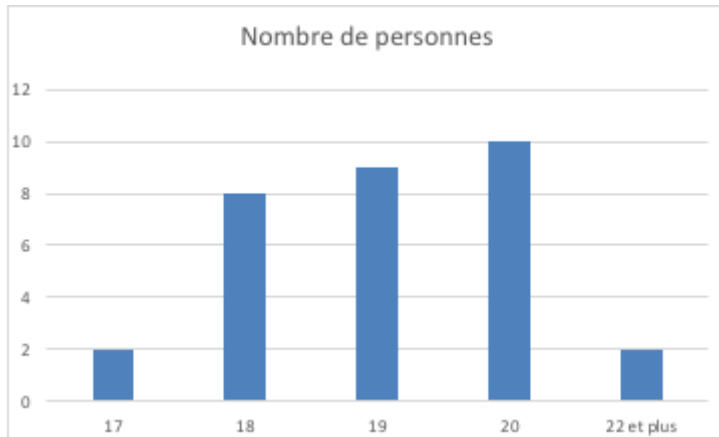


Digital Project :

Based on a sample of 34 volunteers from Sciences Po campuses who replied to our survey, many big trends stand out:

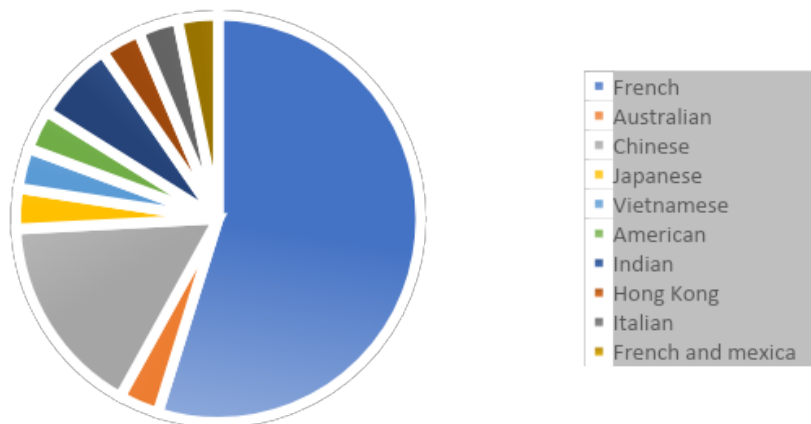
First, as illustrated in the following graphs:



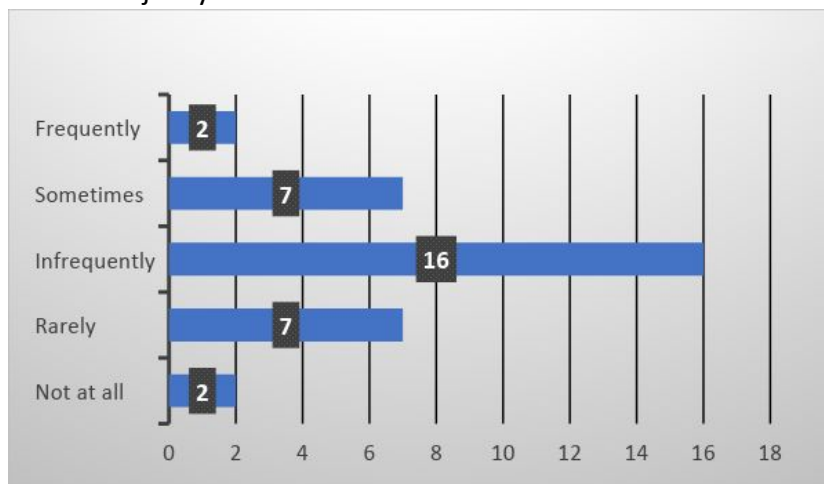
Most of them are between 18 years and 20 years.

N

Number of people



A clear majority of them are French

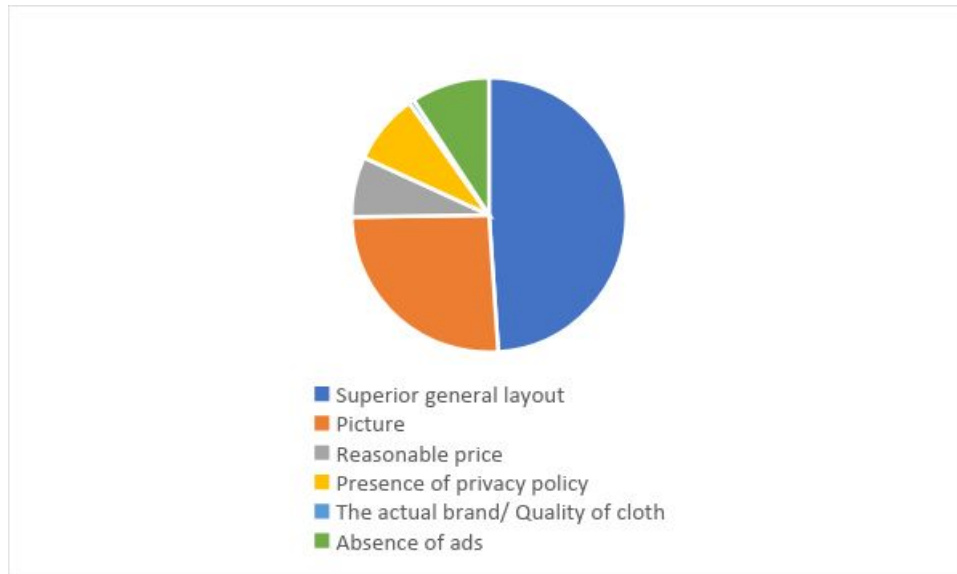


Frequency of people

declaring that they purchase in online retailing website

Even if most of them declares going at least frequently on online selling website, a clear majority of them infrequently they purchase clothes.

Graph showing the number of times a given criteria is used to justify one choice



We can notice that people will tend to focus more on the design rather than on the product that the website seeks to display (for people, it is more important to have good photos than the actual quality of the product). Showing that the design of a webpage is in fact much more important than the quality of a clothe . Thereby, we can notice that the most important criteria for people is first the superior general layout, and then the quality of photos notwithstanding other factors which lead us to our second remark.

In fact, there is neither correlation nor causality between two factors at all. When analyzing the survey, we can clearly see that one factor does not automatically lead to the choice of one specific factor or vice versa. For instance, this is not because you are French that you will automatically prefer one criteria on the others whereas if you are Japanese, you will automatically prefer an another criteria. It means that people tends to think on the same way, expressing some kind uniformity. This can largely be explained as the sample of students used is most likely to be influenced and socialized in different country and living in a particular environment. This sample is only representative of the Sciences Po Havre Campus.

As a conclusion, we can say that there is no correlation or causality between two factors and that major trends stand out.