

CONTENTS

<i>List of plates</i>	viii
<i>List of figures</i>	ix
<i>List of tables</i>	x
<i>List of poems</i>	xi
<i>List of contributors</i>	xii
Introduction: The problematics of representation	1
BARBARA B. STERN	
PART I	
Researchers and representation	25
1 The icons of consumer research: using signs to represent consumers' reality	27
KENT GRAYSON	
2 Quantitative tools and representation	44
DAWN IACOBUCCI	
3 Narratological analysis of consumer voices in postmodern research accounts	55
BARBARA B. STERN	
PART 2	
Representation and verbal data	83
4 Daring consumer-oriented ethnography	85
ERIC ARNOULD	

5 Living the texts of everyday life: a hermeneutic perspective on the relationships between consumer stories and life-world structures	127
CRAIG THOMPSON	
6 Creating the frame and the narrative: from text to hypertext	156
SUSAN SPIGGLE	
PART 3	
Representation and pictorial data	191
7 Consuming representation: a visual approach to consumer research	193
JONATHAN E. SCHROEDER	
8 Journey to Kroywen: an ethnosopic auto-auto-auto-driven stereographic photo essay	231
MORRIS B. HOLBROOK	
PART 4	
Pragmatics, innovation, and critical issues	265
9 Advertising narratives: what are they and how do they work?	267
JENNIFER EDSON ESCALAS	
10 Poetry and representation in consumer research: the art of science	290
BARBARA B. STERN, WITH POEMS BY GEORGE M. ZINKHAN AND JOHN F. SHERRY, JR.	
11 Multimedia approaches to qualitative data and representations	308
RUSSELL W. BELK	
12 Conducting the choir: representing multimethod consumer research	339
LINDA L. PRICE AND ERIC ARNOULD	

CONTENTS

13 Unlucky for some: slacker scholarship and the well-wrought turn	365
STEPHEN BROWN	
14 Afterwords: some reflections on the mind's eye	384
ELIZABETH C. HIRSCHMAN	
<i>Index</i>	393

PLATES

7.1	Tourists in Polynesia	206
7.2	Brothers sailing, Michigan	206
7.3	“Circle Line Ferry, New York”	214
7.4	“Bruce and Talisa on my Chris Craft Bellport”	217
8.1	Montage 1: Commerce	238
8.2	Montage 2: Communication	240
8.3	Montage 3: Transportation	242
8.4	Montage 4: Flora – forestation and agriculture	244
8.5	Montage 5: Fauna – pets and wildlife	246
8.6	Montage 6: Waste – refuse, garbage, trash and litter	248
8.7	Montage 7: Miscellaneous institutions – education, sanitation, law enforcement and housing	250
11.1	The sacred and profane: seller at a swap meet	320
11.2	Transient hotel resident	321
11.3	Suburban resident	322
11.4	Mormon pioneer families, American Fork Canyon	323
11.5	Possessions of a Thai family, screen from <i>Material World</i>	327

FIGURES

1.1	The triadic semiotic model	29
1.2	Two potential icons	33
1.3	Seeing the object “in the sign”	36
1.4	Seeing the object “separate from the sign”	36
1.5	A representation of consumer self-image	39
1.6	A representation of consumer purchase behavior	39
1.7	A representation of consumer categorization	39
4.1	Effects of setting and membership roles on ethnographic data collection	87
4.2	Coding, troping, and representation in consumer-oriented ethnography	107
4.3	Modes of ethnographic representation	112
9.1	Episode schema	269

TABLES

3.1	Consumption narratives 1987–95	58
3.2	Researchers' and consumers' voices	65
3.3	Grammatical person	70
6.1	Two opposing principles for creating connections	162
9.1	Narrative definitions	273
9.2	Advertising definitions	276
9.3	Programming taped for content analysis	277
11.1	Comparison of data collection media	316
11.2	Comparison of data presentation media	317
12.1	Service encounters marked by positive affective customer responses	348
12.2	Informant comments related to service performance dimensions	349
12.3	Dissonant representations of Nigerien women's consumption behavior	356

POEMS

Time and timelessness through consumption: a reflection on the social meaning of things

GEORGE M. ZINKHAN

1	My Grandmother's Clocks	299
2	Sonnenchein Dragon, Visiting at the Chicago Art Institute	299
3	City Climbing: Scenes from a Chicago Health Club	300
4	Mountain Climbing: Walking on the Edge	300
5	The Old Man and His Garage	301
6	Dead Rat Tomorrow	301
7	Tape Talk	302
8	. . . who were boys	302

Three poems

JOHN F. SHERRY, JR.

1	One Tuna Caught this Day in Diamant	303
2	market music	304
3	hump flute	305