



Picture Mining: A New Methodology of Qualitative Marketing Research

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1. INTRODUCTION

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- Showing pictures to get responses

Image tests, Product evaluations, Design evaluations etc.

- Collecting or gathering pictures

Draw pictures, Bring pictures on interviews, gather pictures from the internet etc.

Types of picture-used researches

- Introduce the concept and frame work of Picture Mining
- Discuss about the methodology and significance of Picture Mining from past researches

Objectives of the Report

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2. THE METHODOLOGY OF PICTURE MINING

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- **Definition:**
 - **Picture mining is the explorative method that takes useful information from pictures, static or moving images.**
 - It is often compared with the methods of text mining.
 - The Picture Mining concept includes observational research in the broad sense, because it also aims to analyze moving images

(Ochihara, Edo, Hiroi; 2010).

2.1 Picture Mining

Concepts/ Definitions

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- Technological Changes
 - Low price digital cameras
 - High information transmission speed
 - Low costs for information transferring
 - High performance and resolution of the cameras of mobile phones.

(Ochihara, et al., 2010)

2.2 Picture Mining

Backgrounds(1) Technological Changes

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- **Social Changes**

- Diffusion of mobile phones with digital cameras
- Downsizing and light-weighting of cameras
- No more resistances in taking and processing pictures
(Ochihara, et al., 2010)

2.2 Picture Mining

Backgrounds(1) Social Changes

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2.3 Picture Mining Procedures

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