through glass? I love marine life, and I would love to be able to take better pictures of tanks when I visit aquariums. I have heard that DSLR is the way to go. Is this the best option? Any suggestions for a beginner?

I will be using a medium format camera for landscape and some nature shots during my trip to New Zealand next month. The only issue that I'm concerned with me is this: There are not

a lot of zooms that are made for these kind of cameras. What kind of prime lenses/teleconverters would you all suggest I use?

- **Difficulty in taking photos for others**

Even though I love photography, my biggest fear is being asked by friends and family to take their pictures. The problem, you ask? Most people have an inflated view of their looks and photogenic appearances. They are invariably disappointed with the results! Remarks such as "Ah, you spend so much time on photography, yet..." Then they proceed to talk about so and so who can take better pictures... I think much of it has to do with an over-inflated opinion of one's looks.

- **Fear of buying equipment that will never be used**

I read about redundancy and buying extra cameras as back-up but I rarely hear about doubling lenses. Should I get that, or is it redundant and paranoid to buy equipment that will never get used? How often does equipment spoil or fail, especially if you are taking pictures just about everyday?

- **Painting technique**

I seem to recall that when I saw this technique called painting with light demonstrated during a workshop a few years ago the result was an unusual, velvety look. But when I tried it last night, it didn't seem all that "different". I tried exposures of 30 seconds and of 6 seconds, but the look is pretty similar. I was wondering does the exposure time matter? Does the flashlight matter? Just how do I pull this off?

- **Cannot afford brand name lenses**

We all assume that brand name lenses are reliable and good quality. However, what technical factors will contribute to make a good lenes before test shooting? What I mean is before I test the lenes, can I tell by their written specifcations, glass elements, or other factors? What about third party camera lenses? I love brand name lenses but can't afford to get all my lenses at that price range.

- **No access to a studio**

I like portrait photography but I generally do not have access to a studio. However, by either using natural light or flash, I'm afraid that it would be unflattering on the subject. How do I take good portraits without studio lighting?

- **Need help taking food pictures in restaurants**

I want to take food pictures in restaurants for some blog posts. What's the best way to do this? I don't want to use a flash, which could annoy other customers. What would you recommend for a camera, how to deal with low lighting, etc?

- **Need help taking objects**

How do I take pictures of shiny objects like coins and arcade machines in environments where it's impractical to set up my own lights? Right now, I either take the picture at an angle or I turn off the flash and bump up the exposure time. Taking it at an angle doesn't really give me the picture I want and bumping up the exposure can result in a picture that's redder than it should be. The latter can also require a tripod if I need to bump it up too high. It'd be nice if there was a way to make the flash diffuse so that I could take a picture straight

on without having a little white star in the middle of the image. I know that there's a circular flash that goes on the end of the lens, but that would only work for small objects right? I've tried using a polarized filter, but I can't see any difference in the test pictures I've taken no matter which way I rotate the filter.

My wife runs a small shop selling bath and body products. She needs to take a load of pictures for her online store but would like them on a white background. In previous tests we have not been able to set up the shots so there is just enough light without washing out the object or having too much shadow. The question here is what is the best technique for for taking pictures so that they are on a white background?

- **Need help taking natural pictures of people in public**

I am interested in being able to take natural pictures of people in public. For example, I have seen photos in a subway where the subject seems completely unaware of the camera. What are the keys to doing unobtrusive photography? It seems like a wide-angle fixed lens camera would be able to give a very quick shot but you still have to get the camera out, bring it to your face and shoot. It would be quicker if the camera is already out but then people are going to be aware of it. The disguised cameras (lighters) probably won't solve the problem because they don't have good quality and you'll still have to do camera motions. It must be something in people's technique, but just what is it?

- **Camera functions**

I know that white balance in camera settings will determine the range of colors, but I don't understand what white balance bracketing is used for. It has two directions of colours from Blue to Red and from Magenta to Green, so what settings should I leave the white balance bracketing at? When should I use this function?

- **Unsure of what kind of filter to use**

I want to photograph a small waterfall at a local beauty spot and would like a few shots where the water is smooth. I understand this requires a slow shutter speed but when I have tried this previously, the image has been blown out. My question is which type of filter do I require, polarising or nd? If nd, which grade would you recommend? Also, does it matter which type of lens I use ?