

Application of the WWW to the Survey in Clothing Life Science

- Investigation of Fashion Consciousness -

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An investigation of the fashion consciousness about women's wear was carried out on the WWW in order to examine its validity and potential as a survey media.

A questionnaire about the fashion consciousness was open on the web site, where the answers were transmitted into the given server by easily clicking the send form.

185 answers were sent in the 50 days after opening the site from the 35 (/47) administrative divisions of Japan, which suggests the high collecting possibility of the WWW.

Internet has the advantage of getting the interactive and prompt information exchanges. The multimedia information can be sent easily through the WWW by construction a web site even personally. When the English language section was added to the web site, it could be possible English language section was added to the web site, it could be possible to survey globally by obtaining the answers from widely over the world with the cooperation of foreign researchers in the short period.

Therefore the finding of the regional feature and comparative analysis of the costume culture could be globally surveyed using the WWW. Thus the WWW becomes powerful media to survey the clothing life science such as the research field of the costume culture and clothing psychology.