

Appendix Three.

General Architectural Styles: Contemporary Shopping Scenes.

Group /Page	Images	Notes	Inferences
1 / 14	24, 28	Talking about shopping street, = Europe but England not like Europe.	Shopping Street = Europe England ≠ Europe
1 / 18	24	Talking about the predominance of images containing people in the Europe selection.	People = Europe Worc = Europe
1 / 5	28	Talking about renovated cobbled precinct. Evokes Europe but not Worc.	Worc ≠ Europe Cobbled Yard = Europe
1 / 7	-	Talking about things missing from the set of images. For Europe sitting out at Cafes.	Worc = Europe Cafes = Europe
1 / 7	24,22	Talking about modern shopping centre.	Shopping centre = Europe
1 / 8	24	Talking about Pedestrianised street & modern shops. Evokes Europe but qualified by haven't seen enough.	Pedestrianisation = Europe
2 / 13	25	Talking about older Victorian street scene in Europe context but kept firmly in Britain.	Avoid Europe Britain ≠ Europe
2 / 13	24,25	Conscious attempt to avoid using "it could be anywhere" for Europe ends up with a list of oppositions to Europe.	Europe ≠ Antarctica, Europe ≠ Africa, Europe ≠ S.America, Europe ≠ Asia.
2 / 15	19	Talking about Victorian shopping St & Bus. Suggest Europe may be like Germany but not France or Spain.	Street & Bus ≠ Europe
2 / 17	25	Talking about older Victorian street scene argument about Brit or Europe. Could be European because its not typically British	Britain ≠ Europe
2 / 18	24, 22	Talking modern shopping centre. M&S evokes Europe but the phones boxes in 22 make it Britain (modern BT phones)	M&S = Europe Phones = Britain ≠ Europe
2 / 20	24	Shopping centres evoke Europe but end up avoiding Europe	Shopping centre = Europe, Avoid Europe
2 / 25	24, 19	Modern shopping evokes global but bus and street = Europe. It seems that the distinctive images are monumental "cathedral vs. pagoda".	Shopping centre ≠ Europe Older Street & bus = Europe
2 / 29	24, 22	Talking about modern shopping centre.	Precincts = Europe ≠ Britain
2 / 30	24,22	Talking about modern shopping centre.	Shopping Centre = Europe

3 / 11	24	Searching for a representation for Europe, try road (29) McDonalds (26) but fall back on shopping centre.	Shopping centre = Europe
3 / 4	24	Discuss modern shopping centre, is it Europe or Britain. Go for Britain.	Shopping centre ≠ Europe Shopping centre ≠ Worc
3 / 6	26	Older shopping street may evoke Europe, but don't carry through avoiding Europe.	Avoid Europe
4 / 6	24	Modern shopping centre evokes Europe and Holland in particular.	Shopping centre = Holland = Europe
5 / 17	-	Talking about things missing from the set of images. For Europe the new covered Crowngate shopping centre. Clean but expensive.	Crowngate = of European importance Worc = Europe
7 / 1	24,4	Accepts modern shopping centre as Europe whilst trying to say that Britain is not Europe.	Shopping Centre = Europe Britain ≠ Europe
7 / 14	24, 26	M&S and McDonalds are international and thus evoke Europe	Major chains = Europe
7 / 15	28	Talking about renovated cobbled precinct. Evokes Europe because it "could be anywhere".	Anywhere = Europe Cobbled Yard = Europe