Effects of Specifying the Target Number of Association Items on Personal Attitude Construct (PAC) Analysis: An Investigation Using an Appreciation Support System for Public Art

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Abstract

PAC analysis is usually carried out using association items of less than fifteen words and phrases because large number of associations would enforce enormous number of pair-comparison on participants. On the other hand, small number of associations is apt to limit the participant's expressions to the surficial level. In the present research, we propose a smart method of PAC analysis to cut the number of pair-comparisons in spite of getting more than fifteen associations from the participant. The method is to divide the whole responses into halves simply according to the association order, by which the number of pair-comparison imposed on the participant would be reduced to less than half.

Two participants who experienced our appreciation support system for public art expressed not a small number of associations marked by their strong individuality, though they needed much effort and time to associate such large number of associations. We discuss that the weak point of our method, the difficulty to make clear the structure of whole clusters, could be practically overcome because of continuous relations between the first- and second- half cluster analyses.