Date & Time — **November 30**, **2023**   16:40~18:10 (JST)

Venue — E-E110

Language — English

Participants — All are welcome

PAC Analysis, and how to use it to find subjects' implicit attitudes and mental schemes

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PAC means Personal Attitude Construct. It is a powerful research tool, combining qualitative and quantitative data collection and analysis. It is useful in achieving visualization of an individual's inner world and structures of attitudes, analyzing shared words and their meanings, and conducting evidence-based case studies.

People acquire their own cognitive schemes about the outside world by everyday living. Their environments and experiences are each very different. So individual personal attitudes are also diverse. Subjects who have idiosyncratic experiences may have special schemes, unconsciously.

PAC Analysis makes use of free association. A researcher asks informants to estimate the similarity between association items, and make use of cluster analysis. The researcher directs subjects to describe and compare clusters, and furthers discussion consulting with antecedent studies and findings. This theory and practice features contributions from language, culture, social norms and even natural science.