

## Appendix (A)

Blue = audio-focused consumer

Yellow = fashion-focused consumer

Topic 1: headphone amps ; become painful ; every song ; extremely comfortable ; ear without ; phones seem ; really awesome ; tv show ; 5 year ; retail price ; still comfortable ; first get ; sounds coming ; long lasting ; hours per ; headphones seemed ; still sounds ; can put ; long list ; absolute steal ; never used ; 600 ohms ; whole head ; full price ; almost seem ; right now ; half hour ; without music ; particular set  
**yuppies**

Topic 2: smallest size ; ill start ; think twice ; volume level ; y style ; volume buttons ; expect anything ; headband pad ; bass response ; past couple ; lower price ; time wearing ; solid state ; never thought ; apple ipod ; great bass ; tight bass ; quite nice ; regular basis ; huge head ; coiled cord ; ill see ; also love ; work perfectly ; get another ; even wear ; low end ; larger ear ; just wish  
**disenfranchised**

Topic 3: started cut ; can always ; new toy ; closed headphone ; surrounding noise ; one year ; long lasti ; bose headphones ; recording engineer ; cant believe ; great ear ; really loud ; right headphone ; expensive ear ; many review ; audio pro ; pretty loud ; bike riding ; side wire ; 15 minutes ; outside world ; nothing less ; many hours ; ones daily ; good price ; just going ; great though ; superior sound ; onkyo home  
**pragmatists**

Topic 4: end headphones ; low quality ; still worth ; excellent headphone ; hd 580 ; local best ; will come ; pretty high ; immediately felt ; mid range ; will need ; hearing aids ; casual listening ; high treble ; walk around ; just needed ; ear design ; 3 star ; great pair ; lower quality ; first head ; everything sounds ; just great ; ill get ; bose ear ; headphone cord ; many reviews ; can produce ; phones cost  
**purists**

Topic 7: many reasons ; durable headphones ; cheap build ; especially considering ; blue moon ; just received ; incredibly comfortable ; battery runs ; powerful amp ; good bass ; effective noise ; sony nc ; just ok ; 650 will ; overall product ; ill go ; 202 mk ; cord around ; plastic part ; proper amp ; home listening ; 9 months ; still good ; philips headphones ; will give ; great head ; stay away ; much easier ; proprietary locking  
**pragmatists**

Topic 8: cups swivel ; 650 will ; good set ; can tell ; good can ; black friday ; phones cost ; buds falling ; old headphones ; customer service ; many reasons ; powerful amp ; highs sound ; great earphones ; one product ; bottom end ; lower quality ; headphones come ; watching tv ; rubber around ; blue moon ; cancel noise ; ear beats ; get used ; bit muffled ; long hours ; recommended buy ; mostly use ; bought ear  
**disenfranchised**

Topic 10: sony nc ; long lasti ; much nicer ; one next ; will need ; first time ; particularly good ; new version ; regular ear ; work properly ; sound im ; ones go ; pretty annoying ; headphones back ; can tell ; headphones actual ; great ear ; separate headphone ; just think ; newer version ; 3 stars ; originally purchased ; worth buy ; beats pro ; still work ; can put ; easily worth ; come apart ; will cost  
**yuppie**

Topic 14: powerful amp ; 5 bucks ; music sound ; ear rather ; personal preference ; extra long ; must buy ; headphone amps ; 10 minutes ; quality headphone ; tv show ; especially considering ; 10 times ; ever feel ; thing like ; quality dac ; higher price ; definitely can ; rd get ; flexible earhook

; comfort b ; will work ; first time ; nice long ; sensitive ear ; concert hall ; four months ; sound wise ; source material  
**pragmatist**

Topic 16: incredibly comfortable ; much every ; first listening ; local best ; cotton balls ; background music ; best fit ; high school ; use even ; audio control ; come close ; fiio e09k ; bose qc15s ; noisy environment ; just wish ; 90 degree ; always seem ; get headphones ; comfortable head ; find better ; better price ; actual speaker ; might just ; favorite headphones ; bit loose ; canceling technology ; provided y ; detachable cord ; many reviews  
**pragmatist**

Topic 18: long lasti ; can produce ; everyday use ; higher price ; amazing quality ; ear muffs ; hd 650 ; ear cushion ; might just ; sound really ; still get ; surprisingly good ; u want ; newer model ; customer support ; headphone amplifier ; pair last ; carrying pouch ; really help ; recorded music ; will become ; good amp ; much like ; extended use ; side stopped ; head size ; like people ; excellent customer ; best choice  
**yuppie**

Topic 19: better investment ; time listen ; ipod classic ; can always ; range sounds ; quite nice ; sound decent ; right back ; extra bass ; dt 770 ; music sound ; actual speakers ; low volume ; office environment ; great buy ; medium size ; great headphones ; around 5 ; can lose ; will hold ; mp3 players ; base response ; gladly pay ; can handle ; decade ago ; without worrying ; closed headphone ; work good ; product line  
**pragmatist**

Topic 20: closed headphone ; one even ; laid back ; incredibly comfortable ; thing like ; several time ; aux chord ; low end ; headphones absolute ; first get ; sound nice ; 2 days ; much cheaper ; sound setup ; still using ; music collection ; sound much ; modern music ; two things ; loud music ; phones can ; first got ; just say ; never really ; audio cables ; jds labs ; still working ; unless someone ; might get  
**pragmatist**

Topic 22: incredibly comfortable ; long lasti ; natural sound ; worth noting ; tried several ; end getting ; amazon prime ; rubber ear ; phones cost ; cell phone ; fiio e12 ; sound absolutely ; sansa clip ; will really ; headphones make ; get rid ; rubber ring ; will need ; 650 headphone ; large ears ; still worked ; largest size ; musical fidelity ; ill get ; hear every ; good product ; quality headphone ; hearing aids ; y style  
**PURIST**

Topic 23: incredibly comfortable ; closed headphone ; enough volume ; absolutely perfect ; 15 year ; extra money ; product line ; lower price ; hd 558 ; ill probably ; superior sound ; schiit modi ; mid range ; headphones lasted ; velour ear ; extremely comfortable ; good job ; think twice ; open can ; will improve ; whole ear ; sound decent ; can always ; pretty decent ; even though ; clear treble ; bike riding ; ear part ; dropped mine  
**pragmatist**

Topic 25: long lasti ; worth noting ; hard rock ; good amp ; time wearing ; first time ; will actually ; also bought ; sony nc ; 2 hour ; third part ; 10 stars ; headphones perfectly ; first thing ; hours per ; like ear ; max volume ; listening period ; really help ; light pressure ; quite big ; several pairs ; purchase another ; watch netflix ; surrounding noise ; casual listening ; can always ; y style ; money well  
**yuppies**

Topic 26: closed headphone ; long lasti ; many brands ; expect anything ; will still ; one just ; great sound ; side stopped ; low end ; cancellation headphones ; hours per ; time wearing ; past couple ; great sounding ; 15 minutes ; physical activity ; little ear ; phones will ; sound even ; phones dont

; style headphones ; can produce ; just enjoy ; xonar stx ; home studio ; lower frequencies ; apple ipod ; build quality ; ive listened  
**yuppie**

Topic 28: also think ; especially considering ; two year ; go ahead ; individual instruments ; never thought ; 650 sounds ; can tell ; much nicer ; black friday ; ones great ; plugged directly ; produce great ; 1 star ; air vents ; stopped working ; first day ; hd 555 ; one side ; year now ; loud music ; made sure ; good bass ; ill update ; long lasti ; ear start ; short time ; watch movies ; quality issues  
**pragmatist**

Topic 29: closed headphone ; really help ; buds falling ; will get ; great sounding ; time wearing ; side stopped ; bass response ; foam covers ; right back ; phones tend ; low end ; well recorded ; amp like ; can also ; phones seem ; retail store ; headband pad ; 15 minutes ; last forever ; can handle ; can use ; will fall ; 20 dollar ; best bet ; cancel noise ; best noise ; 650 will ; great speakers  
**disenfranchised**

Topic 30: also think ; much nicer ; getting tired ; cord around ; can even ; good amp ; poor quality ; recommended buy ; great job ; can actually ; decent amplifier ; reasonable volume ; rubber ear ; get head ; can take ; pretty high ; got used ; little small ; beautiful sound ; 650s sound ; ear design ; barely feel ; far superior ; amazing headphones ; transient response ; 8 hour ; 3 star ; back headphones ; outside world  
**purist**

Topic 31: cancel noise ; buds falling ; headphones make ; good bass ; buy bose ; quite long ; 650 headphone ; magnetic headphones ; home listening ; ever made ; regret buying ; will get ; perform well ; audiophile quality ; bottom end ; quiet room ; anytime soon ; falling apart ; got used ; just ok ; replacement ear ; several hours ; headphones perfectly ; warm sounding ; removable cord ; go ahead ; just make ; moda xl ; beyerdynamic dt880  
**pragmatist**

Topic 32: first tried ; much high ; hard rock ; cancel noise ; worth noting ; quite long ; much full ; little bit ; lower frequencies ; lower quality ; producing sound ; like hearing ; different brands ; nothing better ; used around ; perform well ; much nicer ; 3 star ; amp like ; headphones absolutely ; qc 15 ; sounds like ; surrounding noise ; passive noise ; low quality ; amazing headphones ; higher priced ; new things ; can become  
**purist**

Topic 34: incredibly comfortable ; long lasti ; y style ; first time ; volume level ; lower price ; times even ; will make ; tried several ; crisp sound ; enough bass ; past couple ; audio pro ; ot drown ; never used ; battery runs ; think twice ; volume buttons ; feel comfortable ; low end ; one just ; low e ; end headphones ; background noise ; professional headphones ; without sacrificing ; one talks ; headband pad ; sound fine  
**pragmatist**

Topic 36: earhook headphones ; loud music ; headphones perfectly ; home without ; type headphones ; bose ear ; 1 star ; air vents ; sound wonderful ; base response ; new version ; cancel noise ; also think ; times even ; headphones will ; headset like ; longer periods ; recommended buy ; effective noise ; crappy sound ; sound leak ; ear pieces ; get accustomed ; will love ; go ahead ; music listener ; come apart ; noticeable difference ; couple hundred  
**disenfranchised**

Topic 37: old ones ; much noise ; best thing ; quickly became ; cups swivel ; largest size ; 650 will ; will hold ; comfort 15 ; excellent sound ; great sound ; without sacrificing ; larger head ; price bracket ; great price ; watch movies ; bose sound ; mostly just ; just needed ; excellent

headphone ; first head ; home listening ; really go ; portable use ; less comfort ; sound leaks ;  
high quality ; candy ear ; old headphones  
**pragmatist**

Topic 39: amazing headphones ; immediately felt ; poor quality ; many hours ; reference quality ;  
good price ; 3 star ; bike riding ; started cut ; pair f ; return window ; regret buying ; pretty high ;  
outside world ; just ok ; ill get ; listening period ; quality material ; sony nc ; skull candy ; just want  
; can also ; 9 months ; sound engineers ; can expect ; many review ; like ear ; bose headphones ;  
will come  
**purist**