

The Significance of Picture Mining in the Fashion and Design as a New Research Method

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Abstract : T Increasing attention has been paid to using pictures and photographs in research since the beginning of the 21th century in social sciences. Meanwhile we have been studying the usefulness of Picture mining, which is one of the new ways for a these picture using researches. Picture Mining is an explorative research analysis method that takes useful information from pictures, photographs and static or moving images. It is often compared with the methods of text mining. The Picture Mining concept includes observational research in the broad sense, because it also aims to analyze moving images (Ochihara and Edo 2013). In the recent literature, studies and reports using pictures are increasing due to the environmental changes. These are identified as technological and social changes (Edo et.al. 2013). Low price digital cameras and i-phones, high information transmission speed, low costs for information transferring and high performance and resolution of the cameras of mobile phones have changed the photographing behavior of people. Consequently, there is less resistance in taking and processing photographs for most of the people in the developing countries. In these studies, this method of collecting data from respondents is often called as 'participant-generated photography' or 'respondent-generated visual imagery', which focuses on the collection of data and its analysis (Pauwels 2011, Snyder 2012). But there are few systematical and conceptual studies that supports it significance of these methods. We have discussed in the recent years to conceptualize these picture using research methods and formalize theoretical findings (Edo et. al. 2014). We have identified the most efficient fields of Picture mining in the following areas inductively and in case studies; 1) Research in Consumer and Customer Lifestyles. 2) New Product Development. 3) Research in Fashion and Design. Though we have found that it will be useful in these fields and areas, we must verify these assumptions. In this study we will focus on the field of fashion and design, to determine whether picture mining methods are really reliable in this area. In order to do so we have conducted an empirical research of the respondents' attitudes and behavior concerning pictures and photographs. We compared the attitudes and behavior of pictures toward fashion to meals, and found out that taking pictures of fashion is not as easy as taking meals and food. Respondents do not often take pictures of fashion and upload their pictures online, such as Facebook and Instagram, compared to meals and food because of the difficulty of taking them. We concluded that we should be more careful in analyzing pictures in the fashion area for there still might be some kind of bias existing even if the environment of pictures have drastically changed in these years.

Keywords : empirical research, fashion and design, Picture Mining, qualitative research

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