

I. Grid analysis of consumer behaviours

Data are divided into main categories:

1. Representations

2. Practices

1. Representation are made of:

11. Perception and Opinion

111. A perception is what I see: it is blue

112. An opinion is what I think: I like, I don't like blue

12. Imaginary or Symbolic

It is the meaning I give to something, an object or a thing, in a non realistic point of view: the white is the symbol of purity in some countries or means death in Japon, for instance.

II. Collecting data

1. Interviewing people

11. Individual or group

111 Focusing on representation and practices

2 Observing people

22. Individual or group

221. Focusing on practices 1

III. Using photos

1. Illustrating a field study report

2. Photo elicitation

21. Showing the photo to the interviewed individual

22. Showing the photo to other people

3. Photo as gathered data

Observing more details on the picture as a further information technic

4. Photos taken by the individuals

They explain why they took them

5. Photos of souvenir from the family or other activity

6. Semiology of photo