

Consumer Archetype Brand Stories:
Theory and Research on Consumers' Reports of Interactions
with Brands and Experiencing Primal Forces

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VOLUME III

Consumer Archetype Brand Story Corpus









CONSUMER ARCHETYPE BRAND STORY CORPUS

Consumer Archetype Brand Story Corpus Variables & Field Descriptions

ID.	Corpus Variable /Field	Description	Variable Type
			(raw state)
1	Age	Age as shown on profile on blog or social media	Numeric
2	Astrological Sign	Appears on profile	Categoric
3	Author	Rarely used signifies blog story writer if differs from protagonist	Categoric
4	Background/Frame	Description on the context, colors and background	Categoric
5	Blog Name	As shown on blog home page and browser bar	Categoric
6	Blogger Image	As on profile	Categoric
7	Blogger Since	Per description on profile	Categoric
8	Books	Profile	Categoric
9	Brand	The brand of focus for the story tell 1 of 12 brand names	Categoric
10	Category	Fashion, Luxury and Travel	Categoric
11	Cognitive Style	Analytic Visual/, Analytic/Verbal, Holistic/Verbal and Holistic/Visual (Urban et al 2009)	Categoric

12	Consumer Brand Relationship	Brand Relationship Taxonomy of Fournier (1998) and extensions (Sweeney and Chew 2000)	Categoric
13	Country	As on profile or extraction from body of text	Categoric
14	Course or Previous Study	Profile extraction	Categoric
15	Date of Birth	Profile extraction	Categoric
16	Date Published	Blog story entry date	Categoric
17	Digital Assets	All electronic materials relating to protagonist	Categoric
18	Deception Flag	A check of last resort based on psychology of words provides measure deriving from Z score and anxiety of writer (Slatcher et al 2007).	Numeric
19	Email	Email address from profile or elsewhere for member check and communication	Categoric
20	Fantasy Pattern	Fantasy Patterns of Deprivation and Enhancement (May 1980).	Categoric
21	Gender	Profile extraction (if available), story, comments left elsewhere on blog or images of protagonist	Categoric
22	Industry	Mentions within story or profile	Categoric
23	Interests	Profile extraction	Categoric
24	Location	Profile or mention in story	Categoric

25	Member check	Flagged as 1/0 - Email to storyteller and return feedback	Numeric
26	Metadata (Image)	The actual name under which the image is stored	Categoric
27	Movies	Profile	Categoric
28	Music	Profile	Categoric
29	Occupation	Profile or body of text	Categoric
30	Protagonist – First Name	Profile, story or blog entry author	Categoric
31	Protagonist - Surname	Profile, story or blog entry author	Categoric
32	Pseudonym	Assumed name used to either protect identity or nickname	Categoric
33	ROSE	Reporter/Opposer/Supporter/Employee	Categoric
34	Social Media:Twitter	link to Twitter profile	Categoric
35	Social Media: Facebook	link Facebook	Categoric
36	Social Media:Flickr	link Flickr	Categoric
37	Social Media:LinkedIn	Click LinkedIn	Categoric
38	Social Media:Myspace	Clear link MySpace	Categoric
39	Social Media:Other	Clear link Other e.g. Delicious, YouTube, Digg etc.	Categoric
40	Story Gist	Description of story	Categoric
41	Story ID	ID allocation by researcher. Normally by bank of numbers e.g. 1 – 50 Abercrombie and Fitch stories	Numeric
42	Story-Myth Type	1 of 13 Story Myth types	Categoric

43	URL	Web location of story before archival	Categoric
44	Views	Available on consumer profile a potential proxy for popularity of protagonist. Number refers to number of viewings of profile by family, friends and strangers.	Numeric