

List of appendices

I. Data bases

Appendix n°3:	Database of LBACs	separate excel-file
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II. Sample demographics

Appendix n°4:	Comparison between the luxury brands with/without art	23
Appendix n°5:	Geographical distribution of the luxury brands with art	29
Appendix n°6:	Country of origin of the luxury brands with/without art.....	30
Appendix n°7:	Frequency distribution of LBACs over time	32
Appendix n°8:	Frequency distribution of the attributes of LBACs	33
Appendix n°9:	Recurrent artists/art institutions in the context of LBACs	39
Appendix n°10:	Long-term brand campaigns with art	39

III. Attribute selection

Appendix n°11:	Proximity matrix of the attributes of LBACs	40
Appendix n°12:	Preliminary test runs (Art nature vs. art form)	43

IV. Cluster analysis

Appendix n°13:	SPSS dataset of LBACs.....	separate sav.file
Appendix n°14:	Final 3-cluster solution	60
Appendix n°15:	Scree plot	68
Appendix n°16:	First trial run	69
Appendix n°17:	Second trial run.....	78
Appendix n°18:	Several attribute replacement routines	85
Appendix n°19:	Typical characteristic values of the final 3-cluster solution.....	121

Appendix 3: Database of LBACs

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Appendix n°4: Comparison between the luxury brands with/without art

Crosstabs: Luxury_Brand x Age

Notes

Output Created	11-JUN-2013 12:16:11	
Comments		
Input	Data	/Users/postendorf/Desktop/Luxury Brands_Final.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	654
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=Luxury_Brand BY Age /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT TOTAL	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Luxury_Brand * Age	654	100,0%	0	0,0%	654	100,0%

Luxury_Brand * Age Crosstabulation

			Age			Total
			Old	Middle-aged	Young	
Luxury_Brand	Without art	Count	165	99	284	548
		% of Total	25,2%	15,1%	43,4%	83,8%
	With art	Count	32	32	42	106
		% of Total	4,9%	4,9%	6,4%	16,2%
Total		Count	197	131	326	654
		% of Total	30,1%	20,0%	49,8%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,170 ^a	2	,010
Likelihood Ratio	8,628	2	,013
Linear-by-Linear Association	1,758	1	,185
N of Valid Cases	654		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21,23.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	,118	,010
Cramer's V	,118	,010
N of Valid Cases	654	

Crosstabs: Luxury_Brand x Affiliation

Notes

Output Created	11-JUN-2013 12:16:48	
Comments		
Input	Data	/Users/postendorf/Desktop/Luxury Brands_Final.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	654
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=Luxury_Brand BY Affiliation /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT TOTAL.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Luxury_Brand * Affiliation	654	100,0%	0	0,0%	654	100,0%

Luxury_Brand * Affiliation Crosstabulation

			Affiliation		Total
			Affiliated	Independent	
Luxury_Brand	Without art	Count	35	513	548
		% of Total	5,4%	78,4%	83,8%
	With art	Count	31	75	106
		% of Total	4,7%	11,5%	16,2%
Total		Count	66	588	654
		% of Total	10,1%	89,9%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	51,149 ^a	1	,000	,000	,000
Continuity Correction ^b	48,661	1	,000		
Likelihood Ratio	39,440	1	,000		
Fisher's Exact Test					
Linear-by-Linear Association	51,071	1	,000		
N of Valid Cases	654				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 10,70.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	-,280	,000
	Cramer's V	,280	,000
N of Valid Cases		654	

Crosstabs: Luxury_Brand x Product Category

Notes

Output Created		11-JUN-2013 12:17:01
Comments		
Input	Data	/Users/postendorf/Desktop/Luxury Brands_Final.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	654
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=Luxury_Brand BY Category /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT TOTAL
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Luxury_Brand * Category	654	100,0%	0	0,0%	654	100,0%

Luxury_Brand * Category Crosstabulation

			Category			Total
			Fashion	Catering	Vehicles	
Luxury_Brand	Without art	Count	365	148	35	548
		% of Total	55,8%	22,6%	5,4%	83,8%
	With art	Count	89	12	5	106
		% of Total	13,6%	1,8%	0,8%	16,2%
Total		Count	454	160	40	654
		% of Total	69,4%	24,5%	6,1%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,193 ^a	2	,001
Likelihood Ratio	14,863	2	,001
Linear-by-Linear Association	9,053	1	,003
N of Valid Cases	654		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,48.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	,142	,001
Cramer's V	,142	,001
N of Valid Cases	654	

Crosstabs: Luxury_Brand x Geographical Reach

Notes

Output Created	11-JUN-2013 12:17:09
Comments	
Input	Data
	Active Dataset
	Filter
	Weight
	Split File
	N of Rows in Working Data File
Missing Value Handling	Definition of Missing
	Cases Used
Syntax	CROSSTABS
	/TABLES=Luxury_Brand BY Reach
	/FORMAT=AVALUE TABLES
	/STATISTICS=CHISQ PHI
	/CELLS=COUNT TOTAL
Resources	Processor Time
	Elapsed Time
	Dimensions Requested
	Cells Available

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Luxury_Brand * Reach	654	100,0%	0	0,0%	654	100,0%

Luxury_Brand * Reach Crosstabulation

			Reach		Total
			National	International	
Luxury_Brand	Without art	Count	207	341	548
		% of Total	31,7%	52,1%	83,8%
	With art	Count	13	93	106
		% of Total	2,0%	14,2%	16,2%
Total	Count	220	434	654	
	% of Total	33,6%	66,4%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	25,892 ^a	1	,000	,000	,000
Continuity Correction ^b	24,761	1	,000		
Likelihood Ratio	29,820	1	,000		
Fisher's Exact Test					
Linear-by-Linear Association	25,852	1	,000		
N of Valid Cases	654				

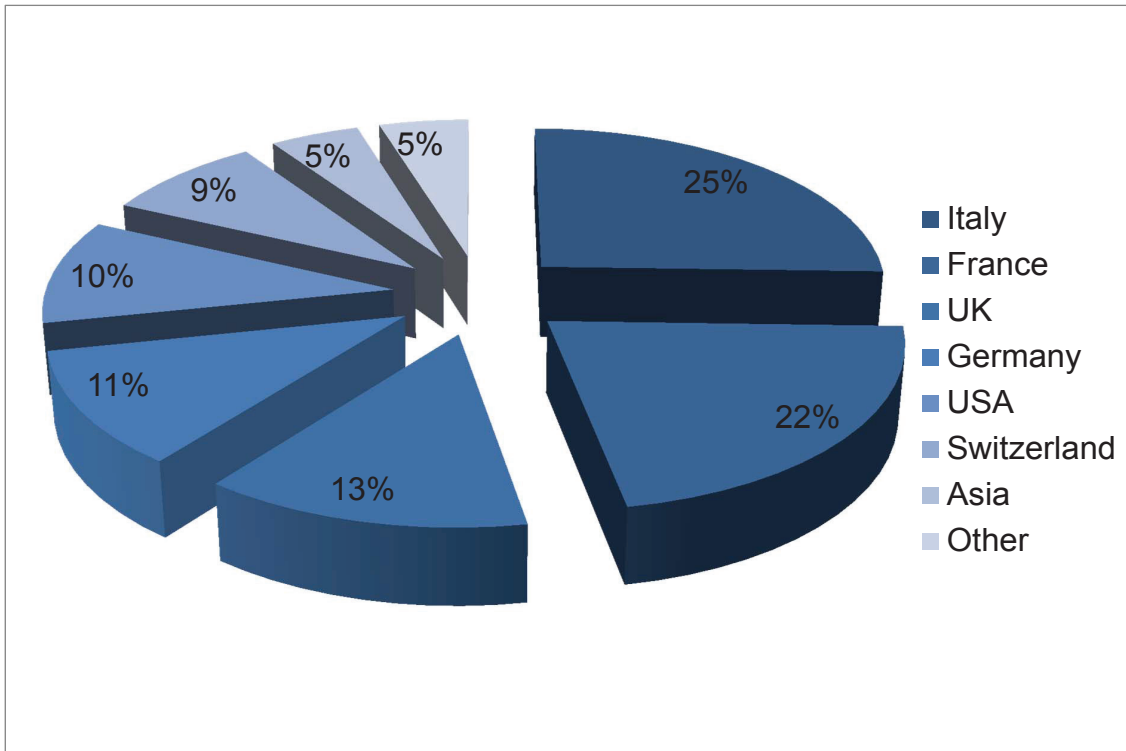
a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 35,66.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,199	,000
	Cramer's V	,199	,000
N of Valid Cases		654	

Appendix n°5: Geographical distribution of the luxury brands with art



Appendix n°6: Country of origin of the luxury brands with/without art

Crosstabs: Luxury_Brand x Country of origin**Notes**

Output Created	21-JUL-2013 21:04:47	
Comments		
Input	Data	/Users/postendorf/Desktop/APPENDICES FINAL/II_SAMPLE DEMOGRAPHICS/APPEN DIX N°6/Luxury Brands_Dataset_SPSS....
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	654
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=Luxury_Brand BY Origin /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT TOTAL.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Luxury_Brand * Origin	654	100,0%	0	0,0%	654	100,0%

Luxury_Brand * Origin Crosstabulation

			Origin						
			France	Germany	Italy	Switzerland	UK	USA	Asia
Luxury_Brand	Without art	Count	102	71	81	69	83	61	23
		% of Total	15,6%	10,9%	12,4%	10,6%	12,7%	9,3%	3,5%
	With art	Count	23	12	27	9	14	11	5
		% of Total	3,5%	1,8%	4,1%	1,4%	2,1%	1,7%	0,8%
Total	Count	125	83	108	78	97	72	28	
	% of Total	19,1%	12,7%	16,5%	11,9%	14,8%	11,0%	4,3%	

Luxury_Brand * Origin Crosstabulation

			Origin	
			Other	Total
Luxury_Brand	Without art	Count	58	548
		% of Total	8,9%	83,8%
	With art	Count	5	106
		% of Total	0,8%	16,2%
Total		Count	63	654
		% of Total	9,6%	100,0%

Chi-Square Tests

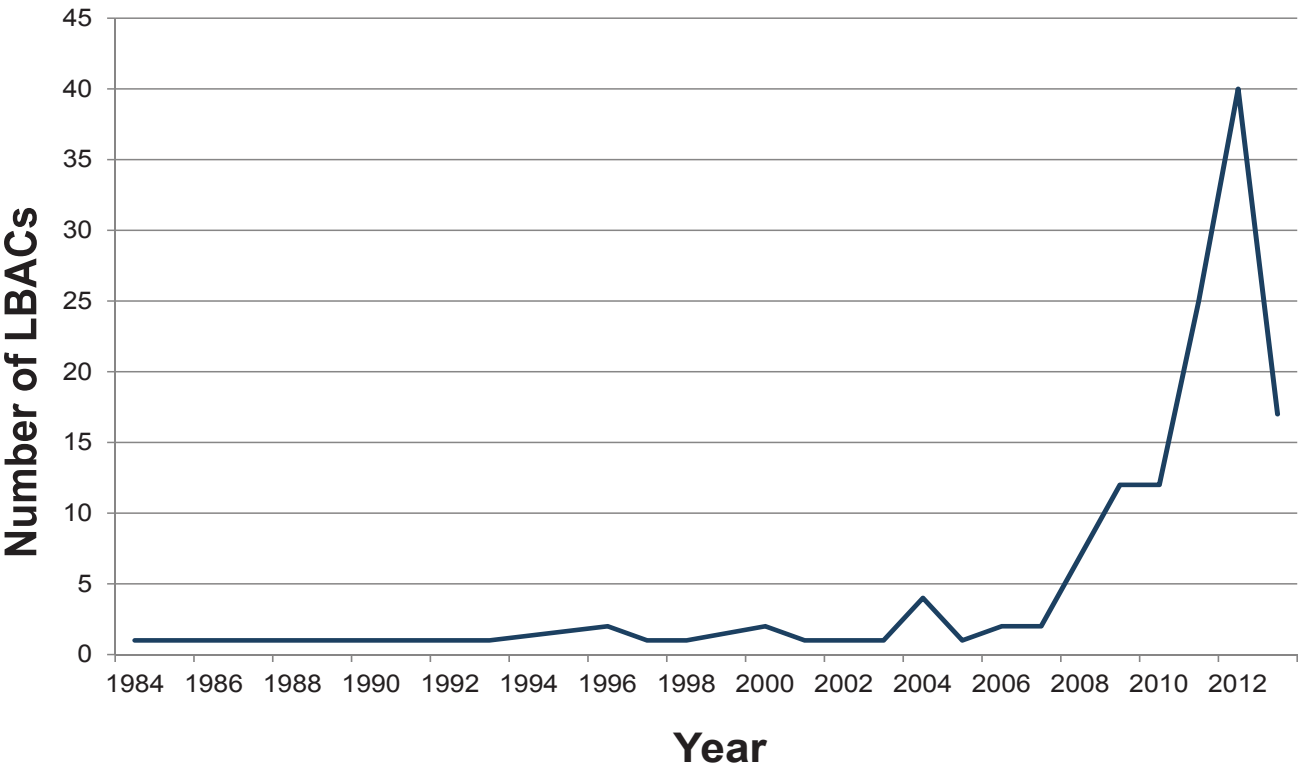
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11,530 ^a	7	,117
Likelihood Ratio	11,545	7	,117
Linear-by-Linear Association	3,200	1	,074
N of Valid Cases	654		

a. 1 cells (6,3%) have expected count less than 5. The minimum expected count is 4,54.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,133	,117
	Cramer's V	,133	,117
N of Valid Cases		654	

Appendix n°7: Frequency distribution of LBACs over time



Appendix n°8: Frequency distribution of the attributes of LBACs

Frequency Distribution of the Attributes of LBACs

Notes

Output Created	11-JUN-2013 11:38:43	
Comments		
Input	Data	/Users/postendorf/Desktop/luxury1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=Category Affiliation Age Reach Artform Artnature Role Origin Fit Awareness Direction Integration Duration Frequency Number Intensity Appearance Application Objective IMC Access Visibility Innovation /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,00

Statistics

		Category	Affiliation	Age	Reach	Artform	Artnature	Role	Origin	Fit
N	Valid	136	136	136	136	136	136	136	136	136
	Missing	0	0	0	0	0	0	0	0	0

Statistics

		Awareness	Direction	Integration	Duration	Frequency	Number	Intensity	Appearance
N	Valid	136	136	136	136	136	136	136	136
	Missing	0	0	0	0	0	0	0	0

Statistics

		Application	Objective	IMC	Access	Visibility	Innovation
N	Valid	136	136	136	136	136	136
	Missing	0	0	0	0	0	0

Frequency Tables

Category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fashion	113	83,1	83,1	83,1
	Catering	15	11,0	11,0	94,1
	Vehicles	8	5,9	5,9	100,0
	Total	136	100,0	100,0	

Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Affiliated	45	33,1	33,1	33,1
	Independent	91	66,9	66,9	100,0
	Total	136	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Old	44	32,4	32,4	32,4
	Middle-aged	47	34,6	34,6	66,9
	Young	45	33,1	33,1	100,0
	Total	136	100,0	100,0	

Reach

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	National	13	9,6	9,6	9,6
	International	123	90,4	90,4	100,0
	Total	136	100,0	100,0	

Artform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Visual arts	101	74,3	74,3	74,3
	Performing arts	6	4,4	4,4	78,7
	Music	4	2,9	2,9	81,6
	Hybrid forms	25	18,4	18,4	100,0
	Total	136	100,0	100,0	

Artnature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Traditional	30	22,1	22,1	22,1
	Avant-garde	53	39,0	39,0	61,0
	Popular	53	39,0	39,0	100,0
	Total	136	100,0	100,0	

Role

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Creative-inspirational	81	59,6	59,6	59,6
	Functional	55	40,4	40,4	100,0
	Total	136	100,0	100,0	

Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Western world	104	76,5	76,5	76,5
	Asia	28	20,6	20,6	97,1
	Latin America	4	2,9	2,9	100,0
	Total	136	100,0	100,0	

Fit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Existent	90	66,2	66,2	66,2
	Non-existent	46	33,8	33,8	100,0
	Total	136	100,0	100,0	

Awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Similar	33	24,3	24,3	24,3
	Dissimilar	103	75,7	75,7	100,0
	Total	136	100,0	100,0	

Direction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Towards brand	88	64,7	64,7	64,7
	Towards art	48	35,3	35,3	100,0
	Total	136	100,0	100,0	

Integration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	16	11,8	11,8	11,8
	High	120	88,2	88,2	100,0
	Total	136	100,0	100,0	

Duration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Limited	109	80,1	80,1	80,1
	Unlimited	27	19,9	19,9	100,0
	Total	136	100,0	100,0	

Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One-off	85	62,5	62,5	62,5
	Repeated	34	25,0	25,0	87,5
	Permanent	17	12,5	12,5	100,0
	Total	136	100,0	100,0	

Number

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	93	68,4	68,4	68,4
	Multiple	43	31,6	31,6	100,0
	Total	136	100,0	100,0	

Intensity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Image-driven	114	83,8	83,8	83,8
	Identity-driven	22	16,2	16,2	100,0
	Total	136	100,0	100,0	

Appearance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Product	85	62,5	62,5	62,5
	Event	27	19,9	19,9	82,4
	Institution	24	17,6	17,6	100,0
	Total	136	100,0	100,0	

Application

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Commercial	70	51,5	51,5	51,5
	Non-commercial	66	48,5	48,5	100,0
	Total	136	100,0	100,0	

Objective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Enhancement	92	67,6	67,6	67,6
	Modification	44	32,4	32,4	100,0
	Total	136	100,0	100,0	

IMC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Separated	102	75,0	75,0	75,0
	Integrated	34	25,0	25,0	100,0
	Total	136	100,0	100,0	

Access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Corporate) communication	28	20,6	20,6	20,6
	Regular store	80	58,8	58,8	79,4
	Dedicated structure	28	20,6	20,6	100,0
	Total	136	100,0	100,0	

Visibility					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	27	19,9	19,9	19,9
	High	109	80,1	80,1	100,0
	Total	136	100,0	100,0	

Innovation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	14	10,3	10,3	10,3
	Medium	74	54,4	54,4	64,7
	High	48	35,3	35,3	100,0
	Total	136	100,0	100,0	

Appendix n°9: Recurrent artists/art institutions in the context of LBACs

Artists that have collaborated with different luxury brands in the context of different art-related projects at different points in time		Art institutions that have collaborated with different luxury brands in the context of different art-related projects at different points in time	
Artist	Luxury Brand	Art Institution	Luxury Brand
Jo Lynn Alcorn	Boucheron Perrier-Jouët	Art Basel/Miami	Audemars Piguet Bulgari
Daphne Guinness	Iris van Herpen Maybach	Berlinale	Glashütte Original Hugo Boss
Zaha Hadid	Chanel Neil Barrett Donna Karan B&B Italia	Cannes Film Festival Guggenheim Museum	Chopard Moët Hennessy Armani Hugo Boss
Gary Hume	Marni Smythson	Palais de Tokyo Paris	Chloé Swarovski
Jeff Koons	Bernardaud Dom Pérignon	White Chapel Gallery	Max Mara Swarovski Tod's
Takashi Murakami	Jacob & Co Louis Vuitton		
Rolf Sachs	De Beers Linley		
André Saraiva	Belvedere Vodka Moët & Chandon		
Cindy Sherman	Balenciaga Gucci		
Paul du Toit	Persol Tag Heuer		

Appendix n°10: Long-term brand campaigns with art

Luxury brands that have embedded the practice of LBACs into long-term brand and/or marketing campaigns		
Brand	Campaign Name	Short Description
Bally	Bally Love	Long-term campaign that entails regularly launched capsule collections designed by contemporary artists (http://experience.bally.com/world-of-bally/bally-arts/bally-love/)
Bottega Veneta	The Art of Collaboration	The bi-annual collection launch is accompanied by artistic short films conceived by avant-garde directors and contemporary photographers (http://www.bottegaveneta.com/experience/fr/pages/our-world/art-of-collaboration/)
Causse Gantier	Causse Arty	Long-term campaign that entails regularly launched limited editions designed by graffiti and performing artists (http://blog.causse-gantier.fr/articles/causse-arty/)
Dom Pérignon	The Power of Creation	Long-term campaign that consists of two art-related initiatives: On the one hand, the brand regularly launches limited edition bottles designed by contemporary artists; on the other hand, it organises, on a recurrent basis, events where several artists from different disciplines join forces in order to deliver both unique and exclusive time-based art experiences (http://www.domperignon.com/aggregate.php?redirect=/image/home-power-of-creation/)
Lacoste	Lacoste Live T-Shirt Collaborations	Long-term campaign that entails regularly launched limited edition t-shirts designed by contemporary artists (http://www.lacoste.com/live/int/live-collection/tshirtcollaborations)

V Attribute selection

Appendix n°11: Proximity matrix of the attributes of LBACs

Proximity Matrix: Distance Measure Phi-square between Sets of Frequencies

Notes		
Output Created		11-JUN-2013 11:59:42
Comments		
Input	Data	/Users/postendorf/Desktop/luxury1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		PROXIMITIES Category Affiliation Age Reach Artform Artnature Role Origin Fit Awareness Direction Integration Duration Frequency Number Intensity Appearance Application Objective IMC Access Visibility Innovation /VIEW=VARIABLE /MEASURE=PH2 /STANDARDIZE= NONE.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,00
	Workspace Bytes	4784

Case Processing Summary							
Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100,0%	0	0,0%	0	0,0%	136	100,0%

Proximity Matrix

	Phi-square between Sets of Frequencies								
	Category	Affiliation	Age	Reach	Artform	Artnature	Role	Origin	Fit
Category	,000								
Affiliation	,219	,000							
Age	,288	,215	,000						
Reach	,197	,189	,240	,000					
Artform	,351	,342	,366	,315	,000				
Artnature	,253	,223	,266	,204	,346	,000			
Role	,243	,213	,277	,201	,375	,230	,000		
Origin	,254	,212	,247	,190	,360	,257	,228	,000	
Fit	,246	,199	,266	,195	,328	,198	,204	,229	,000
Awareness	,234	,195	,250	,154	,341	,199	,202	,205	,184
Direction	,238	,228	,271	,182	,331	,267	,299	,252	,263
Integration	,208	,170	,228	,132	,325	,203	,167	,191	,191
Duration	,236	,211	,255	,169	,340	,256	,264	,241	,245
Frequency	,279	,268	,317	,229	,376	,295	,309	,281	,290
Number	,247	,229	,290	,173	,348	,269	,256	,248	,252
Intensity	,236	,194	,223	,169	,329	,233	,255	,230	,249
Appearance	,283	,281	,315	,238	,372	,328	,352	,305	,318
Application	,252	,221	,251	,184	,309	,274	,311	,258	,262
Objective	,244	,197	,270	,195	,330	,190	,203	,226	,060
IMC	,234	,235	,278	,170	,332	,202	,200	,234	,224
Access	,253	,228	,250	,187	,352	,242	,229	,226	,228
Visibility	,226	,192	,232	,143	,345	,223	,167	,200	,202
Innovation	,229	,194	,247	,168	,323	,234	,241	,219	,231

Proximity Matrix

	Phi-square between Sets of Frequencies							
	Awareness	Direction	Integration	Duration	Frequency	Number	Intensity	Appearance
Category								
Affiliation								
Age								
Reach								
Artform								
Artnature								
Role								
Origin								
Fit								
Awareness	,000							
Direction	,229	,000						
Integration	,140	,221	,000					
Duration	,209	,129	,190	,000				
Frequency	,254	,190	,249	,137	,000			
Number	,225	,212	,191	,187	,223	,000		
Intensity	,199	,193	,156	,167	,216	,181	,000	
Appearance	,278	,116	,278	,139	,189	,243	,232	,000
Application	,234	,154	,222	,173	,235	,211	,178	,186
Objective	,180	,260	,187	,243	,284	,249	,247	,315
IMC	,197	,268	,171	,242	,269	,228	,232	,320
Access	,191	,235	,172	,236	,264	,216	,203	,284
Visibility	,166	,257	,122	,212	,269	,207	,197	,297
Innovation	,175	,210	,102	,198	,255	,206	,141	,267

Proximity Matrix						
	Phi-square between Sets of Frequencies					
	Application	Objective	IMC	Access	Visibility	Innovation
Category						
Affiliation						
Age						
Reach						
Artform						
Artnature						
Role						
Origin						
Fit						
Awareness						
Direction						
Integration						
Duration						
Frequency						
Number						
Intensity						
Appearance						
Application	,000					
Objective	,265	,000				
IMC	,275	,216	,000			
Access	,254	,228	,227	,000		
Visibility	,246	,203	,178	,187	,000	
Innovation	,212	,229	,211	,188	,178	,000

This is a dissimilarity matrix

Appendix n°12: Preliminary test runs (Art nature vs. art form)

Test Run n°1: Cluster Analysis based on the Attributes 'Affiliation', 'Age', 'Art_Nature', 'Role', 'Fit', 'Direction', 'Duration', 'Intensity' and 'Application' (Average linkage approach & Distance measure phi-square)

Notes

Output Created		09-JUL-2013 13:04:01	
Comments			
Input	Data	/Users/postendorf/Desktop/LBACS.sav	
	Active Dataset	DataSet4	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	136	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on cases with no missing values for any variable used.	
Syntax		CLUSTER Affiliation Age Artnature Role Fit Direction Duration Intensity Application /METHOD BAVERAGE /MEASURE=PH2 /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE /SAVE CLUSTER(2,4).	
Resources	Processor Time	00:00:00,88	
	Elapsed Time	00:00:01,00	
Variables Created or Modified	Cluster Membership	CLU4_1	Average Linkage (Between Groups)
		CLU3_1	Average Linkage (Between Groups)
		CLU2_1	Average Linkage (Between Groups)

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100,0	0	,0	0	,0	136	100,0

a. Phi-square between Sets of Frequencies used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	2	136	,000	0	0	90
2	133	135	,000	0	0	4
3	53	134	,000	0	0	45
4	22	133	,000	0	2	48
5	115	132	,000	0	0	84
6	54	127	,000	0	0	44
7	17	126	,000	0	0	89
8	92	125	,000	0	0	25
9	119	123	,000	0	0	12
10	120	121	,000	0	0	11
11	14	120	,000	0	10	24
12	48	119	,000	0	9	32
13	114	118	,000	0	0	14
14	77	114	,000	0	13	68
15	70	112	,000	0	0	36
16	94	109	,000	0	0	24
17	85	108	,000	0	0	30
18	101	107	,000	0	0	21
19	64	106	,000	0	0	40
20	76	105	,000	0	0	34
21	42	101	,000	0	18	41
22	96	99	,000	0	0	23
23	31	96	,000	0	22	63
24	14	94	,000	11	16	75
25	46	92	,000	0	8	70
26	90	91	,000	0	0	95
27	6	89	,000	0	0	88
28	82	88	,000	0	0	32
29	83	86	,000	0	0	86
30	61	85	,000	0	17	35
31	10	84	,000	0	0	100
32	48	82	,000	12	28	57
33	19	79	,000	0	0	69
34	73	76	,000	0	20	55
35	61	71	,000	30	0	56
36	13	70	,000	0	15	39
37	66	69	,000	0	0	39
38	52	68	,000	0	0	59
39	13	66	,000	36	37	53
40	63	64	,000	0	19	72
41	42	62	,000	21	0	58
42	38	60	,000	0	0	95
43	36	57	,000	0	0	78
44	16	54	,000	0	6	76
45	45	53	,000	0	3	55
46	24	51	,000	0	0	65
47	23	50	,000	0	0	108
48	22	43	,000	4	0	57
49	1	39	,000	0	0	76

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
50	18	30	,000	0	0	53
51	3	28	,000	0	0	70
52	20	21	,000	0	0	116
53	13	18	,000	39	50	66
54	8	80	,072	0	0	82
55	45	73	,072	45	34	83
56	35	61	,074	0	35	68
57	22	48	,074	48	32	73
58	42	122	,074	41	0	93
59	52	93	,074	38	0	83
60	32	95	,076	0	0	106
61	47	75	,076	0	0	75
62	4	49	,076	0	0	121
63	31	44	,076	23	0	84
64	34	37	,076	0	0	93
65	7	24	,076	0	46	73
66	13	128	,078	53	0	80
67	81	100	,078	0	0	101
68	35	77	,079	56	14	121
69	19	59	,080	33	0	102
70	3	46	,080	51	25	87
71	15	40	,080	0	0	92
72	26	63	,083	0	40	88
73	7	22	,088	65	57	98
74	55	98	,091	0	0	97
75	14	47	,098	24	61	98
76	1	16	,098	49	44	114
77	110	129	,102	0	0	100
78	36	97	,102	43	0	96
79	25	65	,102	0	0	99
80	13	131	,104	66	0	91
81	102	103	,105	0	0	107
82	8	116	,106	54	0	111
83	45	52	,108	55	59	106
84	31	115	,108	63	5	109
85	5	111	,108	0	0	124
86	27	83	,108	0	29	103
87	3	56	,111	70	0	113
88	6	26	,112	27	72	112
89	17	67	,112	7	0	104
90	2	11	,112	1	0	107
91	9	13	,113	0	80	112
92	12	15	,113	0	71	110
93	34	42	,115	64	58	108
94	87	104	,117	0	0	115
95	38	90	,117	42	26	110
96	36	74	,117	78	0	102
97	41	55	,120	0	74	111
98	7	14	,121	73	75	114

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
99	25	29	,121	79	0	122
100	10	110	,121	31	77	119
101	81	124	,124	67	0	113
102	19	36	,124	69	96	105
103	27	78	,126	86	0	122
104	17	113	,128	89	0	125
105	19	72	,131	102	0	123
106	32	45	,132	60	83	109
107	2	102	,134	90	81	116
108	23	34	,136	47	93	118
109	31	32	,137	84	106	120
110	12	38	,138	92	95	117
111	8	41	,140	82	97	118
112	6	9	,140	88	91	124
113	3	81	,143	87	101	127
114	1	7	,144	76	98	123
115	87	130	,145	94	0	125
116	2	20	,150	107	52	120
117	12	33	,156	110	0	119
118	8	23	,158	111	108	130
119	10	12	,161	100	117	129
120	2	31	,161	116	109	126
121	4	35	,162	62	68	126
122	25	27	,162	99	103	129
123	1	19	,166	114	105	131
124	5	6	,168	85	112	131
125	17	87	,175	104	115	127
126	2	4	,181	120	121	130
127	3	17	,185	113	125	134
128	58	117	,189	0	0	133
129	10	25	,190	119	122	132
130	2	8	,193	126	118	132
131	1	5	,197	123	124	134
132	2	10	,211	130	129	133
133	2	58	,214	132	128	135
134	1	3	,229	131	127	135
135	1	2	,249	134	133	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	3	3	1
4	2	2	2
5	1	1	1
6	1	1	1
7	1	1	1
8	2	2	2
9	1	1	1
10	2	2	2
11	2	2	2
12	2	2	2
13	1	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	3	3	1
18	1	1	1
19	1	1	1
20	2	2	2
21	2	2	2
22	1	1	1
23	2	2	2
24	1	1	1
25	2	2	2
26	1	1	1
27	2	2	2
28	3	3	1
29	2	2	2
30	1	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	2	2	2
35	2	2	2
36	1	1	1
37	2	2	2
38	2	2	2
39	1	1	1
40	2	2	2
41	2	2	2
42	2	2	2
43	1	1	1
44	2	2	2
45	2	2	2
46	3	3	1
47	1	1	1
48	1	1	1
49	2	2	2
50	2	2	2

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	2	2	2
56	3	3	1
57	1	1	1
58	4	2	2
59	1	1	1
60	2	2	2
61	2	2	2
62	2	2	2
63	1	1	1
64	1	1	1
65	2	2	2
66	1	1	1
67	3	3	1
68	2	2	2
69	1	1	1
70	1	1	1
71	2	2	2
72	1	1	1
73	2	2	2
74	1	1	1
75	1	1	1
76	2	2	2
77	2	2	2
78	2	2	2
79	1	1	1
80	2	2	2
81	3	3	1
82	1	1	1
83	2	2	2
84	2	2	2
85	2	2	2
86	2	2	2
87	3	3	1
88	1	1	1
89	1	1	1
90	2	2	2
91	2	2	2
92	3	3	1
93	2	2	2
94	1	1	1
95	2	2	2
96	2	2	2
97	1	1	1
98	2	2	2
99	2	2	2
100	3	3	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
101	2	2	2
102	2	2	2
103	2	2	2
104	3	3	1
105	2	2	2
106	1	1	1
107	2	2	2
108	2	2	2
109	1	1	1
110	2	2	2
111	1	1	1
112	1	1	1
113	3	3	1
114	2	2	2
115	2	2	2
116	2	2	2
117	4	2	2
118	2	2	2
119	1	1	1
120	1	1	1
121	1	1	1
122	2	2	2
123	1	1	1
124	3	3	1
125	3	3	1
126	3	3	1
127	1	1	1
128	1	1	1
129	2	2	2
130	3	3	1
131	1	1	1
132	2	2	2
133	1	1	1
134	2	2	2
135	1	1	1
136	2	2	2

Frequency Distribution of the 4-, 3- and 2-Cluster Solution

Notes

Output Created	09-JUL-2013 13:07:30	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet4
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=CLU4_1 CLU3_1 CLU2_1 /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Statistics

		Average Linkage (Between Groups)	Average Linkage (Between Groups)	Average Linkage (Between Groups)
N	Valid	136	136	136
	Missing	0	0	0

Frequency Table

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	50	36,8	36,8	36,8
2	68	50,0	50,0	86,8
3	16	11,8	11,8	98,5
4	2	1,5	1,5	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	50	36,8	36,8	36,8
2	70	51,5	51,5	88,2
3	16	11,8	11,8	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	66	48,5	48,5	48,5
2	70	51,5	51,5	100,0
Total	136	100,0	100,0	

Test Run n°2: Cluster Analysis based on the Attributes 'Affiliation', 'Age', 'Artform_Groups', 'Role', 'Fit', 'Direction', 'Duration', 'Intensity' and 'Application' (Average linkage approach & Distance measure phi-square)

Notes

Output Created	09-JUL-2013 13:09:23	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet4
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	CLUSTER Affiliation Age Artform_groups Role Fit Direction Duration Intensity Application /METHOD BAVERAGE /MEASURE=PH2 /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE.	
Resources	Processor Time	00:00:00,30
	Elapsed Time	00:00:01,00
Variables Created or Modified	Cluster Membership	CLU4_2
		CLU3_2
		CLU2_2
		Average Linkage (Between Groups)
		Average Linkage (Between Groups)
		Average Linkage (Between Groups)

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100.0	0	.0	0	.0	136	100.0

a. Phi-square between Sets of Frequencies used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	12	136	,000	0	0	61
2	133	135	,000	0	0	4
3	53	134	,000	0	0	52
4	7	133	,000	0	2	55
5	89	130	,000	0	0	31
6	30	128	,000	0	0	57
7	67	126	,000	0	0	45
8	92	125	,000	0	0	30
9	119	123	,000	0	0	13
10	101	122	,000	0	0	23
11	120	121	,000	0	0	12
12	3	120	,000	0	11	28
13	24	119	,000	0	9	37
14	99	115	,000	0	0	25
15	77	114	,000	0	0	64
16	70	112	,000	0	0	42
17	94	109	,000	0	0	28
18	85	108	,000	0	0	34
19	62	107	,000	0	0	74
20	87	106	,000	0	0	33
21	76	105	,000	0	0	39
22	39	104	,000	0	0	56
23	42	101	,000	0	10	75
24	43	100	,000	0	0	55
25	31	99	,000	0	14	26
26	31	96	,000	25	0	84
27	68	95	,000	0	0	44
28	3	94	,000	12	17	60
29	32	93	,000	0	0	65
30	46	92	,000	0	8	54
31	6	89	,000	0	5	94
32	48	88	,000	0	0	66
33	26	87	,000	0	20	48
34	35	85	,000	0	18	67
35	27	83	,000	0	0	88
36	81	82	,000	0	0	37
37	24	81	,000	13	36	53
38	19	79	,000	0	0	85
39	73	76	,000	0	21	62
40	47	75	,000	0	0	54
41	61	71	,000	0	0	64
42	18	70	,000	0	16	46
43	66	69	,000	0	0	46
44	52	68	,000	0	27	65
45	17	67	,000	0	7	91
46	18	66	,000	42	43	80
47	63	64	,000	0	0	48
48	26	63	,000	33	47	91
49	21	60	,000	0	0	59

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
50	36	57	,000	0	0	81
51	16	54	,000	0	0	70
52	45	53	,000	0	3	62
53	24	51	,000	37	0	68
54	46	47	,000	30	40	69
55	7	43	,000	4	24	68
56	1	39	,000	0	22	70
57	13	30	,000	0	6	86
58	14	28	,000	0	0	60
59	20	21	,000	0	49	110
60	3	14	,000	28	58	69
61	2	12	,000	0	1	83
62	45	73	,074	52	39	87
63	44	132	,076	0	0	101
64	61	77	,076	41	15	103
65	32	52	,076	29	44	98
66	22	48	,076	0	32	95
67	35	118	,078	34	0	90
68	7	24	,078	55	53	95
69	3	46	,080	60	54	104
70	1	16	,083	56	51	96
71	80	98	,099	0	0	99
72	41	55	,099	0	0	116
73	110	129	,102	0	0	99
74	37	62	,102	0	19	108
75	8	42	,102	0	23	89
76	86	103	,105	0	0	106
77	25	102	,105	0	0	102
78	78	84	,105	0	0	109
79	34	56	,105	0	0	111
80	18	131	,108	46	0	105
81	36	74	,108	50	0	121
82	23	50	,108	0	0	130
83	2	40	,108	61	0	106
84	10	31	,108	0	26	101
85	19	127	,108	38	0	132
86	9	13	,108	0	57	112
87	45	117	,109	62	0	98
88	15	27	,112	0	35	110
89	8	97	,113	75	0	108
90	35	72	,114	67	0	103
91	17	26	,117	45	48	115
92	38	91	,117	0	0	119
93	11	59	,117	0	0	111
94	5	6	,117	0	31	105
95	7	22	,117	68	66	104
96	1	124	,118	70	0	113
97	4	49	,118	0	0	128
98	32	45	,119	65	87	118

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
99	80	110	,121	71	73	109
100	90	113	,122	0	0	115
101	10	44	,123	84	63	118
102	25	29	,125	77	0	107
103	35	61	,125	90	64	126
104	3	7	,126	69	95	113
105	5	18	,126	94	80	112
106	2	86	,131	83	76	119
107	25	65	,133	102	0	125
108	8	37	,134	89	74	117
109	78	80	,138	78	99	123
110	15	20	,138	88	59	122
111	11	34	,141	93	79	117
112	5	9	,142	105	86	120
113	1	3	,143	96	104	127
114	111	116	,145	0	0	133
115	17	90	,146	91	100	120
116	41	58	,146	72	0	124
117	8	11	,149	108	111	121
118	10	32	,151	101	98	124
119	2	38	,152	106	92	123
120	5	17	,155	112	115	127
121	8	36	,155	117	81	126
122	15	33	,158	110	0	125
123	2	78	,166	119	109	131
124	10	41	,169	118	116	128
125	15	25	,170	122	107	129
126	8	35	,173	121	103	130
127	1	5	,188	113	120	134
128	4	10	,188	97	124	129
129	4	15	,189	128	125	131
130	8	23	,192	126	82	132
131	2	4	,199	123	129	133
132	8	19	,202	130	85	134
133	2	111	,217	131	114	135
134	1	8	,224	127	132	135
135	1	2	,244	134	133	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	1	1	1
4	2	2	2
5	1	1	1
6	1	1	1
7	1	1	1
8	3	3	1
9	1	1	1
10	2	2	2
11	3	3	1
12	2	2	2
13	1	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	1	1	1
18	1	1	1
19	3	3	1
20	2	2	2
21	2	2	2
22	1	1	1
23	3	3	1
24	1	1	1
25	2	2	2
26	1	1	1
27	2	2	2
28	1	1	1
29	2	2	2
30	1	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	3	3	1
35	3	3	1
36	3	3	1
37	3	3	1
38	2	2	2
39	1	1	1
40	2	2	2
41	2	2	2
42	3	3	1
43	1	1	1
44	2	2	2
45	2	2	2
46	1	1	1
47	1	1	1
48	1	1	1
49	2	2	2
50	3	3	1

Cluster Membership

Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	2	2	2
56	3	3	1
57	3	3	1
58	2	2	2
59	3	3	1
60	2	2	2
61	3	3	1
62	3	3	1
63	1	1	1
64	1	1	1
65	2	2	2
66	1	1	1
67	1	1	1
68	2	2	2
69	1	1	1
70	1	1	1
71	3	3	1
72	3	3	1
73	2	2	2
74	3	3	1
75	1	1	1
76	2	2	2
77	3	3	1
78	2	2	2
79	3	3	1
80	2	2	2
81	1	1	1
82	1	1	1
83	2	2	2
84	2	2	2
85	3	3	1
86	2	2	2
87	1	1	1
88	1	1	1
89	1	1	1
90	1	1	1
91	2	2	2
92	1	1	1
93	2	2	2
94	1	1	1
95	2	2	2
96	2	2	2
97	3	3	1
98	2	2	2
99	2	2	2
100	1	1	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
101	3	3	1
102	2	2	2
103	2	2	2
104	1	1	1
105	2	2	2
106	1	1	1
107	3	3	1
108	3	3	1
109	1	1	1
110	2	2	2
111	4	2	2
112	1	1	1
113	1	1	1
114	3	3	1
115	2	2	2
116	4	2	2
117	2	2	2
118	3	3	1
119	1	1	1
120	1	1	1
121	1	1	1
122	3	3	1
123	1	1	1
124	1	1	1
125	1	1	1
126	1	1	1
127	3	3	1
128	1	1	1
129	2	2	2
130	1	1	1
131	1	1	1
132	2	2	2
133	1	1	1
134	2	2	2
135	1	1	1
136	2	2	2

Frequency Distribution of the 4-, 3- and 2-Cluster Solution

Notes

Output Created		09-JUL-2013 13:11:52
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet4
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=CLU4_2 CLU3_2 CLU2_2 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Statistics

	Average Linkage (Between Groups)	Average Linkage (Between Groups)	Average Linkage (Between Groups)
N Valid	136	136	136
Missing	0	0	0

Frequency Table

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	49	36,0	36,0	77,2
3	29	21,3	21,3	98,5
4	2	1,5	1,5	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	51	37,5	37,5	78,7
3	29	21,3	21,3	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	85	62,5	62,5	62,5
2	51	37,5	37,5	100,0
Total	136	100,0	100,0	

VI Cluster analysis

Appendix n°13: SPSS dataset of LBACs

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Appendix n°14: Final 3-cluster solution

Cluster Analysis based on the Attributes 'Affiliation', 'Age', 'Artform_groups', 'Role', 'Fit', 'Direction', 'Duration', 'Intensity' and 'Application' (Average linkage approach & Distance measure phi-square)

Notes			
Output Created		11-JUN-2013 12:41:14	
Comments			
Input	Data		/Users/postendorf/Desktop/LBACS.sav
	Active Dataset		DataSet1
	Filter		<none>
	Weight		<none>
	Split File		<none>
	N of Rows in Working Data File		136
Missing Value Handling	Definition of Missing		User-defined missing values are treated as missing.
	Cases Used		Statistics are based on cases with no missing values for any variable used.
Syntax		CLUSTER Affiliation Age Artform_groups Role Fit Direction Duration Intensity Application /METHOD BAVERAGE /MEASURE=PH2 /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE.	
Resources	Processor Time		00:00:01,73
	Elapsed Time		00:00:02,00
Variables Created or Modified	Cluster Membership	CLU4_1	Average Linkage (Between Groups)
		CLU3_1	Average Linkage (Between Groups)
		CLU2_1	Average Linkage (Between Groups)

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100.0	0	.0	0	.0	136	100.0

a. Phi-square between Sets of Frequencies used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	12	136	,000	0	0	61
2	133	135	,000	0	0	4
3	53	134	,000	0	0	52
4	7	133	,000	0	2	55
5	89	130	,000	0	0	31
6	30	128	,000	0	0	57
7	67	126	,000	0	0	45
8	92	125	,000	0	0	30
9	119	123	,000	0	0	13
10	101	122	,000	0	0	23
11	120	121	,000	0	0	12
12	3	120	,000	0	11	28
13	24	119	,000	0	9	37
14	99	115	,000	0	0	25
15	77	114	,000	0	0	64
16	70	112	,000	0	0	42
17	94	109	,000	0	0	28
18	85	108	,000	0	0	34
19	62	107	,000	0	0	74
20	87	106	,000	0	0	33
21	76	105	,000	0	0	39
22	39	104	,000	0	0	56
23	42	101	,000	0	10	75
24	43	100	,000	0	0	55
25	31	99	,000	0	14	26
26	31	96	,000	25	0	84
27	68	95	,000	0	0	44
28	3	94	,000	12	17	60
29	32	93	,000	0	0	65
30	46	92	,000	0	8	54
31	6	89	,000	0	5	94
32	48	88	,000	0	0	66
33	26	87	,000	0	20	48
34	35	85	,000	0	18	67
35	27	83	,000	0	0	88
36	81	82	,000	0	0	37
37	24	81	,000	13	36	53
38	19	79	,000	0	0	85
39	73	76	,000	0	21	62
40	47	75	,000	0	0	54
41	61	71	,000	0	0	64
42	18	70	,000	0	16	46
43	66	69	,000	0	0	46
44	52	68	,000	0	27	65
45	17	67	,000	0	7	91
46	18	66	,000	42	43	80
47	63	64	,000	0	0	48
48	26	63	,000	33	47	91
49	21	60	,000	0	0	59

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
50	36	57	,000	0	0	81
51	16	54	,000	0	0	70
52	45	53	,000	0	3	62
53	24	51	,000	37	0	68
54	46	47	,000	30	40	69
55	7	43	,000	4	24	68
56	1	39	,000	0	22	70
57	13	30	,000	0	6	86
58	14	28	,000	0	0	60
59	20	21	,000	0	49	110
60	3	14	,000	28	58	69
61	2	12	,000	0	1	83
62	45	73	,074	52	39	87
63	44	132	,076	0	0	101
64	61	77	,076	41	15	103
65	32	52	,076	29	44	98
66	22	48	,076	0	32	95
67	35	118	,078	34	0	90
68	7	24	,078	55	53	95
69	3	46	,080	60	54	104
70	1	16	,083	56	51	96
71	80	98	,099	0	0	99
72	41	55	,099	0	0	116
73	110	129	,102	0	0	99
74	37	62	,102	0	19	108
75	8	42	,102	0	23	89
76	86	103	,105	0	0	106
77	25	102	,105	0	0	102
78	78	84	,105	0	0	109
79	34	56	,105	0	0	111
80	18	131	,108	46	0	105
81	36	74	,108	50	0	121
82	23	50	,108	0	0	130
83	2	40	,108	61	0	106
84	10	31	,108	0	26	101
85	19	127	,108	38	0	132
86	9	13	,108	0	57	112
87	45	117	,109	62	0	98
88	15	27	,112	0	35	110
89	8	97	,113	75	0	108
90	35	72	,114	67	0	103
91	17	26	,117	45	48	115
92	38	91	,117	0	0	119
93	11	59	,117	0	0	111
94	5	6	,117	0	31	105
95	7	22	,117	68	66	104
96	1	124	,118	70	0	113
97	4	49	,118	0	0	128
98	32	45	,119	65	87	118

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
99	80	110	,121	71	73	109
100	90	113	,122	0	0	115
101	10	44	,123	84	63	118
102	25	29	,125	77	0	107
103	35	61	,125	90	64	126
104	3	7	,126	69	95	113
105	5	18	,126	94	80	112
106	2	86	,131	83	76	119
107	25	65	,133	102	0	125
108	8	37	,134	89	74	117
109	78	80	,138	78	99	123
110	15	20	,138	88	59	122
111	11	34	,141	93	79	117
112	5	9	,142	105	86	120
113	1	3	,143	96	104	127
114	111	116	,145	0	0	133
115	17	90	,146	91	100	120
116	41	58	,146	72	0	124
117	8	11	,149	108	111	121
118	10	32	,151	101	98	124
119	2	38	,152	106	92	123
120	5	17	,155	112	115	127
121	8	36	,155	117	81	126
122	15	33	,158	110	0	125
123	2	78	,166	119	109	131
124	10	41	,169	118	116	128
125	15	25	,170	122	107	129
126	8	35	,173	121	103	130
127	1	5	,188	113	120	134
128	4	10	,188	97	124	129
129	4	15	,189	128	125	131
130	8	23	,192	126	82	132
131	2	4	,199	123	129	133
132	8	19	,202	130	85	134
133	2	111	,217	131	114	135
134	1	8	,224	127	132	135
135	1	2	,244	134	133	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	1	1	1
4	2	2	2
5	1	1	1
6	1	1	1
7	1	1	1
8	3	3	1
9	1	1	1
10	2	2	2
11	3	3	1
12	2	2	2
13	1	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	1	1	1
18	1	1	1
19	3	3	1
20	2	2	2
21	2	2	2
22	1	1	1
23	3	3	1
24	1	1	1
25	2	2	2
26	1	1	1
27	2	2	2
28	1	1	1
29	2	2	2
30	1	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	3	3	1
35	3	3	1
36	3	3	1
37	3	3	1
38	2	2	2
39	1	1	1
40	2	2	2
41	2	2	2
42	3	3	1
43	1	1	1
44	2	2	2
45	2	2	2
46	1	1	1
47	1	1	1
48	1	1	1
49	2	2	2
50	3	3	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	2	2	2
56	3	3	1
57	3	3	1
58	2	2	2
59	3	3	1
60	2	2	2
61	3	3	1
62	3	3	1
63	1	1	1
64	1	1	1
65	2	2	2
66	1	1	1
67	1	1	1
68	2	2	2
69	1	1	1
70	1	1	1
71	3	3	1
72	3	3	1
73	2	2	2
74	3	3	1
75	1	1	1
76	2	2	2
77	3	3	1
78	2	2	2
79	3	3	1
80	2	2	2
81	1	1	1
82	1	1	1
83	2	2	2
84	2	2	2
85	3	3	1
86	2	2	2
87	1	1	1
88	1	1	1
89	1	1	1
90	1	1	1
91	2	2	2
92	1	1	1
93	2	2	2
94	1	1	1
95	2	2	2
96	2	2	2
97	3	3	1
98	2	2	2
99	2	2	2
100	1	1	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
101	3	3	1
102	2	2	2
103	2	2	2
104	1	1	1
105	2	2	2
106	1	1	1
107	3	3	1
108	3	3	1
109	1	1	1
110	2	2	2
111	4	2	2
112	1	1	1
113	1	1	1
114	3	3	1
115	2	2	2
116	4	2	2
117	2	2	2
118	3	3	1
119	1	1	1
120	1	1	1
121	1	1	1
122	3	3	1
123	1	1	1
124	1	1	1
125	1	1	1
126	1	1	1
127	3	3	1
128	1	1	1
129	2	2	2
130	1	1	1
131	1	1	1
132	2	2	2
133	1	1	1
134	2	2	2
135	1	1	1
136	2	2	2

Frequency Distribution of the 4-, 3- and 2-Cluster Solution

Notes

Output Created		11-JUN-2013 12:48:23
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=CLU4_1 CLU3_1 CLU2_1 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00

Statistics

		Average Linkage (Between Groups)	Average Linkage (Between Groups)	Average Linkage (Between Groups)
N	Valid	136	136	136
	Missing	0	0	0

Frequency Table

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	49	36,0	36,0	77,2
3	29	21,3	21,3	98,5
4	2	1,5	1,5	100,0
Total	136	100,0	100,0	

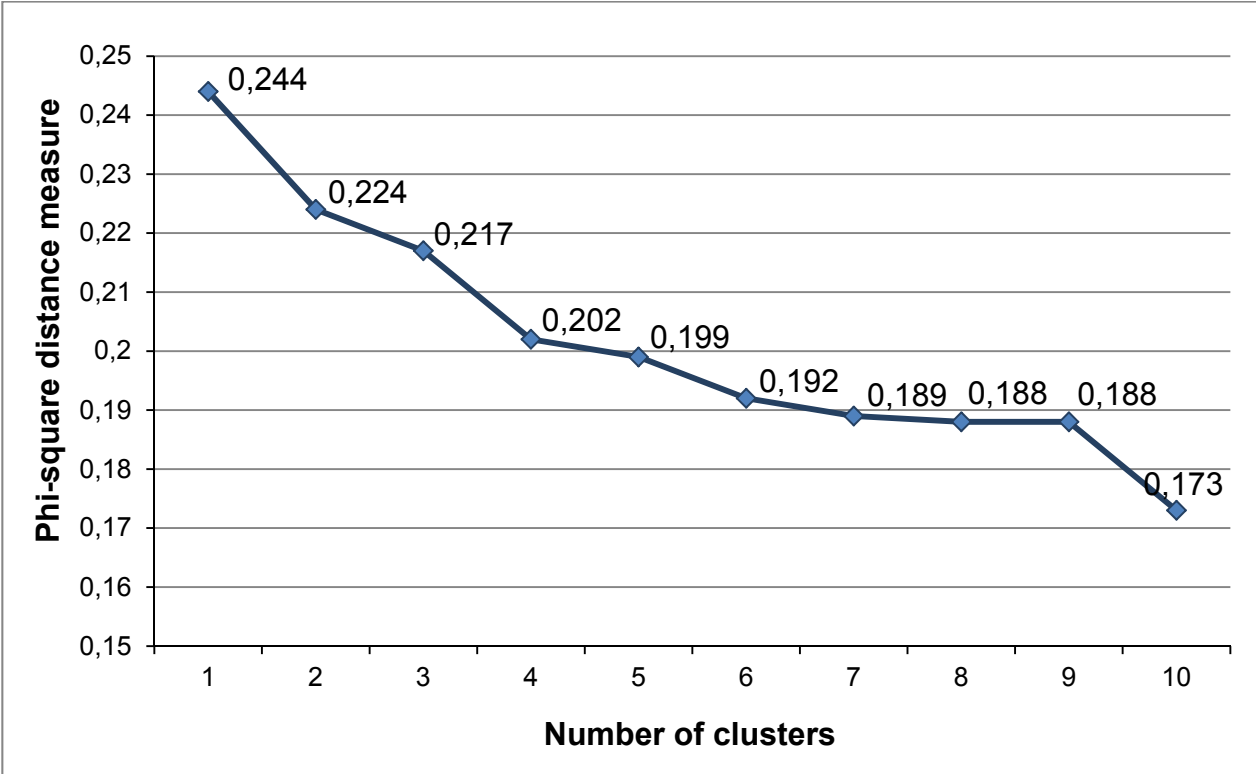
Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	51	37,5	37,5	78,7
3	29	21,3	21,3	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	85	62,5	62,5	62,5
2	51	37,5	37,5	100,0
Total	136	100,0	100,0	

Appendix n°15: Scree plot



Appendix n°16: First trial run

Cluster Analysis based on the Attributes 'Affiliation', 'Age', 'Artform_groups', 'Role', 'Fit', 'Direction', 'Duration', 'Intensity' and 'Application' (Ward approach & Distance measure phi-square)

Notes

Output Created		11-JUN-2013 13:49:42
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		CLUSTER Affiliation Age Artform_groups Role Fit Direction Duration Intensity Application /METHOD WARD /MEASURE=PH2 /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE.
Resources	Processor Time	00:00:01,68
	Elapsed Time	00:00:02,00
Variables Created or Modified	Cluster Membership	CLU4_2 CLU3_2 CLU2_2
		Ward Method Ward Method Ward Method

Warnings

The squared Euclidean measure should be used when the CENTROID, MEDIAN, or WARD cluster method is requested.

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100,0	0	,0	0	,0	136	100,0

a. Phi-square between Sets of Frequencies used

b. Ward Linkage

Ward Linkage

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	12	136	,000	0	0	61
2	133	135	,000	0	0	4
3	53	134	,000	0	0	52
4	7	133	,000	0	2	55
5	89	130	,000	0	0	31
6	30	128	,000	0	0	57
7	67	126	,000	0	0	45
8	92	125	,000	0	0	30
9	119	123	,000	0	0	13
10	101	122	,000	0	0	23
11	120	121	,000	0	0	12
12	3	120	,000	0	11	28
13	24	119	,000	0	9	37
14	99	115	,000	0	0	25
15	77	114	,000	0	0	89
16	70	112	,000	0	0	42
17	94	109	,000	0	0	28
18	85	108	,000	0	0	34
19	62	107	,000	0	0	98
20	87	106	,000	0	0	33
21	76	105	,000	0	0	39
22	39	104	,000	0	0	56
23	42	101	,000	0	10	110
24	43	100	,000	0	0	55
25	31	99	,000	0	14	26
26	31	96	,000	25	0	122
27	68	95	,000	0	0	44
28	3	94	,000	12	17	60
29	32	93	,000	0	0	97
30	46	92	,000	0	8	54
31	6	89	,000	0	5	108
32	48	88	,000	0	0	65
33	26	87	,000	0	20	48
34	35	85	,000	0	18	73
35	27	83	,000	0	0	109
36	81	82	,000	0	0	37
37	24	81	,000	13	36	53
38	19	79	,000	0	0	116
39	73	76	,000	0	21	101
40	47	75	,000	0	0	54
41	61	71	,000	0	0	89
42	18	70	,000	0	16	46
43	66	69	,000	0	0	46
44	52	68	,000	0	27	97
45	17	67	,000	0	7	118
46	18	66	,000	42	43	96
47	63	64	,000	0	0	48
48	26	63	,000	33	47	123
49	21	60	,000	0	0	59

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
50	36	57	,000	0	0	86
51	16	54	,000	0	0	87
52	45	53	,000	0	3	101
53	24	51	,000	37	0	120
54	46	47	,000	30	40	121
55	7	43	,000	4	24	120
56	1	39	,000	0	22	103
57	13	30	,000	0	6	92
58	14	28	,000	0	0	60
59	20	21	,000	0	49	119
60	3	14	,000	28	58	121
61	2	12	,000	0	1	107
62	44	132	,038	0	0	82
63	80	98	,087	0	0	85
64	41	55	,136	0	0	99
65	22	48	,187	0	32	112
66	110	129	,238	0	0	85
67	86	103	,290	0	0	93
68	25	102	,342	0	0	81
69	78	84	,395	0	0	80
70	34	56	,447	0	0	94
71	23	50	,501	0	0	98
72	15	40	,558	0	0	93
73	35	118	,616	34	0	111
74	38	91	,674	0	0	102
75	11	59	,733	0	0	94
76	5	111	,791	0	0	108
77	8	116	,850	0	0	88
78	4	49	,909	0	0	107
79	90	113	,970	0	0	95
80	10	78	1,036	0	69	100
81	25	29	1,102	68	0	84
82	37	44	1,169	0	62	105
83	58	117	1,239	0	0	104
84	25	65	1,310	81	0	104
85	80	110	1,380	63	66	100
86	36	74	1,453	50	0	90
87	16	127	1,525	51	0	91
88	8	97	1,599	77	0	99
89	61	77	1,674	41	15	111
90	36	72	1,750	86	0	114
91	16	124	1,827	87	0	103
92	9	13	1,908	0	57	112
93	15	86	1,992	72	67	102
94	11	34	2,078	75	70	105
95	33	90	2,168	0	79	106
96	18	131	2,259	46	0	118
97	32	52	2,349	29	44	117
98	23	62	2,452	71	19	110

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
99	8	41	2,558	88	64	115
100	10	80	2,665	80	85	106
101	45	73	2,775	52	39	117
102	15	38	2,886	93	74	113
103	1	16	3,000	56	91	128
104	25	58	3,116	84	83	109
105	11	37	3,241	94	82	114
106	10	33	3,372	100	95	113
107	2	4	3,504	61	78	125
108	5	6	3,643	76	31	123
109	25	27	3,784	104	35	127
110	23	42	3,931	98	23	115
111	35	61	4,099	73	89	130
112	9	22	4,268	92	65	126
113	10	15	4,440	106	102	119
114	11	36	4,615	105	90	116
115	8	23	4,794	99	110	124
116	11	19	4,979	114	38	124
117	32	45	5,183	97	101	122
118	17	18	5,389	45	96	126
119	10	20	5,594	113	59	125
120	7	24	5,806	55	53	131
121	3	46	6,040	60	54	128
122	31	32	6,300	26	117	127
123	5	26	6,574	108	48	129
124	8	11	6,860	115	116	130
125	2	10	7,158	107	119	132
126	9	17	7,460	112	118	129
127	25	31	7,796	109	122	132
128	1	3	8,152	103	121	131
129	5	9	8,520	123	126	133
130	8	35	8,925	124	111	134
131	1	7	9,401	128	120	133
132	2	25	10,000	125	127	134
133	1	5	10,983	131	129	135
134	2	8	12,010	132	130	135
135	1	2	14,336	133	134	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	1	1	1
4	2	2	2
5	3	1	1
6	3	1	1
7	1	1	1
8	4	3	2
9	3	1	1
10	2	2	2
11	4	3	2
12	2	2	2
13	3	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	3	1	1
18	3	1	1
19	4	3	2
20	2	2	2
21	2	2	2
22	3	1	1
23	4	3	2
24	1	1	1
25	2	2	2
26	3	1	1
27	2	2	2
28	1	1	1
29	2	2	2
30	3	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	4	3	2
35	4	3	2
36	4	3	2
37	4	3	2
38	2	2	2
39	1	1	1
40	2	2	2
41	4	3	2
42	4	3	2
43	1	1	1
44	4	3	2
45	2	2	2
46	1	1	1
47	1	1	1
48	3	1	1
49	2	2	2
50	4	3	2

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	4	3	2
56	4	3	2
57	4	3	2
58	2	2	2
59	4	3	2
60	2	2	2
61	4	3	2
62	4	3	2
63	3	1	1
64	3	1	1
65	2	2	2
66	3	1	1
67	3	1	1
68	2	2	2
69	3	1	1
70	3	1	1
71	4	3	2
72	4	3	2
73	2	2	2
74	4	3	2
75	1	1	1
76	2	2	2
77	4	3	2
78	2	2	2
79	4	3	2
80	2	2	2
81	1	1	1
82	1	1	1
83	2	2	2
84	2	2	2
85	4	3	2
86	2	2	2
87	3	1	1
88	3	1	1
89	3	1	1
90	2	2	2
91	2	2	2
92	1	1	1
93	2	2	2
94	1	1	1
95	2	2	2
96	2	2	2
97	4	3	2
98	2	2	2
99	2	2	2
100	1	1	1

Notes

Output Created	11-JUN-2013 13:53:09	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=CLU4_2 CLU3_2 CLU2_2 /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00

Statistics

		Ward Method	Ward Method	Ward Method
N	Valid	136	136	136
	Missing	0	0	0

Frequency Table

Ward Method

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	30	22,1	22,1	22,1
2	47	34,6	34,6	56,6
3	26	19,1	19,1	75,7
4	33	24,3	24,3	100,0
Total	136	100,0	100,0	

Ward Method

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	47	34,6	34,6	75,7
3	33	24,3	24,3	100,0
Total	136	100,0	100,0	

Ward Method

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	80	58,8	58,8	100,0
Total	136	100,0	100,0	

Appendix n°17: Second trial run

Cluster Analysis based on the Attributes 'Affiliation', 'Age', 'Artform_groups', 'Role', 'Fit', 'Direction', 'Duration', 'Intensity' and 'Application' (Average linkage approach & Distance measure chi-square)

Notes

Output Created			11-JUN-2013 14:05:54
Comments			
Input	Data	/Users/postendorf/Desktop/SPSS FINAL FINAL/Cluster analysis/Cluster analysis_3_Averag- Linkage_Chi- Square/LBACS.sav	
	Active Dataset	DataSet1	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	136	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on cases with no missing values for any variable used.	
Syntax	CLUSTER Affiliation Age Artform_groups Role Fit Direction Duration Intensity Application /METHOD BAVERAGE /MEASURE=CHISQ /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE.		
Resources	Processor Time	00:00:01,67	
	Elapsed Time	00:00:01,00	
Variables Created or Modified	Cluster Membership	CLU4_2	Average Linkage (Between Groups)
		CLU3_2	Average Linkage (Between Groups)
		CLU2_2	Average Linkage (Between Groups)

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100,0	0	,0	0	,0	136	100,0

a. Chi-square between Sets of Frequencies used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	12	136	,000	0	0	61
2	133	135	,000	0	0	4
3	53	134	,000	0	0	52
4	7	133	,000	0	2	55
5	89	130	,000	0	0	31
6	30	128	,000	0	0	57
7	67	126	,000	0	0	45
8	92	125	,000	0	0	30
9	119	123	,000	0	0	13
10	101	122	,000	0	0	23
11	120	121	,000	0	0	12
12	3	120	,000	0	11	28
13	24	119	,000	0	9	37
14	99	115	,000	0	0	25
15	77	114	,000	0	0	68
16	70	112	,000	0	0	42
17	94	109	,000	0	0	28
18	85	108	,000	0	0	34
19	62	107	,000	0	0	91
20	87	106	,000	0	0	33
21	76	105	,000	0	0	39
22	39	104	,000	0	0	56
23	42	101	,000	0	10	88
24	43	100	,000	0	0	55
25	31	99	,000	0	14	26
26	31	96	,000	25	0	82
27	68	95	,000	0	0	44
28	3	94	,000	12	17	60
29	32	93	,000	0	0	66
30	46	92	,000	0	8	54
31	6	89	,000	0	5	74
32	48	88	,000	0	0	69
33	26	87	,000	0	20	48
34	35	85	,000	0	18	64
35	27	83	,000	0	0	78
36	81	82	,000	0	0	37
37	24	81	,000	13	36	53
38	19	79	,000	0	0	84
39	73	76	,000	0	21	70
40	47	75	,000	0	0	54
41	61	71	,000	0	0	68
42	18	70	,000	0	16	46
43	66	69	,000	0	0	46
44	52	68	,000	0	27	66
45	17	67	,000	0	7	75
46	18	66	,000	42	43	77
47	63	64	,000	0	0	48
48	26	63	,000	33	47	75
49	21	60	,000	0	0	59

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
50	36	57	,000	0	0	80
51	16	54	,000	0	0	62
52	45	53	,000	0	3	70
53	24	51	,000	37	0	65
54	46	47	,000	30	40	63
55	7	43	,000	4	24	65
56	1	39	,000	0	22	62
57	13	30	,000	0	6	85
58	14	28	,000	0	0	60
59	20	21	,000	0	49	76
60	3	14	,000	28	58	63
61	2	12	,000	0	1	86
62	1	16	,396	56	51	94
63	3	46	,400	60	54	99
64	35	118	,404	34	0	96
65	7	24	,404	55	53	99
66	32	52	,407	29	44	100
67	44	132	,407	0	0	104
68	61	77	,407	41	15	106
69	22	48	,407	0	32	112
70	45	73	,410	52	39	95
71	90	113	,531	0	0	103
72	38	91	,535	0	0	116
73	11	59	,535	0	0	107
74	5	6	,535	0	31	98
75	17	26	,535	45	48	103
76	15	20	,535	0	59	110
77	18	131	,542	46	0	98
78	27	86	,542	35	0	110
79	40	84	,542	0	0	101
80	36	74	,542	50	0	115
81	23	50	,542	0	0	107
82	10	31	,542	0	26	100
83	25	29	,542	0	0	102
84	19	127	,542	38	0	132
85	9	13	,542	0	57	112
86	2	103	,545	61	0	104
87	49	102	,545	0	0	111
88	42	97	,545	23	0	97
89	34	56	,545	0	0	115
90	110	129	,547	0	0	105
91	37	62	,547	0	19	114
92	80	98	,549	0	0	105
93	41	55	,549	0	0	118
94	1	124	,581	62	0	108
95	45	117	,590	70	0	111
96	35	72	,591	64	0	106
97	8	42	,592	0	88	114
98	5	18	,604	74	77	109

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
99	3	7	,605	63	65	108
100	10	32	,629	82	66	119
101	40	78	,631	79	0	116
102	25	65	,631	83	0	129
103	17	90	,650	75	71	109
104	2	44	,655	86	67	117
105	80	110	,661	92	90	124
106	35	61	,664	96	68	127
107	11	23	,684	73	81	121
108	1	3	,690	94	99	123
109	5	17	,692	98	103	122
110	15	27	,695	76	78	120
111	45	49	,698	95	87	119
112	9	22	,708	85	69	122
113	111	116	,710	0	0	133
114	8	37	,719	97	91	121
115	34	36	,720	89	80	123
116	38	40	,728	72	101	120
117	2	4	,754	104	0	126
118	41	58	,768	93	0	125
119	10	45	,772	100	111	125
120	15	38	,783	110	116	124
121	8	11	,785	114	107	127
122	5	9	,809	109	112	128
123	1	34	,840	108	115	128
124	15	80	,848	120	105	126
125	10	41	,888	119	118	130
126	2	15	,915	117	124	131
127	8	35	,950	121	106	132
128	1	5	,956	123	122	133
129	25	33	,963	102	0	130
130	10	25	1,015	125	129	131
131	2	10	1,034	126	130	135
132	8	19	1,039	127	84	134
133	1	111	1,083	128	113	134
134	1	8	1,127	133	132	135
135	1	2	1,244	134	131	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	1	1	1
4	2	2	2
5	1	1	1
6	1	1	1
7	1	1	1
8	3	3	1
9	1	1	1
10	2	2	2
11	3	3	1
12	2	2	2
13	1	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	1	1	1
18	1	1	1
19	3	3	1
20	2	2	2
21	2	2	2
22	1	1	1
23	3	3	1
24	1	1	1
25	2	2	2
26	1	1	1
27	2	2	2
28	1	1	1
29	2	2	2
30	1	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	1	1	1
35	3	3	1
36	1	1	1
37	3	3	1
38	2	2	2
39	1	1	1
40	2	2	2
41	2	2	2
42	3	3	1
43	1	1	1
44	2	2	2
45	2	2	2
46	1	1	1
47	1	1	1
48	1	1	1
49	2	2	2
50	3	3	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	2	2	2
56	1	1	1
57	1	1	1
58	2	2	2
59	3	3	1
60	2	2	2
61	3	3	1
62	3	3	1
63	1	1	1
64	1	1	1
65	2	2	2
66	1	1	1
67	1	1	1
68	2	2	2
69	1	1	1
70	1	1	1
71	3	3	1
72	3	3	1
73	2	2	2
74	1	1	1
75	1	1	1
76	2	2	2
77	3	3	1
78	2	2	2
79	3	3	1
80	2	2	2
81	1	1	1
82	1	1	1
83	2	2	2
84	2	2	2
85	3	3	1
86	2	2	2
87	1	1	1
88	1	1	1
89	1	1	1
90	1	1	1
91	2	2	2
92	1	1	1
93	2	2	2
94	1	1	1
95	2	2	2
96	2	2	2
97	3	3	1
98	2	2	2
99	2	2	2
100	1	1	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
101	3	3	1
102	2	2	2
103	2	2	2
104	1	1	1
105	2	2	2
106	1	1	1
107	3	3	1
108	3	3	1
109	1	1	1
110	2	2	2
111	4	1	1
112	1	1	1
113	1	1	1
114	3	3	1
115	2	2	2
116	4	1	1
117	2	2	2
118	3	3	1
119	1	1	1
120	1	1	1
121	1	1	1
122	3	3	1
123	1	1	1
124	1	1	1
125	1	1	1
126	1	1	1
127	3	3	1
128	1	1	1
129	2	2	2
130	1	1	1
131	1	1	1
132	2	2	2
133	1	1	1
134	2	2	2
135	1	1	1
136	2	2	2

Frequency Distribution of the 4-, 3- and 2-Cluster Solution

Notes

Output Created	11-JUN-2013 14:08:08	
Comments		
Input	Data	/Users/postendorf/Desktop/SPSS FINAL FINAL/Cluster analysis/Cluster analysis_3_Averag- Linkage_Chi- Square/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=CLU4_2 CLU3_2 CLU2_2 /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00

Statistics

		Average Linkage (Between Groups)	Average Linkage (Between Groups)	Average Linkage (Between Groups)
N	Valid	136	136	136
	Missing	0	0	0

Frequency Table

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	61	44,9	44,9	44,9
2	49	36,0	36,0	80,9
3	24	17,6	17,6	98,5
4	2	1,5	1,5	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	63	46,3	46,3	46,3
2	49	36,0	36,0	82,4
3	24	17,6	17,6	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	87	64,0	64,0	64,0
2	49	36,0	36,0	100,0
Total	136	100,0	100,0	

Appendix n°18: Several attribute replacement routines

Cluster Analysis based on the Attributes 'Category', 'Age', 'Artform_groups', 'Role', 'Fit', 'Direction', 'Duration', 'Intensity' and 'Application' (Average linkage approach & Distance measure phi-square)

Notes			
Output Created		23-JUN-2013 18:44:58	
Comments			
Input	Data	/Users/postendorf/Desktop/SPSS FINAL/FINAL/Cluster analyses/Cluster analysis_1_Average-Linkage_Phi-Square/LBACS_Average linkage_Phi-square.sav	
	Active Dataset	DataSet1	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	136	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on cases with no missing values for any variable used.	
Syntax	CLUSTER Category Age Artform_groups Role Fit Direction Duration Intensity Application /METHOD BAVERAGE /MEASURE=PH2 /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE /SAVE CLUSTER(2,4).		
Resources	Processor Time	00:00:01,67	
	Elapsed Time	00:00:01,00	
Variables Created or Modified	Cluster Membership	CLU4_2	Average Linkage (Between Groups)
		CLU3_2	Average Linkage (Between Groups)
		CLU2_2	Average Linkage (Between Groups)

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100.0	0	.0	0	.0	136	100.0

a. Phi-square between Sets of Frequencies used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	132	136	,000	0	0	5
2	133	135	,000	0	0	4
3	102	134	,000	0	0	23
4	7	133	,000	0	2	25
5	2	132	,000	0	1	59
6	112	130	,000	0	0	17
7	30	128	,000	0	0	55
8	87	126	,000	0	0	31
9	92	125	,000	0	0	28
10	100	124	,000	0	0	25
11	119	123	,000	0	0	15
12	101	122	,000	0	0	24
13	120	121	,000	0	0	14
14	1	120	,000	0	13	22
15	81	119	,000	0	11	33
16	31	115	,000	0	0	81
17	6	112	,000	0	6	38
18	104	109	,000	0	0	22
19	35	108	,000	0	0	67
20	62	107	,000	0	0	63
21	64	106	,000	0	0	44
22	1	104	,000	14	18	56
23	45	102	,000	0	3	50
24	42	101	,000	0	12	70
25	7	100	,000	4	10	53
26	96	99	,000	0	0	74
27	32	93	,000	0	0	64
28	46	92	,000	0	9	49
29	70	89	,000	0	0	38
30	48	88	,000	0	0	65
31	26	87	,000	0	8	41
32	27	83	,000	0	0	83
33	81	82	,000	15	0	69
34	19	79	,000	0	0	82
35	73	76	,000	0	0	61
36	54	75	,000	0	0	49
37	61	71	,000	0	0	62
38	6	70	,000	17	29	42
39	18	69	,000	0	0	89
40	52	68	,000	0	0	64
41	26	67	,000	31	0	98
42	6	66	,000	38	0	88
43	25	65	,000	0	0	102
44	17	64	,000	0	21	45
45	17	63	,000	44	0	89
46	21	60	,000	0	0	57
47	36	57	,000	0	0	73
48	41	55	,000	0	0	75
49	46	54	,000	28	36	52

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
50	45	53	,000	23	0	61
51	24	51	,000	0	0	104
52	46	47	,000	49	0	71
53	7	43	,000	25	0	69
54	28	39	,000	0	0	56
55	13	30	,000	0	7	90
56	1	28	,000	22	54	60
57	20	21	,000	0	46	103
58	10	15	,000	0	0	87
59	2	12	,000	5	0	66
60	1	3	,000	56	0	71
61	45	73	,076	50	35	84
62	61	114	,078	37	0	79
63	23	62	,078	0	20	97
64	32	52	,078	27	40	91
65	22	48	,078	0	30	100
66	2	44	,078	59	0	86
67	35	118	,080	19	0	85
68	14	94	,080	0	0	76
69	7	81	,080	53	33	100
70	42	50	,080	24	0	97
71	1	46	,083	60	52	96
72	11	34	,083	0	0	92
73	36	59	,085	47	0	95
74	95	96	,102	0	26	123
75	8	41	,102	0	48	119
76	14	16	,102	68	0	104
77	86	103	,105	0	0	105
78	40	78	,105	0	0	106
79	4	61	,107	0	62	110
80	29	117	,108	0	0	120
81	31	49	,108	16	0	109
82	19	37	,108	34	0	117
83	27	33	,108	32	0	102
84	45	105	,110	61	0	101
85	35	85	,110	67	0	110
86	2	80	,111	66	0	109
87	10	84	,112	58	0	103
88	6	131	,112	42	0	98
89	17	18	,112	45	39	116
90	9	13	,112	0	55	113
91	32	58	,115	64	0	101
92	11	56	,116	72	0	115
93	38	91	,117	0	0	125
94	5	111	,117	0	0	124
95	36	72	,117	73	0	107
96	1	127	,117	71	0	108
97	23	42	,117	63	70	115
98	6	26	,121	88	41	113

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
99	90	113	,122	0	0	112
100	7	22	,123	69	65	108
101	32	45	,125	91	84	120
102	25	27	,126	43	83	118
103	10	20	,128	87	57	118
104	14	24	,129	76	51	116
105	86	129	,130	77	0	122
106	40	110	,130	78	0	121
107	36	97	,130	95	0	111
108	1	7	,131	96	100	130
109	2	31	,133	86	81	127
110	4	35	,134	79	85	114
111	36	74	,137	107	0	117
112	90	98	,137	99	0	121
113	6	9	,146	98	90	124
114	4	77	,148	110	0	129
115	11	23	,148	92	97	119
116	14	17	,149	104	89	131
117	19	36	,151	82	111	126
118	10	25	,154	103	102	122
119	8	11	,155	75	115	126
120	29	32	,157	80	101	128
121	40	90	,158	106	112	125
122	10	86	,158	118	105	127
123	95	116	,164	74	0	132
124	5	6	,168	94	113	130
125	38	40	,169	93	121	132
126	8	19	,172	119	117	129
127	2	10	,179	109	122	128
128	2	29	,184	127	120	133
129	4	8	,186	114	126	134
130	1	5	,195	108	124	131
131	1	14	,201	130	116	135
132	38	95	,207	125	123	133
133	2	38	,219	128	132	134
134	2	4	,227	133	129	135
135	1	2	,251	131	134	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	1	1	1
4	3	3	2
5	1	1	1
6	1	1	1
7	1	1	1
8	3	3	2
9	1	1	1
10	2	2	2
11	3	3	2
12	2	2	2
13	1	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	1	1	1
18	1	1	1
19	3	3	2
20	2	2	2
21	2	2	2
22	1	1	1
23	3	3	2
24	1	1	1
25	2	2	2
26	1	1	1
27	2	2	2
28	1	1	1
29	2	2	2
30	1	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	3	3	2
35	3	3	2
36	3	3	2
37	3	3	2
38	4	2	2
39	1	1	1
40	4	2	2
41	3	3	2
42	3	3	2
43	1	1	1
44	2	2	2
45	2	2	2
46	1	1	1
47	1	1	1
48	1	1	1
49	2	2	2
50	3	3	2

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	3	3	2
56	3	3	2
57	3	3	2
58	2	2	2
59	3	3	2
60	2	2	2
61	3	3	2
62	3	3	2
63	1	1	1
64	1	1	1
65	2	2	2
66	1	1	1
67	1	1	1
68	2	2	2
69	1	1	1
70	1	1	1
71	3	3	2
72	3	3	2
73	2	2	2
74	3	3	2
75	1	1	1
76	2	2	2
77	3	3	2
78	4	2	2
79	3	3	2
80	2	2	2
81	1	1	1
82	1	1	1
83	2	2	2
84	2	2	2
85	3	3	2
86	2	2	2
87	1	1	1
88	1	1	1
89	1	1	1
90	4	2	2
91	4	2	2
92	1	1	1
93	2	2	2
94	1	1	1
95	4	2	2
96	4	2	2
97	3	3	2
98	4	2	2
99	4	2	2
100	1	1	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
101	3	3	2
102	2	2	2
103	2	2	2
104	1	1	1
105	2	2	2
106	1	1	1
107	3	3	2
108	3	3	2
109	1	1	1
110	4	2	2
111	1	1	1
112	1	1	1
113	4	2	2
114	3	3	2
115	2	2	2
116	4	2	2
117	2	2	2
118	3	3	2
119	1	1	1
120	1	1	1
121	1	1	1
122	3	3	2
123	1	1	1
124	1	1	1
125	1	1	1
126	1	1	1
127	1	1	1
128	1	1	1
129	2	2	2
130	1	1	1
131	1	1	1
132	2	2	2
133	1	1	1
134	2	2	2
135	1	1	1
136	2	2	2

Frequency Distribution of the 4-, 3- and 2-Cluster Solution

Notes

Output Created	23-JUN-2013 18:45:28	
Comments		
Input	Data	/Users/postendorf/Desktop/SPSS FINAL/FINAL/Cluster analyses/Cluster analysis_1_Average-Linkage_Phi-Square/LBACS_Average linkage_Phi-square.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=CLU4_2 CLU3_2 CLU2_2 /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00

Statistics

		Average Linkage (Between Groups)	Average Linkage (Between Groups)	Average Linkage (Between Groups)
N	Valid	136	136	136
	Missing	0	0	0

Frequency Table

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	37	27,2	27,2	68,4
3	31	22,8	22,8	91,2
4	12	8,8	8,8	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	49	36,0	36,0	77,2
3	31	22,8	22,8	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	56	41,2	41,2	41,2
2	80	58,8	58,8	100,0
Total	136	100,0	100,0	

Cluster Analysis based on the Attributes 'Age', 'Reach', 'Artform_groups', 'Role', 'Fit', 'Direction', 'Duration', 'Intensity' and 'Application' (Average linkage approach & Distance measure phi-square)

Notes

Output Created		23-JUN-2013 19:05:24	
Comments			
Input	Data	/Users/postendorf/Desktop/SPSS FINAL/FINAL/Cluster analyses/Cluster analysis_4_Different attribute replacements/2_Replace ment routine_Reach instead of affiliation/LBACS_Average linkage_Phi-square.sav	
	Active Dataset	DataSet3	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	136	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on cases with no missing values for any variable used.	
Syntax	CLUSTER Age Reach Artform_groups Role Fit Direction Duration Intensity Application /METHOD BAVERAGE /MEASURE=PH2 /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE /SAVE CLUSTER(2,4).		
Resources	Processor Time	00:00:00,63	
	Elapsed Time	00:00:01,00	
Variables Created or Modified	Cluster Membership	CLU4_2	Average Linkage (Between Groups)
		CLU3_2	Average Linkage (Between Groups)
		CLU2_2	Average Linkage (Between Groups)

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100.0	0	.0	0	.0	136	100.0

a. Phi-square between Sets of Frequencies used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	132	136	,000	0	0	4
2	133	135	,000	0	0	3
3	124	133	,000	0	2	73
4	2	132	,000	0	1	64
5	112	130	,000	0	0	16
6	13	128	,000	0	0	91
7	106	126	,000	0	0	19
8	119	123	,000	0	0	12
9	101	122	,000	0	0	23
10	120	121	,000	0	0	11
11	1	120	,000	0	10	21
12	24	119	,000	0	8	38
13	99	115	,000	0	0	25
14	77	114	,000	0	0	68
15	90	113	,000	0	0	102
16	6	112	,000	0	5	42
17	104	109	,000	0	0	21
18	62	107	,000	0	0	69
19	17	106	,000	0	7	45
20	76	105	,000	0	0	40
21	1	104	,000	11	17	58
22	53	102	,000	0	0	53
23	42	101	,000	0	9	72
24	43	100	,000	0	0	57
25	31	99	,000	0	13	26
26	31	96	,000	25	0	84
27	68	95	,000	0	0	44
28	39	94	,000	0	0	58
29	32	93	,000	0	0	70
30	75	92	,000	0	0	41
31	70	89	,000	0	0	42
32	67	87	,000	0	0	45
33	78	86	,000	0	0	83
34	35	85	,000	0	0	71
35	40	84	,000	0	0	90
36	27	83	,000	0	0	83
37	81	82	,000	0	0	38
38	24	81	,000	12	37	54
39	19	79	,000	0	0	85
40	73	76	,000	0	20	66
41	16	75	,000	0	30	55
42	6	70	,000	16	31	46
43	66	69	,000	0	0	46
44	52	68	,000	0	27	70
45	17	67	,000	19	32	49
46	6	66	,000	42	43	62
47	25	65	,000	0	0	112

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
48	63	64	,000	0	0	49
49	17	63	,000	45	48	60
50	21	60	,000	0	0	61
51	36	57	,000	0	0	77
52	47	54	,000	0	0	55
53	45	53	,000	0	22	66
54	24	51	,000	38	0	73
55	16	47	,000	41	52	56
56	16	46	,000	55	0	75
57	7	43	,000	0	24	104
58	1	39	,000	21	28	65
59	14	28	,000	0	0	76
60	17	26	,000	49	0	101
61	20	21	,000	0	50	102
62	6	18	,000	46	0	87
63	10	15	,000	0	0	90
64	2	12	,000	4	0	81
65	1	3	,000	58	0	75
66	45	73	,074	53	40	92
67	22	88	,076	0	0	100
68	61	77	,076	0	14	93
69	23	62	,076	0	18	98
70	32	52	,076	29	44	94
71	35	118	,078	34	0	103
72	42	50	,078	23	0	98
73	24	124	,078	54	3	100
74	11	34	,080	0	0	96
75	1	16	,080	65	56	99
76	14	125	,083	59	0	104
77	36	59	,083	51	0	97
78	80	98	,099	0	0	105
79	8	41	,099	0	0	107
80	110	129	,102	0	0	116
81	2	103	,102	64	0	105
82	29	117	,105	0	0	112
83	27	78	,105	36	33	110
84	31	49	,105	26	0	113
85	19	37	,105	39	0	117
86	71	108	,105	0	0	119
87	6	131	,108	62	0	101
88	111	116	,108	0	0	111
89	30	48	,108	0	0	132
90	10	40	,108	63	35	110
91	9	13	,108	0	6	121
92	45	134	,109	66	0	106
93	4	61	,110	0	68	114
94	32	58	,110	70	0	106
95	38	91	,112	0	0	115
96	11	56	,113	74	0	118

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
97	36	74	,114	77	0	108
98	23	42	,114	69	72	118
99	1	127	,114	75	0	109
100	22	24	,114	67	73	109
101	6	17	,116	87	60	121
102	20	90	,117	61	15	115
103	35	72	,118	71	0	114
104	7	14	,119	57	76	120
105	2	80	,119	81	78	113
106	32	45	,123	94	92	123
107	8	55	,124	79	0	126
108	36	97	,125	97	0	117
109	1	22	,128	99	100	120
110	10	27	,129	90	83	116
111	5	111	,129	0	88	127
112	25	29	,130	47	82	123
113	2	31	,131	105	84	125
114	4	35	,133	93	103	119
115	20	38	,139	102	95	122
116	10	110	,140	110	80	122
117	19	36	,142	85	108	124
118	11	23	,143	96	98	124
119	4	71	,146	114	86	130
120	1	7	,147	109	104	131
121	6	9	,148	101	91	127
122	10	20	,156	116	115	125
123	25	32	,157	112	106	129
124	11	19	,159	118	117	126
125	2	10	,162	113	122	128
126	8	11	,178	107	124	130
127	5	6	,180	111	121	131
128	2	33	,183	125	0	129
129	2	25	,186	128	123	134
130	4	8	,186	119	126	133
131	1	5	,188	120	127	132
132	1	30	,201	131	89	135
133	4	44	,201	130	0	134
134	2	4	,216	129	133	135
135	1	2	,238	132	134	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	1	1	1
4	3	3	2
5	1	1	1
6	1	1	1
7	1	1	1
8	3	3	2
9	1	1	1
10	2	2	2
11	3	3	2
12	2	2	2
13	1	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	1	1	1
18	1	1	1
19	3	3	2
20	2	2	2
21	2	2	2
22	1	1	1
23	3	3	2
24	1	1	1
25	2	2	2
26	1	1	1
27	2	2	2
28	1	1	1
29	2	2	2
30	1	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	3	3	2
35	3	3	2
36	3	3	2
37	3	3	2
38	2	2	2
39	1	1	1
40	2	2	2
41	3	3	2
42	3	3	2
43	1	1	1
44	4	3	2
45	2	2	2
46	1	1	1
47	1	1	1
48	1	1	1
49	2	2	2
50	3	3	2

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	3	3	2
56	3	3	2
57	3	3	2
58	2	2	2
59	3	3	2
60	2	2	2
61	3	3	2
62	3	3	2
63	1	1	1
64	1	1	1
65	2	2	2
66	1	1	1
67	1	1	1
68	2	2	2
69	1	1	1
70	1	1	1
71	3	3	2
72	3	3	2
73	2	2	2
74	3	3	2
75	1	1	1
76	2	2	2
77	3	3	2
78	2	2	2
79	3	3	2
80	2	2	2
81	1	1	1
82	1	1	1
83	2	2	2
84	2	2	2
85	3	3	2
86	2	2	2
87	1	1	1
88	1	1	1
89	1	1	1
90	2	2	2
91	2	2	2
92	1	1	1
93	2	2	2
94	1	1	1
95	2	2	2
96	2	2	2
97	3	3	2
98	2	2	2
99	2	2	2
100	1	1	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
101	3	3	2
102	2	2	2
103	2	2	2
104	1	1	1
105	2	2	2
106	1	1	1
107	3	3	2
108	3	3	2
109	1	1	1
110	2	2	2
111	1	1	1
112	1	1	1
113	2	2	2
114	3	3	2
115	2	2	2
116	1	1	1
117	2	2	2
118	3	3	2
119	1	1	1
120	1	1	1
121	1	1	1
122	3	3	2
123	1	1	1
124	1	1	1
125	1	1	1
126	1	1	1
127	1	1	1
128	1	1	1
129	2	2	2
130	1	1	1
131	1	1	1
132	2	2	2
133	1	1	1
134	2	2	2
135	1	1	1
136	2	2	2

Frequency Distribution of the 4-, 3- and 2-Cluster Solution

Notes

Output Created	23-JUN-2013 19:05:39	
Comments		
Input	Data	/Users/postendorf/Desktop/SPSS FINAL FINAL/Cluster analyses/Cluster analysis_4_Different attribute replacements/2_Replace ment routine_Reach instead of affiliation/LBACS_Average linkage_Phi-square.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=CLU4_2 CLU3_2 CLU2_2 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00

Statistics

		Average Linkage (Between Groups)	Average Linkage (Between Groups)	Average Linkage (Between Groups)
N	Valid	136	136	136
	Missing	0	0	0

Frequency Table

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	57	41,9	41,9	41,9
2	47	34,6	34,6	76,5
3	31	22,8	22,8	99,3
4	1	,7	,7	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	57	41,9	41,9	41,9
2	47	34,6	34,6	76,5
3	32	23,5	23,5	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	57	41,9	41,9	41,9
2	79	58,1	58,1	100,0
Total	136	100,0	100,0	

Cluster Analysis based on the Attributes 'Affiliation', 'Age', 'Role', 'Origin', 'Fit', 'Direction', 'Duration', 'Intensity' and 'Application' (Average linkage approach & Distance measure phi-square)

Notes

Output Created	23-JUN-2013 19:19:38		
Comments			
Input	Data	/Users/postendorf/Desktop/SPSS FINAL/FINAL/Cluster analyses/Cluster analysis_4_Different attribute replacements/3_Replace ment routine_ Origin instead of art form/3_LBACS_Average linkage_Phi-square.sav	
	Active Dataset	DataSet6	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	136	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on cases with no missing values for any variable used.	
Syntax	CLUSTER Affiliation Age Role Origin Fit Direction Duration Intensity Application /METHOD BAVERAGE /MEASURE=PH2 /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE /SAVE CLUSTER(2,4).		
Resources	Processor Time	00:00:00,48	
	Elapsed Time	00:00:01,00	
Variables Created or Modified	Cluster Membership	CLU4_2	Average Linkage (Between Groups)
		CLU3_2	Average Linkage (Between Groups)
		CLU2_2	Average Linkage (Between Groups)

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100.0	0	.0	0	.0	136	100.0

a. Phi-square between Sets of Frequencies used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	12	136	,000	0	0	59
2	53	134	,000	0	0	48
3	115	132	,000	0	0	13
4	6	130	,000	0	0	89
5	54	127	,000	0	0	47
6	47	125	,000	0	0	67
7	119	123	,000	0	0	11
8	107	122	,000	0	0	17
9	120	121	,000	0	0	10
10	14	120	,000	0	9	24
11	51	119	,000	0	7	33
12	114	118	,000	0	0	64
13	96	115	,000	0	3	22
14	70	112	,000	0	0	38
15	94	109	,000	0	0	24
16	85	108	,000	0	0	29
17	62	107	,000	0	8	20
18	87	106	,000	0	0	27
19	39	104	,000	0	0	53
20	62	101	,000	17	0	74
21	43	100	,000	0	0	51
22	96	99	,000	13	0	65
23	68	95	,000	0	0	40
24	14	94	,000	10	15	69
25	75	92	,000	0	0	36
26	82	88	,000	0	0	32
27	63	87	,000	0	18	43
28	83	86	,000	0	0	31
29	35	85	,000	0	16	44
30	10	84	,000	0	0	87
31	27	83	,000	0	28	99
32	24	82	,000	0	26	50
33	51	81	,000	11	0	71
34	19	79	,000	0	0	98
35	73	76	,000	0	0	72
36	46	75	,000	0	25	69
37	61	71	,000	0	0	44
38	13	70	,000	0	14	42
39	66	69	,000	0	0	42
40	52	68	,000	0	23	63
41	17	67	,000	0	0	86
42	13	66	,000	38	39	58
43	63	64	,000	27	0	90
44	35	61	,000	29	37	64
45	38	60	,000	0	0	54
46	36	57	,000	0	0	82
47	16	54	,000	0	5	70

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
48	45	53	,000	0	2	62
49	23	50	,000	0	0	88
50	24	48	,000	32	0	68
51	7	43	,000	0	21	57
52	15	40	,000	0	0	87
53	1	39	,000	0	19	70
54	20	38	,000	0	45	92
55	18	30	,000	0	0	58
56	3	28	,000	0	0	67
57	7	22	,000	51	0	68
58	13	18	,000	42	55	80
59	2	12	,000	0	1	84
60	133	135	,074	0	0	71
61	55	98	,074	0	0	83
62	45	105	,074	48	0	79
63	52	93	,076	40	0	83
64	35	114	,078	44	12	102
65	44	96	,078	0	22	84
66	4	49	,078	0	0	125
67	3	47	,078	56	6	95
68	7	24	,078	57	50	94
69	14	46	,080	24	36	94
70	1	16	,083	53	47	108
71	51	133	,085	33	60	95
72	32	73	,096	0	35	103
73	80	116	,099	0	0	116
74	8	62	,102	0	20	85
75	34	56	,102	0	0	109
76	110	129	,105	0	0	107
77	25	102	,105	0	0	100
78	33	78	,105	0	0	99
79	45	117	,105	62	0	101
80	13	131	,108	58	0	89
81	89	128	,108	0	0	104
82	36	37	,108	46	0	98
83	52	55	,110	63	61	105
84	2	44	,111	59	65	97
85	8	97	,111	74	0	111
86	17	26	,112	41	0	104
87	10	15	,112	30	52	107
88	11	23	,112	0	49	111
89	6	13	,116	4	80	106
90	63	126	,117	43	0	114
91	59	90	,117	0	0	116
92	20	21	,117	54	0	121
93	5	9	,117	0	0	106
94	7	14	,118	68	69	108
95	3	51	,119	67	71	112
96	91	113	,122	0	0	121

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
97	2	31	,122	84	0	105
98	19	36	,123	34	82	120
99	27	33	,125	31	78	115
100	25	29	,125	77	0	113
101	45	65	,126	79	0	113
102	35	77	,129	64	0	125
103	32	103	,130	72	0	117
104	17	89	,135	86	81	114
105	2	52	,135	97	83	117
106	5	6	,136	93	89	122
107	10	110	,139	87	76	115
108	1	7	,139	70	94	118
109	34	42	,140	75	0	126
110	41	58	,141	0	0	124
111	8	11	,142	85	88	120
112	3	124	,143	95	0	118
113	25	45	,143	100	101	127
114	17	63	,146	104	90	122
115	10	27	,147	107	99	123
116	59	80	,148	91	73	129
117	2	32	,151	105	103	124
118	1	3	,151	108	112	131
119	72	74	,154	0	0	126
120	8	19	,158	111	98	128
121	20	91	,160	92	96	123
122	5	17	,161	106	114	131
123	10	20	,168	115	121	130
124	2	41	,169	117	110	127
125	4	35	,170	66	102	128
126	34	72	,175	109	119	129
127	2	25	,176	124	113	130
128	4	8	,179	125	120	132
129	34	59	,182	126	116	132
130	2	10	,184	127	123	133
131	1	5	,194	118	122	135
132	4	34	,212	128	129	134
133	2	111	,216	130	0	134
134	2	4	,222	133	132	135
135	1	2	,246	131	134	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	1	1	1
4	3	3	2
5	1	1	1
6	1	1	1
7	1	1	1
8	3	3	2
9	1	1	1
10	2	2	2
11	3	3	2
12	2	2	2
13	1	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	1	1	1
18	1	1	1
19	3	3	2
20	2	2	2
21	2	2	2
22	1	1	1
23	3	3	2
24	1	1	1
25	2	2	2
26	1	1	1
27	2	2	2
28	1	1	1
29	2	2	2
30	1	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	3	3	2
35	3	3	2
36	3	3	2
37	3	3	2
38	2	2	2
39	1	1	1
40	2	2	2
41	2	2	2
42	3	3	2
43	1	1	1
44	2	2	2
45	2	2	2
46	1	1	1
47	1	1	1
48	1	1	1
49	3	3	2
50	3	3	2

Cluster Membership

Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	2	2	2
56	3	3	2
57	3	3	2
58	2	2	2
59	3	3	2
60	2	2	2
61	3	3	2
62	3	3	2
63	1	1	1
64	1	1	1
65	2	2	2
66	1	1	1
67	1	1	1
68	2	2	2
69	1	1	1
70	1	1	1
71	3	3	2
72	3	3	2
73	2	2	2
74	3	3	2
75	1	1	1
76	2	2	2
77	3	3	2
78	2	2	2
79	3	3	2
80	3	3	2
81	1	1	1
82	1	1	1
83	2	2	2
84	2	2	2
85	3	3	2
86	2	2	2
87	1	1	1
88	1	1	1
89	1	1	1
90	3	3	2
91	2	2	2
92	1	1	1
93	2	2	2
94	1	1	1
95	2	2	2
96	2	2	2
97	3	3	2
98	2	2	2
99	2	2	2
100	1	1	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
101	3	3	2
102	2	2	2
103	2	2	2
104	1	1	1
105	2	2	2
106	1	1	1
107	3	3	2
108	3	3	2
109	1	1	1
110	2	2	2
111	4	2	2
112	1	1	1
113	2	2	2
114	3	3	2
115	2	2	2
116	3	3	2
117	2	2	2
118	3	3	2
119	1	1	1
120	1	1	1
121	1	1	1
122	3	3	2
123	1	1	1
124	1	1	1
125	1	1	1
126	1	1	1
127	1	1	1
128	1	1	1
129	2	2	2
130	1	1	1
131	1	1	1
132	2	2	2
133	1	1	1
134	2	2	2
135	1	1	1
136	2	2	2

Frequency Distribution of the 4-, 3- and 2-Cluster Solution

Notes

Output Created	23-JUN-2013 19:19:50	
Comments		
Input	Data	/Users/postendorf/Desktop/SPSS FINAL/FINAL/Cluster analyses/Cluster analysis_4_Different attribute replacements/3_Replacement routine_Origin instead of art form/3_LBACS_Average linkage_Phi-square.sav
	Active Dataset	DataSet6
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=CLU4_2 CLU3_2 CLU2_2 /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00

Statistics

	Average Linkage (Between Groups)	Average Linkage (Between Groups)	Average Linkage (Between Groups)
N	Valid 136	136	136
	Missing 0	0	0

Frequency Table

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	55	40,4	40,4	40,4
2	47	34,6	34,6	75,0
3	33	24,3	24,3	99,3
4	1	,7	,7	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	55	40,4	40,4	40,4
2	48	35,3	35,3	75,7
3	33	24,3	24,3	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	55	40,4	40,4	40,4
2	81	59,6	59,6	100,0
Total	136	100,0	100,0	

Cluster Analysis based on the Attributes 'Affiliation', 'Age', 'Artform_groups', 'Role', 'Fit', 'Direction', 'Duration', 'Appearance' and 'Application' (Average linkage approach & Distance measure phi-square)

Notes

Output Created	23-JUN-2013 20:25:59	
Comments		
Input	Data	/Users/postendorf/Desktop/SPSS FINAL/FINAL/Cluster analyses/Cluster analysis_4_Different attribute replacements/5_Replace routine_appearance instead of intensity/5_LBACS_Average linkage_Phi-square.sav
	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	CLUSTER Affiliation Age Artform_groups Role Fit Direction Duration Appearance Application /METHOD BAVERAGE /MEASURE=PH2 /PRINT SCHEDULE CLUSTER(2,4) /PLOT VICICLE.	
Resources	Processor Time	00:00:00,37
	Elapsed Time	00:00:00,00
Variables Created or Modified	Cluster Membership	CLU4_2 Average Linkage (Between Groups) CLU3_2 Average Linkage (Between Groups) CLU2_2 Average Linkage (Between Groups)

Case Processing Summary^{a,b}

Cases							
Valid		Rejected				Total	
		Missing Value		Negative Value			
N	Percent	N	Percent	N	Percent	N	Percent
136	100,0	0	,0	0	,0	136	100,0

a. Phi-square between Sets of Frequencies used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	12	136	,000	0	0	66
2	133	135	,000	0	0	4
3	95	134	,000	0	0	27
4	7	133	,000	0	2	58
5	89	130	,000	0	0	31
6	30	128	,000	0	0	60
7	67	126	,000	0	0	47
8	92	125	,000	0	0	30
9	119	123	,000	0	0	13
10	101	122	,000	0	0	23
11	120	121	,000	0	0	12
12	3	120	,000	0	11	28
13	24	119	,000	0	9	37
14	99	115	,000	0	0	25
15	77	114	,000	0	0	67
16	70	112	,000	0	0	44
17	94	109	,000	0	0	28
18	85	108	,000	0	0	34
19	62	107	,000	0	0	79
20	87	106	,000	0	0	33
21	93	105	,000	0	0	29
22	39	104	,000	0	0	59
23	42	101	,000	0	10	79
24	43	100	,000	0	0	58
25	31	99	,000	0	14	26
26	31	96	,000	25	0	81
27	45	95	,000	0	3	54
28	3	94	,000	12	17	62
29	32	93	,000	0	21	41
30	46	92	,000	0	8	57
31	6	89	,000	0	5	95
32	48	88	,000	0	0	65
33	26	87	,000	0	20	50
34	35	85	,000	0	18	70
35	27	83	,000	0	0	68
36	81	82	,000	0	0	37
37	24	81	,000	13	36	56
38	19	79	,000	0	0	88

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
39	73	76	,000	0	0	41
40	47	75	,000	0	0	57
41	32	73	,000	29	39	63
42	57	72	,000	0	0	52
43	61	71	,000	0	0	67
44	18	70	,000	0	16	48
45	66	69	,000	0	0	48
46	53	68	,000	0	0	54
47	17	67	,000	0	7	93
48	18	66	,000	44	45	84
49	63	64	,000	0	0	50
50	26	63	,000	33	49	93
51	21	60	,000	0	0	91
52	36	57	,000	0	42	85
53	16	54	,000	0	0	72
54	45	53	,000	27	46	55
55	45	52	,000	54	0	63
56	24	51	,000	37	0	69
57	46	47	,000	30	40	71
58	7	43	,000	4	24	69
59	1	39	,000	0	22	72
60	13	30	,000	0	6	89
61	14	28	,000	0	0	62
62	3	14	,000	28	61	71
63	32	45	,072	41	55	82
64	44	132	,074	0	0	92
65	22	48	,076	0	32	96
66	2	12	,076	0	1	73
67	61	77	,078	43	15	109
68	25	27	,078	0	35	83
69	7	24	,078	58	56	96
70	35	118	,080	34	0	90
71	3	46	,080	62	57	105
72	1	16	,083	59	53	99
73	2	4	,089	66	0	97
74	98	129	,093	0	0	115
75	8	55	,096	0	0	107
76	65	78	,099	0	0	103
77	58	117	,102	0	0	100
78	84	110	,102	0	0	101
79	42	62	,102	23	19	98
80	34	37	,102	0	0	111
81	31	49	,105	26	0	92
82	32	102	,105	63	0	100
83	25	86	,107	68	0	103
84	18	131	,108	48	0	106
85	36	74	,108	52	0	120
86	23	50	,108	0	0	118
87	15	40	,108	0	0	112

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
88	19	127	,108	38	0	131
89	9	13	,108	0	60	113
90	35	56	,109	70	0	109
91	11	21	,112	0	51	108
92	31	44	,115	81	64	117
93	17	26	,117	47	50	116
94	38	91	,117	0	0	127
95	5	6	,117	0	31	106
96	7	22	,117	69	65	105
97	2	103	,117	73	0	126
98	42	97	,118	79	0	119
99	1	124	,118	72	0	104
100	32	58	,121	82	77	117
101	10	84	,121	0	78	112
102	90	113	,122	0	0	116
103	25	65	,122	83	76	110
104	1	59	,125	99	0	114
105	3	7	,126	71	96	114
106	5	18	,126	95	84	113
107	8	116	,126	75	0	122
108	11	20	,128	91	0	123
109	35	61	,130	90	67	111
110	25	29	,130	103	0	125
111	34	35	,135	80	109	119
112	10	15	,135	101	87	115
113	5	9	,142	106	89	121
114	1	3	,144	104	105	130
115	10	98	,145	112	74	123
116	17	90	,146	93	102	121
117	31	32	,147	92	100	124
118	23	80	,148	86	0	127
119	34	42	,149	111	98	120
120	34	36	,153	119	85	131
121	5	17	,155	113	116	130
122	8	41	,158	107	0	124
123	10	11	,163	115	108	126
124	8	31	,165	122	117	128
125	25	33	,167	110	0	129
126	2	10	,172	97	123	128
127	23	38	,180	118	94	132
128	2	8	,182	126	124	129
129	2	25	,187	128	125	133
130	1	5	,188	114	121	134
131	19	34	,196	88	120	132
132	19	23	,210	131	127	134
133	2	111	,210	129	0	135
134	1	19	,221	130	132	135
135	1	2	,265	134	133	0

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
1	1	1	1
2	2	2	2
3	1	1	1
4	2	2	2
5	1	1	1
6	1	1	1
7	1	1	1
8	2	2	2
9	1	1	1
10	2	2	2
11	2	2	2
12	2	2	2
13	1	1	1
14	1	1	1
15	2	2	2
16	1	1	1
17	1	1	1
18	1	1	1
19	3	3	1
20	2	2	2
21	2	2	2
22	1	1	1
23	3	3	1
24	1	1	1
25	2	2	2
26	1	1	1
27	2	2	2
28	1	1	1
29	2	2	2
30	1	1	1
31	2	2	2
32	2	2	2
33	2	2	2
34	3	3	1
35	3	3	1
36	3	3	1
37	3	3	1
38	3	3	1
39	1	1	1
40	2	2	2
41	2	2	2
42	3	3	1
43	1	1	1
44	2	2	2
45	2	2	2
46	1	1	1
47	1	1	1
48	1	1	1
49	2	2	2
50	3	3	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
51	1	1	1
52	2	2	2
53	2	2	2
54	1	1	1
55	2	2	2
56	3	3	1
57	3	3	1
58	2	2	2
59	1	1	1
60	2	2	2
61	3	3	1
62	3	3	1
63	1	1	1
64	1	1	1
65	2	2	2
66	1	1	1
67	1	1	1
68	2	2	2
69	1	1	1
70	1	1	1
71	3	3	1
72	3	3	1
73	2	2	2
74	3	3	1
75	1	1	1
76	2	2	2
77	3	3	1
78	2	2	2
79	3	3	1
80	3	3	1
81	1	1	1
82	1	1	1
83	2	2	2
84	2	2	2
85	3	3	1
86	2	2	2
87	1	1	1
88	1	1	1
89	1	1	1
90	1	1	1
91	3	3	1
92	1	1	1
93	2	2	2
94	1	1	1
95	2	2	2
96	2	2	2
97	3	3	1
98	2	2	2
99	2	2	2
100	1	1	1

Cluster Membership			
Case	4 Clusters	3 Clusters	2 Clusters
101	3	3	1
102	2	2	2
103	2	2	2
104	1	1	1
105	2	2	2
106	1	1	1
107	3	3	1
108	3	3	1
109	1	1	1
110	2	2	2
111	4	2	2
112	1	1	1
113	1	1	1
114	3	3	1
115	2	2	2
116	2	2	2
117	2	2	2
118	3	3	1
119	1	1	1
120	1	1	1
121	1	1	1
122	3	3	1
123	1	1	1
124	1	1	1
125	1	1	1
126	1	1	1
127	3	3	1
128	1	1	1
129	2	2	2
130	1	1	1
131	1	1	1
132	2	2	2
133	1	1	1
134	2	2	2
135	1	1	1
136	2	2	2

Frequency Distribution of the 4-, 3- and 2-Cluster Solution

Notes

Output Created	23-JUN-2013 20:26:08	
Comments		
Input	Data	/Users/postendorf/Desktop/SPSS FINAL/FINAL/Cluster analyses/Cluster analysis_4_Different attribute replacements/5_Replace ment routine_appearance instead of intensity/5_LBACS_Average linkage_Phi-square.sav
	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=CLU4_2 CLU3_2 CLU2_2 /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00

Statistics

		Average Linkage (Between Groups)	Average Linkage (Between Groups)	Average Linkage (Between Groups)
N	Valid	136	136	136
	Missing	0	0	0

Frequency Table

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	57	41,9	41,9	41,9
2	49	36,0	36,0	77,9
3	29	21,3	21,3	99,3
4	1	,7	,7	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	57	41,9	41,9	41,9
2	50	36,8	36,8	78,7
3	29	21,3	21,3	100,0
Total	136	100,0	100,0	

Average Linkage (Between Groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	86	63,2	63,2	63,2
2	50	36,8	36,8	100,0
Total	136	100,0	100,0	

Appendix n°19: Typical characteristic values of the final 3-cluster solution

Crosstabs: 3-Cluster Solution x Affiliation of the Luxury Brand**Notes**

Output Created	11-JUN-2013 12:56:43	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=CLU3_1 BY Affiliation /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT ROW /COUNT ROUND CELL.	
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Average Linkage (Between Groups) Affiliation *	136	100,0%	0	0,0%	136	100,0%

Average Linkage (Between Groups) * Affiliation Crosstabulation

			Affiliation		Total
			Affiliated	Independent	
Average Linkage (Between Groups)	1	Count % within Average Linkage (Between Groups)	16 28,6%	40 71,4%	56 100,0%
	2	Count % within Average Linkage (Between Groups)	22 43,1%	29 56,9%	51 100,0%
	3	Count % within Average Linkage (Between Groups)	7 24,1%	22 75,9%	29 100,0%
Total		Count % within Average Linkage (Between Groups)	45 33,1%	91 66,9%	136 100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,891 ^a	2	,143
Likelihood Ratio	3,868	2	,145
Linear-by-Linear Association	,000	1	,987
N of Valid Cases	136		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 9,60.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,169	,143
	Cramer's V	,169	,143
N of Valid Cases		136	

Crosstabs: 3-Cluster Solution x Age of the Luxury Brand

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
39	73	76	,000	0	0	41
40	47	75	,000	0	0	57
41	32	73	,000	29	39	63
42	57	72	,000	0	0	52
43	61	71	,000	0	0	67
44	18	70	,000	0	16	48
45	66	69	,000	0	0	48
46	53	68	,000	0	0	54
47	17	67	,000	0	7	93
48	18	66	,000	44	45	84
49	63	64	,000	0	0	50
50	26	63	,000	33	49	93
51	21	60	,000	0	0	91
52	36	57	,000	0	42	85
53	16	54	,000	0	0	72
54	45	53	,000	27	46	55
55	45	52	,000	54	0	63
56	24	51	,000	37	0	69
57	46	47	,000	30	40	71
58	7	43	,000	4	24	69
59	1	39	,000	0	22	72
60	13	30	,000	0	6	89
61	14	28	,000	0	0	62
62	3	14	,000	28	61	71
63	32	45	,072	41	55	82
64	44	132	,074	0	0	92
65	22	48	,076	0	32	96
66	2	12	,076	0	1	73
67	61	77	,078	43	15	109
68	25	27	,078	0	35	83
69	7	24	,078	58	56	96
70	35	118	,080	34	0	90
71	3	46	,080	62	57	105
72	1	16	,083	59	53	99
73	2	4	,089	66	0	97
74	98	129	,093	0	0	115
75	8	55	,096	0	0	107
76	65	78	,099	0	0	103
77	58	117	,102	0	0	100
78	84	110	,102	0	0	101
79	42	62	,102	23	19	98
80	34	37	,102	0	0	111
81	31	49	,105	26	0	92
82	32	102	,105	63	0	100
83	25	86	,107	68	0	103
84	18	131	,108	48	0	106
85	36	74	,108	52	0	120
86	23	50	,108	0	0	118
87	15	40	,108	0	0	112

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34,944 ^a	4	,000
Likelihood Ratio	40,659	4	,000
Linear-by-Linear Association	19,748	1	,000
N of Valid Cases	136		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 9,38.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	,507	,000
Cramer's V	,358	,000
N of Valid Cases	136	

```

CROSSTABS
  /TABLES=CLU3_1 BY Artform_groups
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ PHI
  /CELLS=COUNT ROW
  /COUNT ROUND CELL.

```

Crosstabs: 3-Cluster Solution x Art Form

Notes

Output Created	11-JUN-2013 13:00:32	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=CLU3_1 BY Artform_groups /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT ROW /COUNT ROUND CELL.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00

Notes

Dimensions Requested	2
Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Average Linkage (Between Groups) Artform_groups *	136	100,0%	0	0,0%	136	100,0%

Average Linkage (Between Groups) * Artform_groups Crosstabulation

			Artform_groups		Total
			1	2	
Average Linkage (Between Groups)	1	Count	49	7	56
		% within Average Linkage (Between Groups)	87,5%	12,5%	100,0%
	2	Count	34	17	51
		% within Average Linkage (Between Groups)	66,7%	33,3%	100,0%
	3	Count	18	11	29
		% within Average Linkage (Between Groups)	62,1%	37,9%	100,0%
Total	Count	101	35	136	
		% within Average Linkage (Between Groups)	74,3%	25,7%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,930 ^a	2	,012
Likelihood Ratio	9,495	2	,009
Linear-by-Linear Association	7,817	1	,005
N of Valid Cases	136		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 7,46.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	,256	,012
Cramer's V	,256	,012
N of Valid Cases	136	

Crosstabs: 3-Cluster Solution x Role of the Arts within the LBAC

Notes

Output Created		11-JUN-2013 13:02:51
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=CLU3_1 BY Role /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT ROW /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Average Linkage (Between Groups) Role *	136	100,0%	0	0,0%	136	100,0%

Average Linkage (Between Groups) * Role Crosstabulation

			Role		Total
			Creative- inspirational	Functional	
Average Linkage (Between Groups)	1	Count % within Average Linkage (Between Groups)	4 7,1%	52 92,9%	56 100,0%
	2	Count % within Average Linkage (Between Groups)	50 98,0%	1 2,0%	51 100,0%
	3	Count % within Average Linkage (Between Groups)	27 93,1%	2 6,9%	29 100,0%
Total		Count % within Average Linkage (Between Groups)	81 59,6%	55 40,4%	136 100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	108,778 ^a	2	,000
Likelihood Ratio	130,316	2	,000
Linear-by-Linear Association	79,036	1	,000
N of Valid Cases	136		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 11,73.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,894	,000
	Cramer's V	,894	,000
N of Valid Cases		136	

Crosstabs: 3-Cluster Solution x Fit between both Parties

Notes

Output Created	11-JUN-2013 13:04:10	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=CLU3_1 BY Fit /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT ROW /COUNT ROUND CELL.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Average Linkage (Between Groups) Fit *	136	100,0%	0	0,0%	136	100,0%

Average Linkage (Between Groups) * Fit Crosstabulation

			Fit		Total
			Existent	Non-existent	
Average Linkage (Between Groups)	1	Count	27	29	56
		% within Average Linkage (Between Groups)	48,2%	51,8%	100,0%
	2	Count	43	8	51
		% within Average Linkage (Between Groups)	84,3%	15,7%	100,0%
	3	Count	20	9	29
		% within Average Linkage (Between Groups)	69,0%	31,0%	100,0%
Total	Count	90	46	136	
	% within Average Linkage (Between Groups)	66,2%	33,8%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,668 ^a	2	,000
Likelihood Ratio	16,245	2	,000
Linear-by-Linear Association	6,577	1	,010
N of Valid Cases	136		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 9,81.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	,339	,000
Cramer's V	,339	,000
N of Valid Cases	136	

Crosstabs: 3-Cluster Solution x Direction of Collaboration

Notes

Output Created	11-JUN-2013 13:05:21	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=CLU3_1 BY Direction /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT ROW /COUNT ROUND CELL.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Average Linkage (Between Groups) Direction *	136	100,0%	0	0,0%	136	100,0%

Average Linkage (Between Groups) * Direction Crosstabulation

			Direction		Total
			Towards brand	Towards art	
Average Linkage (Between Groups)	1	Count	56	0	56
		% within Average Linkage (Between Groups)	100,0%	0,0%	100,0%
	2	Count	5	46	51
		% within Average Linkage (Between Groups)	9,8%	90,2%	100,0%
	3	Count	27	2	29
		% within Average Linkage (Between Groups)	93,1%	6,9%	100,0%
Total	Count	88	48	136	
	% within Average Linkage (Between Groups)	64,7%	35,3%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	108,099 ^a	2	,000
Likelihood Ratio	129,323	2	,000
Linear-by-Linear Association	7,255	1	,007
N of Valid Cases	136		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 10,24.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	,892	,000
Cramer's V	,892	,000
N of Valid Cases	136	

Crosstabs: 3-Cluster Solution x Time Duration

Notes

Output Created	11-JUN-2013 13:09:00	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=CLU3_1 BY Duration /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT ROW /COUNT ROUND CELL.	
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Average Linkage (Between Groups) Duration *	136	100,0%	0	0,0%	136	100,0%

Average Linkage (Between Groups) * Duration Crosstabulation

			Duration		Total
			Limited	Unlimited	
Average Linkage (Between Groups)	1	Count	56	0	56
		% within Average Linkage (Between Groups)	100,0%	0,0%	100,0%
	2	Count	24	27	51
		% within Average Linkage (Between Groups)	47,1%	52,9%	100,0%
	3	Count	29	0	29
		% within Average Linkage (Between Groups)	100,0%	0,0%	100,0%
Total	Count	109	27	136	
	% within Average Linkage (Between Groups)	80,1%	19,9%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56,147 ^a	2	,000
Likelihood Ratio	65,029	2	,000
Linear-by-Linear Association	2,251	1	,134
N of Valid Cases	136		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,76.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	,643	,000
Cramer's V	,643	,000
N of Valid Cases	136	

Crosstabs: 3-Cluster Solution x Intensity

Notes

Output Created	11-JUN-2013 13:10:10	
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=CLU3_1 BY Intensity /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT ROW /COUNT ROUND CELL.	
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Average Linkage (Between Groups) Intensity *	136	100,0%	0	0,0%	136	100,0%

Average Linkage (Between Groups) * Intensity Crosstabulation

			Intensity		Total
			Image-driven	Identity-driven	
Average Linkage (Between Groups)	1	Count	56	0	56
		% within Average Linkage (Between Groups)	100,0%	0,0%	100,0%
	2	Count	38	13	51
		% within Average Linkage (Between Groups)	74,5%	25,5%	100,0%
	3	Count	20	9	29
		% within Average Linkage (Between Groups)	69,0%	31,0%	100,0%
Total	Count	114	22	136	
	% within Average Linkage (Between Groups)	83,8%	16,2%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18,791 ^a	2	,000
Likelihood Ratio	26,558	2	,000
Linear-by-Linear Association	16,426	1	,000
N of Valid Cases	136		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 4,69.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	,372	,000
Cramer's V	,372	,000
N of Valid Cases	136	

Crosstabs: 3-Cluster Solution x Application

Notes

Output Created		11-JUN-2013 13:11:48
Comments		
Input	Data	/Users/postendorf/Desktop/LBACS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	136
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=CLU3_1 BY Application /FORMAT=AVALUE TABLES /STATISTICS=CHISQ PHI /CELLS=COUNT ROW /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,01
	Elapsed Time	00:00:00,00
	Dimensions Requested	2
	Cells Available	131029

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Average Linkage (Between Groups) Application *	136	100,0%	0	0,0%	136	100,0%

Average Linkage (Between Groups) * Application Crosstabulation

			Application		Total
			Commercial	Non-commercial	
Average Linkage (Between Groups)	1	Count	55	1	56
		% within Average Linkage (Between Groups)	98,2%	1,8%	100,0%
	2	Count	6	45	51
		% within Average Linkage (Between Groups)	11,8%	88,2%	100,0%
	3	Count	9	20	29
		% within Average Linkage (Between Groups)	31,0%	69,0%	100,0%
Total	Count	70	66	136	
	% within Average Linkage (Between Groups)	51,5%	48,5%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	86,024 ^a	2	,000
Likelihood Ratio	105,516	2	,000
Linear-by-Linear Association	51,427	1	,000
N of Valid Cases	136		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 14,07.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,795	,000
	Cramer's V	,795	,000
N of Valid Cases		136	

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Arts

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