

**Modernism and post-modernism values – Scale construction and validation
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Abstract

Modernism and post-modernism values are present in contemporary society and tend to influence consumption in many different ways. The objective of this research is the construction and validation of scales which will make possible to measure the presence of these values and their influence on fashion consumption.

The constructs are modernism and post-modernism and therefore it is important to clarify the dimensions which will allow for their measurement through a psychometric scale. The development of the process of measurement of the constructs follows the recommendations of Churchill (1979) and Bollen (1989).

First, an extensive revision of the literature on scale construction and validation is made. Afterwards we revise the values of modernism and post-modernism. By doing this a set of adjectives is identified which may characterise the constructs we intend to measure.

In the second phase, the adequacy of these adjectives is evaluated by a panel of experts of different fields of cultural studies: Philosophy, History, Architecture and Design. Based on their opinion on the more adequate adjectives, a questionnaire is built. This questionnaire used Likert scales. At present, we are at this stage.

In the third phase this questionnaire will be used in a representative sample to consumers and the scales validated using the appropriate statistical procedures.

In the fourth phase we intend to make a nomological validity of the scales against consumption profiles.

With validated scales it will be possible to assess the presence of some of the values of modernism and post-modernism on groups of consumers and to provide marketers with a tool for segmenting the market according to mind styles.

Keywords

Value based research, market research.

Introduction

When the market was local, and competition domestic, companies had no difficulty in getting information about it. The organisation of society seemed clearer. It was clear the role of institutions, what was “good” taste (of elites) and “bad” taste (of the people), and which was the social and cultural background of each individual. This was the picture of the modern world, where reason would bring law, order and economic progress.

As the twenty century evolves the “signs of time” and social codes become fuzzy, the promises of modernism are not delivered: reason, technology and economic progress are not always used to improve human lives. With a rising scepticism and at the same time a relentless hope people strive to find their own, individual way to happiness, stressing this time, by contrast, sensations and emotions. And, who people are, and what they want from life becomes an even more individual matter with an increasing number of options available.

Marketeers try to cope with these changes using new methods of segmentation. Socio-demographic characteristics are not enough anymore and do not provide enough insight into the consumers’ mind. Therefore, the explanatory nature of values and of AIO’s (Activities, Interests and Opinions) was developed, tested and seems helpful.

In this paper we began to address the literature on validation of scales. Afterwards, we review the values of modernism and post-modernism in general terms. Finally we present the methodology used in this study and discuss the data of a first study.

Scale Construction and Validation

Construct definition

The definition of measure, according to Edwards and Bagozzi (2000: 156) is seen “as an observed score gathered through self report, interview, observation, or some other means (...). A measure is a quantified record, or datum, taken as an empirical analog to a construct.” The measure does not relate to the way data is collected, but rather to the result of the analysis of this data.

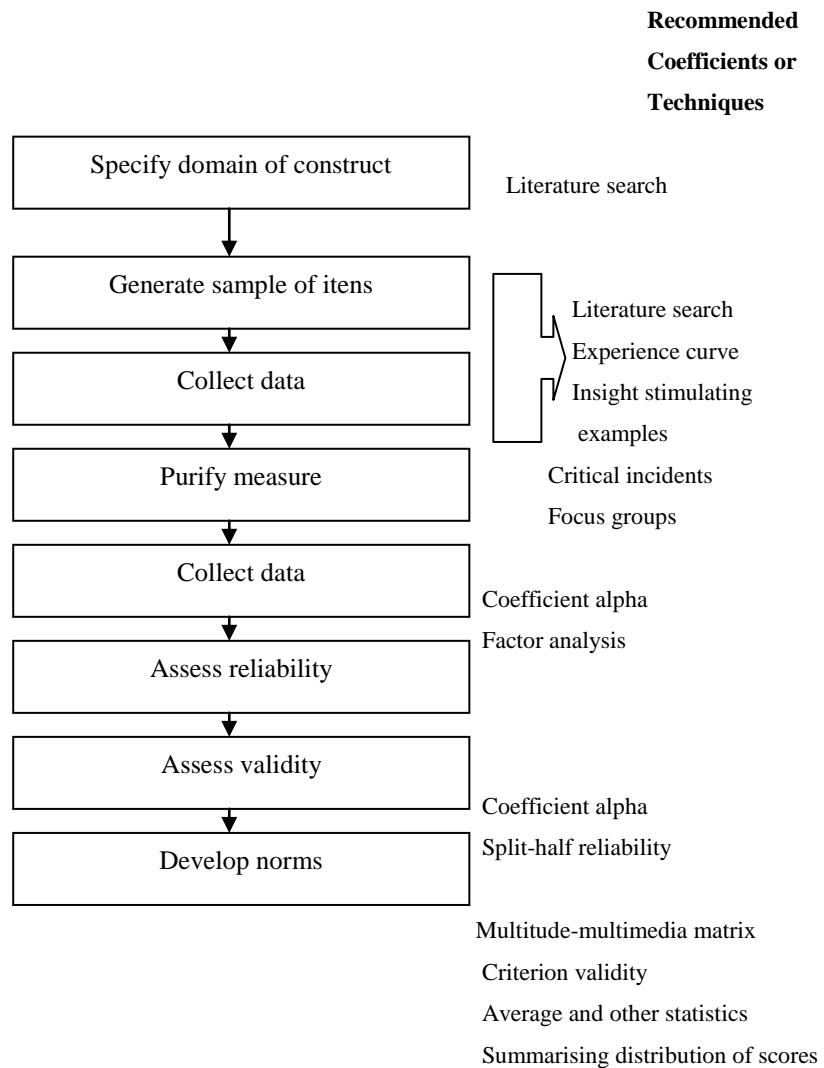
Any process of measurement involves a set of rules that allows the translation of qualities of objects into numbers. Therefore, it is important to explain how these rules of interpretation are established and applied and consequently to allow the assessment of how well the construct is captured by the measure. In order to do this, it is imperative to do an extensive revision of the

literature on the object we want to measure. The existence of many different definitions may turn this task into a difficult one.

Churchill (1979: 66) recommends the multi-item scale instead of a single item, because it is able to define in a more rigorous way what should be considered in or out of the construct *dominium*. These items are the result of an exploratory research and have in mind a thorough analysis of all the attributes of the construct.

After that it is possible to purify the scale, so that the items chosen are really the meaningful ones. Then, the reliability and validity of the scale should be established.

Figure 1 – Procedures to construct and validate a scale



Source: Adapted from Churchill, J. R. (1979), "A paradigm for developing better measures of marketing constructs", *Journal of Marketing Research*, February, pp. 66.

Also, O'Leary-Kelly and Vokurka (1998) emphasise that the validation of a construct requires a process with three basic steps. The first requires the identification of a group of items, which function as empirical indicators. They must be logical, and it should be easy to perceive the link between these indicators and the theoretical ground they are based on. The second step is to assess how well these indicators capture the construct, and this means how valid they are. This implies a series of empirical tests that examine the properties of the measure of the indicator. As Edwards and Bagozzi (2000: 157) state "the relationship between a construct and a measure is [not] necessarily causal (...) relationship between some constructs and measures should be viewed as definitional rather than causal. (...) although constructs are terms researchers literally construct, or put together, we intend that constructs refer to phenomena that are real and exist apart from the awareness and interpretation of the researcher and the persons under study. For instance, psychologists develop cognitive, attitudinal and emotional constructs to describe real phenomena that are experienced by people".

The final step involves the definition of the boundaries of the construct in relation to other constructs that may support some essential hypothesis of similar content. This also pertains to the field of validity.

Reliability

There is an extensive literature on reliability, but the seminal work of Spearman (1904, 1910) is still recognised as the model with greater influence. An indicator of the reliability of a scale may be defined according to the variability of the results based on a given sample and the variability of the results observed in general terms. If a scale is multi-item, the level of variability decreases.

There are several ways of ensuring the reliability of a measure: the test-retest, the internal consistency and alternative ways. All these methods want to determine the proportion of the systematic variance in the scale of measures.

In general terms there are two categories of reliability coefficients: one, is based on longitudinal studies, which is an example of test-retest, and the second one is based on transversal data, where we may give as examples the coefficients of internal consistency and the coefficients of equivalent reliability.

The most frequently used method is the coefficient alpha of Cronbach (α). According to Paterson (1994) in spite of some limitations, the coefficient alpha is still the most frequently

used measure of reliability of a scale developed for empirical purposes. It was developed by Cronbach (1951) as a general indicator of the internal consistency of multi-item scales.

After several studies (Schmitt, 1996, Nunnally, 1978; Churchill and Peter, 1984; Peter and Churchill, 1986; Cox, 1980; Peterson, 1994) it is possible to reach the conclusion that the Alpha-Cronbach coefficient is robust and is not influenced by big fluctuations, which may be the consequence of the characteristics of the design of the methodology chosen or in consequence with the number of categories present in the items of the scales.

There are also other alternative ways to assess the reliability of a scale. The test-retest, for instance allows the possibility of this assessment through the application of a same scale, a second time to the same individuals, under similar conditions. The classification of these two applications, are correlated and, the resulting index is interpreted in terms of the stability of the performance of the measure along a certain period of time. The period of time recommended is two weeks.

The level of acceptance of a stability indicator is a function of the scope of a particular research; it may differ whether we are conducting an exploratory research or an applied research. Apart from this (Peterson, 1994) finds no other recommendation with any empirical basis, any rational justification, or any rational analytical process. The recommendation most frequently followed (Nunnally, 1978) suggests for the minimum values of reliability in preliminary studies: 0,7; for basic research: 0,8; and for applied research: 0,9.

Validity

The validity of a scale is a long process that requires the correlation of the scale with other criteria or external measures, which are theoretically connected with the concept we want to measure. The validity of the scale is limited in part by its reliability. But, the reliability of the scale does not assure its validity.

The validity of the measure according to O' Leary and Vokurka (1998) is the level of variance attributed to the construct and only to the specified construct. To establish the components of validity of one measure comprehends two elements: the convergent validity and the discriminant validity. Measures should have them both.

For Peter (1981) the convergent and the discriminant validity are two types of validity which are related to the multi-traits, multi-method approach.

The convergent analysis demonstrates that different methods of measuring a specific construct lead to the same results. The underneath hypothesis is: if the measure is valid it will provide the same results, even when methods applied are different.

The discriminant validity is defined by Churchill (1979) as the assurance that the measure extends others, provides something new and different from others. They are not a reflection of other variables.

The way of assessing the convergent and discriminant validity of a construct may be made by a multi-traits matrix (Campbell and Fiske, 1959), whose correlation order between traits is zero, when each trait is measured by a different method. Another method is the confirmatory factorial analysis. Assuming that the measures observed follow a multivariate normal distribution, the statistical acceptance of the confirmatory factorial analysis is tested by the χ^2 test.

Values and Human Nature

Rokeach (1973) has put values as a central issue in terms of understanding human beings. For Rokeach (1973: 5) a “value is an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence. A value system is an enduring organization of beliefs concerning preferable modes of conduct or end-states of existence along a continuum of relative importance.” As this author explains we learn from childhood that values are absolute, people are not expected to be a little bit true or loyal, or to be so, just in some particular circumstances and that is what we really expect and strive to be (if these are *our* values). At the same time, as we grow up, we are in situations where several values may come into competition with one another, requiring a decision about which value is more important. Consequently “through experience and a process of maturation, we all learn to integrate the isolated, absolute values we have been taught (...) into a hierarchically organized system, wherein each value is ordered in priority or importance relative to other values”.

Values, (and consequently a system of values) have an interesting characteristic, they are dynamic. They are (Rokeach, 1973: 11) stable “enough to reflect the fact of sameness and continuity of a unique personality socialized within a given culture and society, yet unstable enough to permit rearrangements of value priorities as a result of changes in culture, society, and personal experience”.

The values of modernism and the values of post-modernism

Modernism is a period of time that goes back to the Enlightenment of the eighteenth century. Opposed to ancient times “modernists” believed that reason could enlighten everything, contributing for a better society and happier life. The project of modernity (Brown, 1993: 20) “comprised an extensive effort to develop rational science, universal laws, and absolute truths and, through the accumulation of objective knowledge, overthrow the irrationality of myth and religion.” As Brown (1993) expresses well although the modern movement assumed many forms in fields as different as literature and architecture, they all had the characteristic of a search for objectivity, rationality and universality. The project of modernity (Brown, 1993: 21) “embraced the idea of progress, rejoiced in the power of reason, lauded scientific discovery and technological innovation, espoused the ascent of man, anticipated freedom from oppression and held that, once its fundamental laws and mechanisms were understood, the physical and social world as we know it could be analysed, planned and controlled”.

By the late 1960s the modernist vision was appalled by some of the results of technical, economic and social developments. The reality showed attacks on human rights everywhere: economic exploitation, political oppression, nuclear weapons, environmental pollution. This state of affairs led to a rebellion against “who was in charge” all kinds of authority, and consequently the objectives, assumptions and artefacts of the establishment. In philosophy (Brown, 1993: 21) “the rigour of logical positivism was undermined by the neo-pragmatism of Rorty, Feyerabend’s ethos of “anything goes” and thanks to Kuhn, the objectivity of scientific endeavour was exposed as a sham. In science, the certainties of the modern era gave way to a heightened appreciation of the inherent indeterminacy of the natural world (chaos theory, catastrophe theory, fractal geometry, etc) and the bizarre sight of the scientific elite expounding on spirituality and religion”.

Even more than modernism, post-modernism had many different forms of expression, as it put on first plan the subjective truth. Post-modernists argue that (Brown: 1993: 21) we should accept that knowledge is bounded, that our capacity to establish meaningful generalizations is limited and, rather than seeking the impossibility of universal truths, we should rejoice in the ephemeral, the contingency and diversity of the physical and human worlds as we experience them, be comfortable in the absence of certainty, learn to live without definitive explanations and recognize that the objectives of the Enlightenment project are utopian and unattainable”.

Solomon et al. (2002: 560) have summed up the characteristics of the post-modernist consumer and their influence on marketing:

- Fragmentation. The splitting up of what used to be simpler and more mass-oriented, exemplified by the ever-growing product ranges and brand extensions in more and more specialized variations. And in-depth assortment of a very narrow product range, such as teas or ties.
- De-differentiation. Postmodernists are interested in the blurring of distinctions between hierarchies such as “high and low culture”, or “politics and show business”.
- Hyper reality. The spreading of simulations and the loss of the sense of the “real” and the “authentic”. Products can be hyper real to the extent that they simulate something else: sugarless sugar, fat-free fat, etc.
- Chronology. Consumers search for the authentic, in the sense of the history related with certain products or places. In a period of accelerating change, the stability of the good old days remains comforting.
- Pastiche. The playful and ironic mixing of existing categories and styles is typical of pastiche. An example would be one advertisement doing a parody of another or making references to slogans or other elements borrowed from other campaigns.
- Anti-foundationalism. This feature refers not to parody, but to an outright “anti-campaign campaign, for example campaigns encouraging the receiver of the message not to take notice of the message.

The post-modernist consumer is a relativist in daily life; he is a “chameleon”, looking for different experiences, not strongly bound to anything, as everything “might go”. Post-modernism has inspired the market as Solomon (2002) has referred with new products, new forms of distribution and communication. Some of these new forms are explained in a more detailed way by Cova (2001, 2006).

As Solomon et al. (2002: 563) point out: “Certain postmodernists stress the liberatory aspects of postmodernism – that consumers are free to play with symbols and create their own constellations of products and lifestyles from available elements while being less concerned with norms and standards. Since there is an inherent scepticism in postmodernism, a postmodernist attitude is also a critical attitude. Others point to the fact that the refusal to accept, indeed to care about, values, may lead to passivity, and political degeneration of societies and to the inherent contradictions within the positions taken by modernism”. Or, put it simply: if everything is true, then nothing is true.

Some authors like Giddens (1990, 1991) state that, what we call post-modernism is a radical form of modernism, or (Dolfsma, 2004) another sort of late modernism, different somehow from early modernism. Some others see it as an evolution to hypermodernity (Aubert, 2004, Lipovestsky, 2004).

Theoretically it is possible to distinguish between the values of modernism and post-modernism but the “purity” of concepts does not apply to everyday life, and certainly not to every buying decision costumers take. Nevertheless, other values have proved to be relevant in terms of involvement and consumption, helping academics and companies to know what goes on inside the consumers’ heads and hearts. Therefore, the values of modernism and post-modernism may also be enlightening in terms of understanding better contemporary consumption.

In a first exploratory research (Cantista, Martins & Rodrigues, 2008) it was found that there is the possibility of linking values of modernism and post-modernism to certain fashion styles. In this study it was also found that the values of modernism and post-modernism are opposed. This means that when a consumer is more modern tends to reject the values of post-modernism.

Methods

In this research we want to construct and validate a multi-item scale of values of modernism (or modernity) and post-modernism (or post-modernity).

We gathered through an extensive revision of the literature characteristics of modernism and post-modernism. Based on this revision we applied a questionnaire to twenty Experts in the fields of Humanities (Philosophy and History) and Arts (Architecture and Design). The reason why we decided to ask these two groups of people has to with the fact that, later on, we want to explore the possible influence of these values to the fashion industry, where aesthetical considerations are important.

The most valued characteristics, which consistently had a 4 or 5 points of a Likert scale (being 1 –inadequate 2 - poor, 3-fair, 4-good, 5-very good) were as followed:

Modernism	Post-Modernism
Functionality	Disorder
Intemporality	Ambiguity
Balance	Undetermined
Determined	Rupture
Depth	Diversity
Progress	Mixture
Design	Fantasy
Iluminism	Post-Fordism
Constructivism	Plurality
Courage	Multiculturalism
Creativity	Chance
Vanguard	Fragmentation
Planned	Hiper-reality
Massification	Deconstruction
Rationality	Capitalism
Science	Imitation
Consensus	Self-centred
Order	Discursive
Control	Relativism
Certainty	Segmentation
Homogeneity	Inter-textuality
Clarity	Ecology
Harmony	Emptiness
	Non dynamic

According to this semantic analysis a first questionnaire was built (Appendix 1) and 71 respondents were asked to state their accordance to certain statements. Again, it was used a Likert scale where 5 is strongly agree and 1 is totally disagree. These respondents are adults, a random sample of many different people belonging to the professional university network of the authors of this paper.

Reliability of scales – first results

We analysed the data gathered and it was done a reliability test to the items considered in the scale of values of modernism From this analysis a coefficient of 0,701 of the Alpha Cronbach was found.

Reliability Statistics – Scale of Modernism

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,701	0,716	23

In the same way an analysis of the reliability of the scale of values of post-modernism was performed. The result was a coefficient of the Alpha of Cronbach of 0,666.

Reliability Statistics – Scale of Post-Modernism

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,666	0,679	24

These values may be accepted at this stage, though it is the Author's intention to achieve a final result of Cronbach's Alpha of 0,8, in terms of the reliability of the scales, before applying them to fashion consumption.

Subsequently it was carried a factorial analysis to both scales, in order to find out whether there were subscales concentrated in some values/items. According to the test performed we may conclude that the factors found had statistical significant differences between them. Therefore we may conclude the items found had explaining capacity.

Scale of Modernism - KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0,527
Bartlett's Test of Sphericity	Approx. Chi-Square
	443,692
	df
	253
	Sig.
	0,000

a. Based on correlations

Scale of Post-Modernism - KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,415
Bartlett's Test of Sphericity	Approx. Chi-Square
	450,301
	df
	276
	Sig.
	,000

Scale of Post-Modernism - KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,415
Bartlett's Test of Approx. Chi-Square	450,301
Sphericity df	276
Sig.	,000

a. Based on correlations

Considering *eigenvalues* greater than 1, we may conclude there are 6 distinct factors/values in the scale of modernism and 8 distinct factors in the scale of post-modernism, which explain nearly 60% of variance in the first scale and 66% of variance in the second scale. The extraction of factors was made through the analysis of the main components with varimax rotation.

For the scale of values of Modernism the items considered had a weight superior to 0,5. Therefore, Factor 1 comprises the items M₃, M₁₄ and M₁₇. Factor 2 comprises the items M₂ and M₂₀, and Factor 3 comprises item M₁₀, Factor 4 comprises item M₄, Factor 5, item M₅ and Factor 6 comprises item M₁₈.

The same procedure was followed for the analysis of the Scale of Values of Post-Modernism. And it was found that, Factor 1 comprises items PM₅, PM₉ and PM₁₀. Factor 2 comprises items PM₁₈, PM₂₂ and M₂₀. Factor 4 comprises items PM₃, PM₆, PM₇ and PM₁₂. Factor 5, item PM₁ and PM₁₁, o Factor 6 comprises item M₄. Factor 7 comprises item PM₁₃ and finally, factor 8 comprises items PM₈ e PM₁₉.

The final words were:

According to this analysis, we proceeded to the refinement of the scales trying to achieve the best possible multi-item scale for each of the constructs considered.

Refinement of scales

In the scale of values of Modernism, after the withdrawal of some of the items a new analysis of reliability was carried out. In this analysis a coefficient of the Alpha of Cronbach was equal to 0,59.

Scale of Modernism – Final Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,590	0,590	9

In the scale of Post-Modernism after the refinement of the scale, a new analysis of reliability was carried out achieving a coefficient of the Alpha of Cronbach of 0,677.

Scale of Post-Modernism – Final Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,677	0,687	16

Therefore, we concluded that the scale of Modernism should comprehend the 9 items included in the following Figure:

Items of the Scale of Modernism
Functionality
Intemporality
Progress
Iluminism
Vanguard
Rationality
Science
Consensus
Control
Certainty

And the scale of Post-Modernism should comprehend 16 items, as follows:

Items of the Scale of PostModernism
Disorder

Undetermined
Rupture
Diversity
Mixture
Fantasy
Post-fordism
Plurality
Multiculturalism
Change fragmentation
Hiper-reality
Imitation
Self-centred
Emptiness

The next step will be to refine the scale and test it a second time using the same sample within a period of at least two weeks.

Conclusions

The aim of this research was to create and validate two scales of values: one related to the values of modernism and another one related to the values of post-modernism.

From the data gathered so far and the statistical tests carried out, it seems this work is possible and promises interesting findings.

It seems appropriate at this stage of time, to try to capture the essence of some western values that may be in the near future will lead to creation of new sets of values. It seems also interesting to find out whether there are still any links to aesthetical values related to these two cultural movements.

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Appendix 1

Survey: Modernism, Post-Modernism and consumption

**Objectives: to collect data about contemporary values related to modernism and post-modernism.
We are really thankful for your cooperation**

Socio-demographic data					
01.	Age:	_____			
02.	Marital status	Single <input type="checkbox"/>	Married/Living with a partner <input type="checkbox"/>	Divorced <input type="checkbox"/>	Widow <input type="checkbox"/>
03.	Gender:	Feminine <input type="checkbox"/>		Masculine <input type="checkbox"/>	
04.	Education (higher degree)	< less than 9 years <input type="checkbox"/>	9° to 11° year of studies <input type="checkbox"/>	12° year of studies <input type="checkbox"/>	Tertiary education <input type="checkbox"/>
05.	Monthly Income of the Family	≤ 1000€ <input type="checkbox"/>	1001 a 2000 € <input type="checkbox"/>	2001 a 3000€ <input type="checkbox"/>	> 3000 € <input type="checkbox"/>

Please notice the scale from 1 to 5 that follows each statement. Indicate with a cross, your degree of agreement with each one. Answers right or wrong don't exist. We just want your honest and sincere opinion.

I disagree strongly	I disagree	I don't agree nor I disagree	I agree	I agree strongly
1	2	3	4	5

	1	2	3	4	5
Independently from aesthetical considerations, I decide to buy, bearing in mind the use I want to give to whatever I buy					
I think science with time will answer all the important questions of human existence					
I think when there is a lot of technological progress people are happier					
I believe that real beauty tends to be timeless and may be appreciate by all					
In all situations in life I try to be balanced, avoiding exaggerations and excesses.					
I try to act daily in a determined way					
Life is full, when I am able to go deep and discover the meaning of things.					
I think the beauty of <i>design</i> is in the perfect match between functionality and harmony					
I believe that through reason the human being is able to self-fulfill his/her life					
I believe that rational decisions are characteristic of human decisions and therefore I feel happier when I make them					
I think the human being is capable of creating systems in order to achieve his/her goals					
I think it requires a lot of courage to face all kinds of adversities in life					
I think some of the human creations are really amazing and worth of astonishment					

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	1	2	3	4	5
In order to feel well, I need to be permanently updated					
I believe planning may assure I get my objectives					
In contemporary society I believe people are influenced by a lot of massification					
I think it is important to build consensus in order to advance social progress					
I like to feel I am in control of the situations					
I think social order is essential for the human well being					
I believe the meaning of life may only be built on the assumption of some truths					
I think life in society is made of rules and formalisms					
It believe it is advisable to look for the clarity of the mind in order to leave peacefully					
The plurality of points of view and experiences allows the evolution of the human being					
I feel happier in the moments I may dream about life					
I think everything nowadays is ephemeral and temporary and because of that it doesn't make sense to assume commitments for a long period of time					
It is very important for me to have moments of rupture in my day					
I think that what is very important for me today, may not be so tomorrow, everything changes all the time					
I believe all cultures have the same value and dignity, the real important thing is variety					
I believe disorder is the synonymous of life					
I think that contemporary society is defined by a mix of different styles and preferences					
I think at present we do not need efficiency to have a better life, is a post-fordist era					
I need to have very different things to do in my daily life, I hate routines					
I believe that to live in a multicultural society is always more interesting					
My life is mainly the result of many things that happened by chance and I do prefer it to be like that					
I think that many times is more important to look at the part, than to try to understand the system					
I pick up from the realities around me, what I need and build my own reality					
I think that life in society is mostly based in senseless norms and rules					
I believe money is the great source of power in contemporary society					
I think that many times we imitate others without really knowing why					
My experience of life is what I am able to tell about the different experiences I have lived					
My rule of life is: live and let live					
I think anyone should be free to live as he/she wishes					
I think that along life we are always changing and every phase seems like a cut with the previous one					
From several theories about a subject, I may create my own theory. There is no absolute truth about anything.					

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I think that the preservation of nature is crucial to human life					
I think that contemporary society is really full of emptiness					
I am not sure it is worthwhile to fight for a better society					
I worry frequently about my personal safety					
More than anything else, I must be able to respect who I am					
The opinions of others are important to me					
I deserve the best, and I try give myself what I deserve					
Being a part of the lives of those with whom I am close is a high priority for me					
I strive to fill my life with exciting activities					
Having fun is an important part of my life					
I value highly to have warm relationships with family and friends					
The feedback on my job performance is very important to me					