COMM 2500 is a research methods course led by Dr. James Pokrywczynski. Various quantitative and qualitative research methods are taught throughout the semester. Each year, the TA's (this year, Jonathan Myers and David Torres) make use of the Haggerty Museum of Art by completing a content analysis exercise. Students "code" a variety of art pieces displayed on the 1st Floor as a way to practice and reinforce concepts from lecture.

Content Analysis at the Haggerty Museum of Art - Marquette University

Research Question

How is retail consumer behavior depicted in print artwork?

Coding Units (Pieces of art)

1. Group A: Untitled, 2006 (Sewing machine)
2. Group A: Untitled, 2006 (Sneakers)
4. Group B: Lyndhurst, OH, 2004 (Guns)
5. Group B: Black River Falls, WI, 2006 (Gas station)
6. Group B: Indianapolis, IN, 2004 (Family photo)
7. Group B: Gurnee, IL, 2003 (Fishing rods)
8. Group C: Cleveland, OH, 2003 (Disney store)
9. Group C: Gurnee, IL, 2005 (Toy store)
10. Group C: Edinbrugh, UK, 2003 (Shoe shopping)
11. Group C: Gurnee, IL, 2005 (American flags)
12. Group C: Elkhart, IN, 2003 (Pharmacy aisle)

Codes & Procedures

Number of people:
Actual Number

Income bracket:
1 – 0 – 15K
2 – 15 – 35K
3 – 35 – 70K
4 – 70K +
5 – NA

Target market:
1 – Young adults
2 – female
3 – male
4 – both female and male
5 – children
6 – families
7 – recreational enthusiasts
8 – families
9 – NA

**Product category:**
1 – Sporting goods
2 – Entertainment
3 – Toys
4 – Home goods
5 – Clothes
6 – Food

**Purchasing decision process:**
1 – Information gathering
2 – Browsing
3 – Analyzing/selecting
4 – Purchasing
5 – NA

**Brand names/Store names:**
Actual number
<table>
<thead>
<tr>
<th>(Pieces of Art)</th>
<th># of people</th>
<th>Income bracket</th>
<th>Target market</th>
<th>Product Category</th>
<th>Purchasing decision</th>
<th>Brand/Store names (#)</th>
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