Research Technique Analysis

AAD630

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For my research assignment, I am interested in advertising. But I know this is a very wide range of topics. I searched many reference through the Google scholar, finding the article used the Art Full Text. I look up some article which I interested in.

The first one named: *Impact of Product Pictures and Brand Names on Memory of Chinese Metaphorical Advertisements.* Written by two person:
Pinchang Lin and Chaoming Yan.

About the research method, I choose the participant observation: Participant observation is one type of data collection method typically done in the qualitative research paradigm. It is a widely used methodology in many disciplines, particularly cultural anthropology and European ethnology, less so in sociology, communication studies, human geography and social psychology.

The researcher according to a criteria to selected which require that all the participants received professional training in design. The professional knowledge let the participants has more sensitive to visual images than average individuals and better able to concretely describe their thoughts about the metaphorical pictures and to convey comprehensive opinions based on the scale of the questionnaire designed for the study. So, the researcher selected undergraduate and graduate students which at least two years of study in visual design-related departments at three universities in northern Taiwan. At first researchers found 150 persons participated in the study; their ages ranged from 20 to 27. After the experiment, three questionnaires were found to be invalid and were eliminated, remained 147 valid questionnaires include 78 male and 69 female.
In the experiment, the researchers must developed a set of effective rules to require participants. Because it can help the experiment has effectively test and study. So, all participants required that were not allowed to discuss anything with any other participants.When participants proceeded from one question to the next, they could not go back and revise their answers to any previous questions. They also were not allowed to view any questions in advance.

From the whole experiment, I believe that as researchers, they needs to do the pre-selected position, like what kind of person are suitable to participate in the study as a participant to do the survey. They also needs to made the experimental plan and process. These can help researchers get better results and has an efficient work.

Let participants in research surveys, questionnaires are essential element. In this article, the researchers also introduce questionnaire design and scoring mode. The contents of the questionnaire and the scoring modes for the study were determined in accordance with questionnaires designed by Norris and Colman (1992, 1993), Norris, Colman, and Aleixo (2001), and Norris et al. (2003). The five main subjects of the questionnaire included 32 sorted crossheads, with the answer level of each crosshead stipulated according to relevant studies and the scoring scale for the content of the answers provided.

The second method I choose Survey methodology: A field of applied statistics, survey methodology studies the sampling of individual units from a population and the associated survey data collection techniques, such as questionnaire construction and methods for improving the number and accuracy of responses to surveys.

In order to study this method, I choose the reference named: *Cross-Cultural Examination of Women's Fashion and Beauty Magazine Advertisements in the United States and South Korea.* Also written by two person: Jaehee Jung, Yoon-Jung Lee.

For the content analysis used in this study, researcher selected popular fashion and beauty magazines using pilot surveys. They choose fifty undergraduate female students which come from the United States, studied in a mid-Atlantic university; sixty in a private university in Seoul, South Korea. Researchers asked them about the the fashion and beauty magazines which the students are read most frequently. The survey shows that *Vogue, Elle, and CéCi* for Koreans; *Glamour, Vogue, and Elle* for Americans are both the top 3 popular magazine. The researchers according to the magazines publishers of report about the data, the magazines chosen from the United States represent a few of the most popular fashion and beauty magazines in the country, with circulation figures of 2,371,986 for Glamour, 1,260,316 for Vogue, and 1,054,447 for Elle (Magazine Publishers of America).

The researchers also used the coding to counted all ads for product/service types. The data were analyzed using the chi-square(χ2) statistic, independent samples t tests, and descriptive statistics. The chi-square was used to compare distributions of categorical variables in coding the magazine contents between the two countries. Of the total 4,726 advertisements (2,332 from the United States

and 2,394 from Korea), 3,490 included at least one female model (United States = 1,551, Korea = 1,939). The chi-square figures generated by cross tabulation indicated significant differences between the two countries in terms of all coding categories except for the model's touch.

Table 1. Product Types:

	United States		Korea		Total	
	N	%	N	%	N	%
Body-related products/ services(total)	2019	86.6	2287	95.5	4306	91.1
Clothing	574	24.4	1086	45.5	1660	35.1
Accessories	549	23.5	314	13.1	863	18.3
Beauty	381	16.3	410	10	791	16.7
Diet food/pills/services	26	1.1	10	0.4	36	0.8
Plastic surgery	16	0.7	4	0.2	20	0.4
Brand/store	158	6.8	356	14.9	514	10.9
Non-cosmetic chemicals	280	12.0	53	2.2	333	7.0
Others	35	1.5	54	2.3	89	1.9
Non-body-related products/services	313	13.4	107	4.5	420	8.9
Total	2332	100.0	100.0	4726	4726	100.0

Note: $\chi 2 = 572.68$, df = 8, $p < 0.001$ (across all categories).

Part 3 Hypothetical

Began to start the research, I need to identify my topic of the research. Not a wide range of the topic, I should start from the direction of my interest, browse the literature, looking for some help to determine the direction of inspiration. While I determined my theme of the research, I need to do a lot of investigation advanced.

The first research method I used is participants observation. Like the *Impact of Product Pictures and Brand Names on Memory of Chinese Metaphorical Advertisements* written, for the better results, they selected the survey is the result of rigorous thinking, then they selected undergraduate and graduate students which at least two years of study in visual design-related departments. So they require all the participants has professional backgrounds. So if I do the participants observation, I want to divided two group of person who involved in the investigation. First group who have professional academic backgrounds, such as people who worked in advertising, studied fine arts, visual arts, advertising and other related professional groups. Second group, I would choose the participants who have no academic background, such as a general audience. In the process of the participants observation, I need to make a specific plan and rules to require all the participants. For different groups, making a different survey questions; According to their background using a different order. Whether researcher or participants can be very objective investigation to turn their ideas into research. So the result can be quantified out and I can gain the better result to help me statistic and analysis.

The second research method I used Survey Methodology. In the same way, Survey Methodology also need selected the person who are suitable to do the survey. Like *Cross-Cultural Examination of Women's Fashion and Beauty Magazine Advertisements in the United States and South Korea* written, the researchers choose fifty the USA students and sixty South Korea students. Through the survey they finger out three magazine which they always read and more like it. If I do the survey, I can obtain the original data. Then resulting the data were analyzed, discussed, thereby obtaining a research method on the study of knowledge. Survey Methodology be able to collect a lot of information at the same time, easy to use, and highly efficiency, so I need to categories the results and participants of survey.

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