# Norms & Values: Basic Human Values

**Openness to change***Self-Direction:*Independent thought and action—choosing, creating, exploring.  
*Stimulation:*Excitement, novelty and challenge in life.

**Self-enhancement***Hedonism:* Pleasure or sensuous gratification for oneself.  
*Achievement:*Personal success through demonstrating competence according to social standards.  
*Power:* Social status and prestige, control or dominance over people and resources.

**Conservation***Security:*Safety, harmony and stability of society, of relationships, and of self.  
*Conformity:*Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social norms.  
*Tradition:*Respect, commitment, and acceptance of the customs and ideas that one’s culture or religion provides.

**Self-transcendence***Benevolence:*Preserving and enhancing the welfare of those with whom one is in frequent personal contact (the ‘in-group’).  
*Universalism:*Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.

**(Un)Relatable persons** (scores are for most related with persons; take reverse for least related with)

*Eminem:* Openness++

*Bob Marley:* Transcendence++

*Johnny Rotten:* Conservation- -; Openness+

*David Beckham:* Enhancement++

*Mick Jagger:* Conservation++

*Siouxsie Sioux:* Openness++

*Tony Hawk:* Transcendence++

*Joe Rogan:* Enhancement++

*Kurt Cobain:* Conservation++

*Usain Bolt:* Openness++

*Neil deGrasse Tyson:* Transcendence++

*Kylie Jenner:* Enhancement++

**Brand/Store preferences** (scores are for most preferred brand; take reverse for least preferred)*Most favourite*

*H&M:* Conservation++

*Nike:* Conservation+

*Ralph Lauren:* Enhancement+

*Gucci:*  Enhancement++

**Production processes**

*Democratic Design:* Transcendence++  
*Local:* Transcendence++

*Natural:* Transcendence+

*Craftsmanship* Openness++

*Innovative:* Openness++

*Low Price:* Conservation++

*No preference:* Conservation+; Transcendence-; Openness-

# Personality: Big Five personality traits (OCEAN)

The Big Five personality traits theory is a suggested taxonomy, or grouping, for personality traits. It is defined by five labels. (<https://en.wikipedia.org/wiki/Big_Five_personality_traits>)

**Negative relation Positive relation**

* **Openness to experience:** consistent/cautious vs. inventive/curious
* **Conscientiousness:** extravagant/careless vs. efficient/organised
* **Extraversion:** solitary/reserved vs. outgoing/energetic
* **Agreeableness:** critical/rational vs. friendly/compassionate
* **Neuroticism:** resilient/confident vs. sensitive/nervous

**Music (from** [**https://dl.acm.org/doi/pdf/10.1145/3079628.3079693**](https://dl.acm.org/doi/pdf/10.1145/3079628.3079693)**)**

Green = + | Green Bold= ++ | Yellow = -

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *O* | *C* | *E* | *A* | *N* |
| *Classical* | **.136** | -.037 | -.064 | -.032 | .000 |
| *Country* | **.106** | -.049 | -.002 | **.104** | -.012 |
| *EDM* | .077 | -.029 | .034 | -.033 | -.002 |
| *Jazz* | **.139** | -.007 | .042 | .031 | -.061 |
| *Metal* | -.031 | -.023 | -.076 | -.069 | -.001 |
| *Pop* | -.034 | .035 | .056 | .056 | -.030 |
| *Punk* | .002 | -.061 | -.020 | .001 | .030 |
| *Rap* | -.019 | -.017 | **.129** | .008 | -.049 |
| *R&B* | -.002 | .026 | **.103** | .021 | -.012 |
| *Rock* | -.055 | -.016 | -.072 | -.017 | .057 |

**Environment** (scores are for most preferred environment; take reverse for least preferred)

*At home on a couch near a fireplace:* O-- C++ E-- A+ N+

*Walking your dog in the forest:* O+ C+ E- A- N-

*At a big party with friends:* O++ C- E++ A+ N-

**Trends**(scores are for most preferred trend; take reverse for least preferred)

*Supercharged Simplicity:* O- C++ E- A+ *N+*

*Rerooted Nature:* O+ C+ E- *A- N-*

*Awestruck:* O++ C- E++ A+ N-

**Clothing choice (x5)**

*Something comfortable* O-- C++ E-- A+ N+

*Something casual* O- C+ E- A+ N-

*Something fashionable* O+ C- E+ A- N-

*Something luxurious* O++ C-- E++ A- N+

**Brand/Store preference** (scores are for most preferred brand; take reverse for least preferred)

*H&M:* O- C++ E-- A+ N--

*Nike:* O- C+ E+ A+ N+

*Ralph Lauren:* O+ C- E+ A- N+

*Gucci:* O+ C-- E++ A- N++

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# Subculture

|  |  |  |  |
| --- | --- | --- | --- |
| Athlete | Footballer | Hip-hop | Punk |
| Biker | Geek | Hipster | Rocker |
| Bro / Chav / Lad | Goth | Influencer | Skater |
| Emo | Grunge | Minimalist | Surfer |

**Music**

It is assumed that the following subcultures do not have a strong correlation with a music genre:

Minimalism, athlete, football, bro/chav/lad, geek/nerd, and influencer

*Classical:* Geek++ Emo+

*Country:* Biker+

*EDM:* ???

*Jazz:* ???

*Metal:* Grunge+++ Rocker++ Goth++ Punk+ Emo+

*Pop:* ???

*Punk:* Punk+++ Rocker+ Goth+

*Rap:* HipHop+++ Skater+

*R&B:* HipHop++ Surfer+

*Rock:* Rocker+++ Biker++ Emo++ Grunge++

**(Un)Relatable persons** (scores are for most related with persons; take reverse for least related with)

*Eminem:* HipHop+++

*Bob Marley:* Hipster++ Minimalist++ Skater+ Surfer+

*Johnny Rotten:* Punk+++ Rocker+ Goth+

*David Beckham:* Footballer+++ Athlete++ Influencer+

*Mick Jagger:* Rocker+++ Biker++

*Siouxsie Sioux:* Goth+++ Emo++ Rocker+

*Tony Hawk:* Skater+++ Surfer++ Athlete+

*Joe Rogan:* Bro+++

*Kurt Cobain:* Grunge+++ Emo++ Rocker+ Punk+ Goth+

*Usain Bolt:* Athlete+++ Footballer+

*Neil deGrasse Tyson:* Geek+++

*Kylie Jenner:* Influencer+++ HipHop+

**Clothing choice (x5)**

*Smt. comfortable* Minimalist++ Geek+Skater+

*Smt. casual* Footballer+ Hipster+Rocker+ Biker+ Surfer+

*Smt. pretty* Athlete++ Influencer+ HipHop+

*Smt. luxurious* Influencer+++

**Brand/Store preferences** (scores are for most preferred brand; take reverse for least preferred)

*H&M:* Biker/Emo/Geek/Goth/Grunge/Hipster/Minimalist/Punk/Rocker+

*Nike:* HipHop++ Athlete++ Footballer++ Skater+ Surfer+

*Ralph Lauren:* Influencer++ Bro++ Footballer+ Athlete+

*Gucci:* Influencer+++ Bro++ HipHop+

# Sustainability

Low concern for sustainability 🡪 Average concern for sustainability 🡪 High concern

**How often do you buy new glasses?**

*Every 2 years or more:*  Sustainability+

*Once a year:* No influence

*Multiple times a year:* Sustainability-

*This is the first pair I am buying;* No influence

**Do you regularly wear or wish to wear multiple glasses?**

*No, only one:* Sustainability+

*Yes, two:* Sustainability-

*Yes, three or more:* Sustainability- -

**What production process would you prefer for your glasses?**

*Democratic Design:* Sustainability+  
*Local:* Sustainability++

*Natural:* Sustainability++

*Craftsmanship:* No influence

*Innovative:* No influence

*Low Price:* No influence

*No preference:* Sustainability-

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# Clothing Style

Colourful (vs. Bland)

Luxurious (vs Casual)

Outspoken (vs Conservative)

Fashionable (vs Timeless)

Informal (vs. Formal)

**Music**

*Classical:* Colourful-- Luxurious+ Outspoken-- Fashionable- Informal--

*Country:* Colourful+ Luxurious- Outspoken- Fashionable- Informal-

*EDM:* Colourful+ Luxurious- Outspoken+ Fashionable+ Informal+

*Jazz:* Colourful- Luxurious+ Outspoken- Fashionable- Informal-

*Metal:* Colourful-- Luxurious-- Outspoken- Fashionable-- Informal+

*Pop:* Colourful++ Luxurious+ Outspoken+ Fashionable++ Informal-

*Punk:* Colourful- Luxurious-- Outspoken++ Fashionable-- Informal++

*Rap:* Colourful+ Luxurious- Outspoken+ Fashionable+ Informal+

*R&B:* Colourful- Luxurious+ Outspoken+ Fashionable+ Informal+

*Rock:* Colourful-- Luxurious- Outspoken- Fashionable- Informal+

**Clothing choice (x5)**

*Smt. comfortable* Colourful- Luxurious-- Outspoken-- Fashionable-- Informal++

*Smt. casual* Colourful- Luxurious- Outspoken- Fashionable- Informal+

*Smt. pretty* Colourful+ Luxurious+ Outspoken+ Fashionable+ Informal-*Smt. luxurious* Colourful++ Luxurious++ Outspoken++ Fashionable++ Informal-

**Brand/Store preferences** (scores are for most preferred brand; take reverse for least preferred)

*H&M:* Colourful+ Luxurious- Outspoken- Fashionable+ Informal-

*Nike:* Colourful- Luxurious-- Outspoken+ Fashionable- Informal++

*Ralph Lauren:* Colourful++ Luxurious+ Outspoken+ Fashionable++ Informal--

*Gucci:* Colourful++ Luxurious++ Outspoken++ Fashionable++ Informal+

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# Trends

Supercharged Simplicity

Rerooted Nature

Awestruck

**Environment** (scores are for most preferred environment; take reverse for least preferred)

*At home on a couch near a fireplace:* Supercharged Simplicity++

*Walking your dog in the forest:* Rerooted Nature++

*At a big party with friends:* Awestruck++

**Trends** (scores are for most preferred trend; take reverse for least preferred)

*Supercharged Simplicity:* ++

*Rerooted Nature:* ++

*Awestruck:* ++

**Brand/Store preference** (scores are for most preferred brand; take reverse for least preferred)

*H&M:* S. Simplicity++ R. Nature X Awestruck-

*Nike:* S. Simplicity-R. Nature XAwestruck+

*Ralph Lauren:* S. Simplicity- R. Nature X Awestruck+

*Gucci:* S. Simplicity-- R. Nature X Awestruck++

**How often do you buy new glasses?**

*Every 2 years or more:*  S. Simplicity++ R. Nature+ Awestruck-

*Once a year:* S. Simplicity+ R. Nature+ Awestruck-

*Multiple times a year:* S. Simplicity-- R. Nature- Awestruck+

*This is the first pair I am buying;* No influence

**Do you regularly wear or wish to wear multiple glasses?**

*No, only one:* S. Simplicity++ R. Nature+ Awestruck-

*Yes, two:* S. Simplicity- R. Nature- Awestruck+

*Yes, three or more:* S. Simplicity-- R. Nature-- Awestruck+

**What production process would you prefer for your glasses?**

*Democratic Design:* S. Simplicity++ R. Nature+ Awestruck X  
*Local:* S. Simplicity+ R. Nature++ Awestruck X

*Natural:* S. Simplicity X R. Nature++ Awestruck X

*Craftsmanship* S. Simplicity+ R. Nature X Awestruck+

*Innovative:* S. Simplicity X R. Nature X Awestruck++

*Low Price:* S. Simplicity- R. Nature X Awestruck-

*No preference:* S. Simplicity X R. Nature-- Awestruck-

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# Relation of frames with style

*No, purely functional 🡪 Yes, part of style 🡪 Definitely, part of me*

**In what scenarios do you NEED to wear glasses (to see better)?**

*While reading: -*

*In front of computer: -*

*Driving a car:* +

*In class / At presentations:* +

*All of the above:* ++

*Aesthetic purposes* ++

**Why do you normally buy new glasses?**

*Worsened eyesight* --

*Renew style* ++

*First pair* No influence

**Do your glasses relate to your style?**

*No, purely functional* ----

*Yes, part of style* ++

*Definitely, part of me* ++++

**How often do you buy new glasses?**

*Every 2 years or more:*  No influence

*Once a year:* +

*Multiple times a year:* ++

*This is the first pair I am buying;* No influence

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# Concern about style frames

Low concern 🡪 Average concern 🡪 High concern

**Clothing choice (x5)**

*Smt. comfortable* --

*Smt. casual* -

*Smt. pretty* +

*Smt. luxurious* ++

**Why do you normally buy new glasses?**

*Worsened eyesight* --

*Renew style* ++

*First pair* No influence

**Do your glasses relate to your style?**

*No, purely functional* --

*Yes, part of style* +

*Definitely, part of me* ++

**How often do you buy new glasses?**

*Every 2 years or more:*  No influence

*Once a year:* +

*Multiple times a year:* ++

*This is the first pair I am buying;* No influence

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