

Second Analytic Approach

A second analytic approach was attempted aiming to detect if patterns emerged from the *same-choice* groups. While the first analytic approach focused in the analysis of qualitative data, this approach examines what the quantitative data might reveal. The groups are different each time however the analysis explores the profile of each group hoping to reveal patterns in preference. The profile of each group is created by the acceptance that some choices in the questions are considered more complicated than others and by the thorough examination of the *behaviour* of the group to all the other questions we seek to indicate any patterns concerning the reaction to landscape images and texts. The data display the number of people from the four target groups, the number of male and female in each group and the choices that were given to all the other questions by this group. The star beside some question shows that the result in this question in the specific group is different from the overall result concerning that question

Q1: WO landscape group 8 artists, 9 scientists, 7 farmers and 9 naturalists (17 Males/16 Females). There is only one person from primary education in this group.

Q2: 10 W/16 O/7 A

Q3: 24 3EL/ 5 2EL/ 4 1EL

Q4: 16 R/13 S/4 NR

Q5: 22 CL/4 MD/7 A

Q6: 17 i/15 ii/ 1 none

Q7: 8 TM/7 ONE/14 ND/4 A *

Q8: 17 B&W/15 COLOR/1 doesn't matter. *

Q9: 16 D/10 F/6 N

Q10: 15 N/17 F/1 NONE

Q11: 28 CINE/4 N/1 SQ

Codes: **Q1: WO**=without caption landscape, **W**=with caption landscape, **Q2: W**=naturalists caption, **O**=their own caption, **A**=artists caption, **F**= farmers caption, **SC**= scientists caption, **Q3: 3EL**=landscape with three compositional elements, **2EL**=landscape with 2 elements, **1EL**= landscape with one element, **Q4: R**= river landscape, **S**= sea landscape, **NR**= non related landscape, **Q5: CL**=classic compositionally landscape, **MD**= mid distance landscape, **A**= abstract landscape, **Q6: I**=single landscape image, **ii**= the same landscape as in case I separated in two images, **Q7: TM**= too many people landscape, **ONE**=landscape with single human presence, **ND**= non-direct human presence, **A**= landscape with total absence of human presence, **Q8: B&W**= black and white version of a landscape, **C**=colour version of the same landscape, **Q9: D**=dark landscape, **F**= bright version of the same landscape, **N**= normal, in terms of exposure, landscape, **Q10: N**= landscape without a filter, **F**= same landscape with filter, **Q11: CINE**= landscape in cinematic format, **N**= same landscape in rectangular format, **SQ**= same landscape in square format.

Q1: W group 5 artists, 5 scientists, 7 farmers, and 3 naturalists. (12 M/8F)

Q2: 7 W/7 O/1 F/5 A

Q3: 13 3EL/4 2EL/4 1EL

Q4: 12 R/8 S/0 NR

Q5: 15 CL/2 MD/3 A

Q6: 8 i/10 ii/1 none/1-

Q7: 7 TM/2 ONE/6 ND/5 A

Q8: 7 B&W/12 C/1 doesn't matter

Q9: 9 D/5 F/6 N

Q10: 7 N/13 F

Q11: 14 CINE/5 N/1 SQ

Both square frame choices in the above two groups came from women farmers. The farmers caption was preferred only once and by an artist.

Q2: Naturalists caption group 5 artists, 3 naturalists, 6 farmers, 4 scientists (11M/7F)

Q1: 19WO/7W/1-

Q3: 12-3EL/2-2EL/3-1EL/ 1-

Q4: 7R/11S/0NR

Q5: 14CL/2MD/2A

Q6: 13i/5ii

Q7: 5TM/2ONE/8ND/3A

Q8: 6B&W/11C/1 doesn't matter

Q9: 7D/5F/6N

Q10: 8N/10F

Q11: 12CINE/6N/0SQ

Q2: Artistic caption group 3 artists, 2 naturalists, 3 farmers, 4 scientists (5M/7F)

Q1: 7WO/5W

Q3: 10 3EL/1 2EL/1 13L

Q4: 7R/4S/1NR

Q5: 8CL/4A/0MD

Q6: 2i/9ii/1none

Q7: 3TM/2ONE/4ND/3A

Q8: 5B&W/7C

Q9: 6D/4F/2N

Q10: 6N/6F

Q11: 8CINE/3N/1SQ

Q2 Their own caption group 4 artists, 9 naturalists, 5 farmers, 6 scientists (13M/11F)

Q1: 16WO/7W/1-

Q3: 15 3EL/5 2EL/4 1EL

Q4: 13R/8S/3NR

Q5: 16CL/4MD/4A

Q6: 12i/10ii/1none//1 misunderstand

Q7: 6TM/5ONE/9ND/4A

Q8: 12B&W/11C/1 doesn't matter *

Q9: 12D/6F/5N

Q10: 10N/13F/1none of them.

Q11: 19CINE/3N/1SQ/1None

Codes: Q1: WO=without caption landscape, W=with caption landscape, Q2: W=naturalists caption, O=their own caption, A=artists caption, F= farmers caption, SC= scientists caption, Q3: 3EL=landscape with three compositional elements, 2EL=landscape with 2 elements, 1EL= landscape with one element, Q4: R= river landscape, S= sea landscape, NR= non related landscape, Q5: CL=classic compositionally landscape, MD= mid distance landscape, A= abstract landscape, Q6: I=single landscape image, ii= the same landscape as in case I separated in two images, Q7: TM= too many people landscape, ONE=landscape with single human presence, ND= non-direct human presence, A= landscape with total absence of human presence, Q8: B&W= black and white version of a landscape, C=colour version of the same landscape, Q9: D=dark landscape, F= bright version of the same landscape, N= normal, in terms of exposure, landscape, Q10: N= landscape without a filter, F= same landscape with filter, Q11: CINE= landscape in cinematic format, N= same landscape in rectangular format, SQ= same landscape in square format.

Clear preference to case ii in Q6 which is considered as more difficult image compare to case i.

Q3: The 3Element image group. 7 artists, 13 naturalists, 8 farmers, 9 scientists (20M/17F)

Q1: 26WO/12W/1-

Q2: 12W/15O/10A

Q4: 17R/18S/2NR *

Q5: 26CL/3MD/8A

Q6: 19i/18ii

Q7: 8TM/8ONE/14ND/7A

Q8: 17B&W/19C/1 doesn't matter.

Q9: 17D/10F/10N

Q10: 17N/20F

Q11: 25CINE/11N/1SQ

Q3: The 2Element image group 3 artists, 0 naturalists, 2 farmers, 4 scientists (6M/3F)

Q1: 5WO/4W

Q2: 2W/5O/1A/1F

Q4: 6R/1S/2NR

Q5: 5CL/2MD/2A

Q6: 2i/5ii/2none

Q7: 4TM/0ONE/4ND/1A

Q8: 5B&W/4COLOR

Q9: 4D/4F/1N

Q10: 3N/5F/1None

Q11: 8CINE/1none

Q3: The 1Element image group 3 artists, 0 naturalists, 4 farmers, 1 scientist (3M/5F)

Q1: 4WO/4W

Q2: 3W/4O/1A

Q4: 5R/3S/0NR

Q5: 7CL/1MD/0A

Q6: 5i/2ii/1-

Q7: 3TM/1ONE/2ND/2A

Q8: 2B&W/5COLOR/1 two stories

Q9: 4D/1F/3N

Q10: 3N/5FILTER

Q11: 7CINE/1SQ/0N

Codes: Q1: WO=without caption landscape, W=with caption landscape, Q2: W=naturalists caption, O=their own caption, A=artists caption, F= farmers caption, SC= scientists caption, Q3: 3EL=landscape with three compositional elements, 2EL=landscape with 2 elements, 1EL= landscape with one element, Q4: R= river landscape, S= sea landscape, NR= non related landscape, Q5: CL=classic compositionally landscape, MD= mid distance landscape, A= abstract landscape, Q6: I=single landscape image, ii= the same landscape as in case I separated in two images, Q7: TM= too many people landscape, ONE=landscape with single human presence, ND= non-direct human presence, A= landscape with total absence of human presence, Q8: B&W= black and white version of a landscape, C=colour version of the same landscape, Q9: D=dark landscape, F= bright version of the same landscape, N= normal, in terms of exposure, landscape, Q10: N= landscape without a filter, F= same landscape with filter, Q11: CINE= landscape in cinematic format, N= same landscape in rectangular format, SQ= same landscape in square format.

Q4: River image group 8 artists, 6 naturalists, 9 farmers, 5 scientists (16M/12F)

Q1: 16WO/12W

Q2: 7W/13O/7A/1F

Q3: 17 3EL/6 2EL/5 1EL

Q5: 21CL/ 2MD/ 5A

Q6: 12i/13ii/2none/1 misunderstanding *

Q7: 8TM/4ONE/11ND/5A

Q8: 12B&W/15COLOR/1 doesn't matter

Q9: 13D/10F/5N

Q10: 13N/14 FILTER/1 NONE

Q11: 20 CINE/5N/2SQ/1NONE

Q4: Sea image group 4 artists, 7 naturalists, 5 farmers, 7 scientists (12M/11F)

Q1: 13WO/8W/2-

Q2: 11W/8O/4A

Q3: 18 3EL/ 1 2EL/ 3 1EL/1-

Q5: 16 CL/ 3 MD/ 4 A

Q6: 13 i/ 10ii
Q7: 6 TM/ 5 ONE/ 7 ND/ 5 A
Q8: 8 B&W/ 14 COLOR/ 1 doesn't matter
Q9: 10 D/ 4 F/ 9 N
Q10: 9 N/14 FILTER
Q11: 16 CINE/ 7 N

Q4: Non-related image group 1 artist, 1 naturalist, 0 farmers, 2 scientists (2M/2F)

Q1: 4 WO/0 W
Q2: 3O/1 A
Q3: 2 3EL/ 2 2EL
Q5: 2 CL/1 MD/ 1A
Q6: 2 i/2 ii
Q7: 1 TM/0 ONE/ 3 ND/ 0 A
Q8: 4 B&W/ 0 COLOR
Q9: 3 D/ 1 F/ 0 N
Q10: 2 N/ 2 FILTER
Q11: 4 CINE/ 0 N/ 0 SQ

Codes: Q1: WO=without caption landscape, W=with caption landscape, Q2: W=naturalists caption, O=their own caption, A=artists caption, F= farmers caption, SC= scientists caption, Q3: 3EL=landscape with three compositional elements, 2EL=landscape with 2 elements, 1EL= landscape with one element, Q4: R= river landscape, S= sea landscape, NR= non related landscape, Q5: CL=classic compositionally landscape, MD= mid distance landscape, A= abstract landscape, Q6: I=single landscape image, ii= the same landscape as in case I separated in two images, Q7: TM= too many people landscape, ONE=landscape with single human presence, ND= non-direct human presence, A= landscape with total absence of human presence, Q8: B&W= black and white version of a landscape, C=colour version of the same landscape, Q9: D=dark landscape, F= bright version of the same landscape, N= normal, in terms of exposure, landscape, Q10: N= landscape without a filter, F= same landscape with filter, Q11: CINE= landscape in cinematic format, N= same landscape in rectangular format, SQ= same landscape in square format.

Q5: Classic landscape group 11 artists, 9 naturalists, 12 farmers, 7 scientists (25 M/14F)

Q1: 15 W/ 22 WO
Q2: 14 W/ 16 O/ 8 A/ 1 F
Q3: 26 3EL/ 5 2EL/ 7 1EL
Q4: 21 R/ 15 S/ 2 NR
Q6: 21 i/ 16 ii/ 1 none/ 1 –
Q7: 13 TM/ 8 ONE/ 13 ND/ 5 A #
Q8: 16 B&W/ 21 COLOR/ 1 doesn't matter/ 1 –
Q9: 21 D/ 9 F/ 8 N
Q10: 16 N/ 23 FILTER
Q11: 31 CINE/ 8 N/ 0 SQ

Q5: Mid-distance landscape group 1 artist, 1 naturalist, 3 scientists, 1 farmer (3M/3F)

Q1: 2 W/4 WO

Q2: 2 W/ 4 O/0 A/0 F

Q3: 3 3EL/2 2EL/ 1 1EL

Q4: 2 R/ 3 S/ 1 NR

Q6: 2 i/ 3 ii/ 1 none

Q7: 0 TM/ 3 ND/ 1 ONE/ 2 A

Q8: 3 B&W/ 3 COLOR

Q9: 3 D/3 F

Q10: 2 N/3 F/ 1 NONE

Q11: 2 CINE/ 2 N/ 1 SQ/ 1 NONE

Q5: Abstract landscape group 1 artist, 4 naturalists, 4 scientists, 1 farmer (2M/8F)

Q1: 3 W/7 WO

Q2: 2 W/ 4 O/4 A

Q3: 7 3EL/2 2EL/ 0 1EL

Q4: 5 R/4 S/ 1 NR

Q6: 4 i/6 ii

Q7: 2 TM/0 ONE/ 5 ND/ 3 A

Q8: 5 B&W/ 5 COLOR

Q9: 2 D/ 4 F/ 4 N

Q10: 6 N/ 4 F

Q11: 7 CINE/ 2 N/ 1 SQ

Codes: **Q1: WO**=without caption landscape, **W**=with caption landscape, **Q2: W**=naturalists caption, **O**=their own caption, **A**=artists caption, **F**= farmers caption, **SC**= scientists caption, **Q3: 3EL**=landscape with three compositional elements, **2EL**=landscape with 2 elements, **1EL**= landscape with one element, **Q4: R**= river landscape, **S**= sea landscape, **NR**= non related landscape, **Q5: CL**=classic compositionally landscape, **MD**= mid distance landscape, **A**= abstract landscape, **Q6: I**=single landscape image, **ii**= the same landscape as in case I separated in two images, **Q7: TM**= too many people landscape, **ONE**=landscape with single human presence, **ND**= non-direct human presence, **A**= landscape with total absence of human presence, **Q8: B&W**= black and white version of a landscape, **C**=colour version of the same landscape, **Q9: D**=dark landscape, **F**= bright version of the same landscape, **N**= normal, in terms of exposure, landscape, **Q10: N**= landscape without a filter, **F**= same landscape with filter, **Q11: CINE**= landscape in cinematic format, **N**= same landscape in rectangular format, **SQ**= same landscape in square format.

Q6: Case i group 4 artists, 9 naturalists, 9 farmers, 5 scientists (13M/14F)

Q1: 8 W/17 WO/ 2 -

Q2: 13 W/ 12 O/0 F/0 SC *

Q3: 19 3EL/ 2-2EL/5 1EL/1 -

Q4: 12 R/13 S/2 NR *

Q5: 21 CL/2 MD/4 A

all the males choose classic image

Q7: 7 TM/4 ONE/10 ND/6 A

Q8: 12 B&W/ 15 COLOR

Q9: 11 D/ 5 F/11 N

Q10: 15 N/ 12 F

Q11: 17 CINE/8 N/1 SQ

Q6: Case ii group 8 artists, 5 naturalists, 5 farmers, 7 scientists (15M/10F)

Q1: 10 W/15 WO

Q2: 5 W/ 10 O/1 F/0 SC

Q3: 18 3EL/5 2EL/2 1EL

Q4: 13 R/10 S/2 NR

Q5: 16 CL/3 MD/6 A

Q7: 7 TM/5 ONE/10 ND/3 A

Q8: 12 B&W/12 COLOR/1 doesn't matter

Q9: 12 D/10 F/3 N

Q10: 7 N/18 FILTER

Q11: 21 CINE/4 N/0 SQ

all the females choose cinematic format

Codes: **Q1: WO**=without caption landscape, **W**=with caption landscape, **Q2: W**=naturalists caption, **O**=their own caption, **A**=artists caption, **F**= farmers caption, **SC**= scientists caption, **Q3: 3EL**=landscape with three compositional elements, **2EL**=landscape with 2 elements, **1EL**= landscape with one element, **Q4: R**= river landscape, **S**= sea landscape, **NR**= non related landscape, **Q5: CL**=classic compositionally landscape, **MD**= mid distance landscape, **A**= abstract landscape, **Q6: I**=single landscape image, **ii**= the same landscape as in case I separated in two images, **Q7: TM**= too many people landscape, **ONE**=landscape with single human presence, **ND**= non-direct human presence, **A**= landscape with total absence of human presence, **Q8: B&W**= black and white version of a landscape, **C**=colour version of the same landscape, **Q9: D**=dark landscape, **F**= bright version of the same landscape, **N**= normal, in terms of exposure, landscape, **Q10: N**= landscape without a filter, **F**= same landscape with filter, **Q11: CINE**= landscape in cinematic format, **N**= same landscape in rectangular format, **SQ**= same landscape in square format.

Q7: Too many people image group 3 artists, 5 naturalists, 5 farmers, 2 scientists (8M/7F)

Q1: 7 W/8 WO

Q2: 5 W/6 O/1 F/0 SC

Q3: 8 3EL/4 2EL/3 1EL

Q4: 8 R/6 S/1 NR

Q5: 13 CL/0 MD/2 A

all the males choose classic image

Q6: 7 i/7 ii/ 1 none

Q8: 6 B&W/ 9 COLOR

Q9: 8 D/4 F/3 N

Q10: 5 N/10 FILTER

Q11: 14 CINE/1 N/0 SQ

all the females choose the cinematic format image

Q7: One human figure image group 5 artists, 1 naturalist, 2 farmers, 1 scientist (4M/5F)

Q1: 2 W/7 WO
Q2: 2 W/5 O/2 A
Q3: 8 3EL/1 2EL/0 1EL
Q4: 4 R/5 S/0 NR
Q5: 8 CL/1 MD/0 A
Q6: 4 i/5 ii
Q8: 6 B&W/ 3 COLOR
Q9: 5 D/ 1 F/3 N
Q10: 4 N/5 FILTER
Q11: 6 CINE/3 N/0 SQ

Codes: Q1: WO=without caption landscape, W=with caption landscape, Q2: W=naturalists caption, O=their own caption, A=artists caption, F= farmers caption, SC= scientists caption, Q3: 3EL=landscape with three compositional elements, 2EL=landscape with 2 elements, 1EL= landscape with one element, Q4: R= river landscape, S= sea landscape, NR= non related landscape, Q5: CL=classic compositionally landscape, MD= mid distance landscape, A= abstract landscape, Q6: I=single landscape image, ii= the same landscape as in case I separated in two images, Q7: TM= too many people landscape, ONE=landscape with single human presence, ND= non-direct human presence, A= landscape with total absence of human presence, Q8: B&W= black and white version of a landscape, C=colour version of the same landscape, Q9: D=dark landscape, F= bright version of the same landscape, N= normal, in terms of exposure, landscape, Q10: N= landscape without a filter, F= same landscape with filter, Q11: CINE= landscape in cinematic format, N= same landscape in rectangular format, SQ= same landscape in square format.

Q7: Non-direct human presence landscape group 4 artists, 5 naturalists, 4 farmers, 8 scientists (14M/7F)

Q1: 6 W/14 WO
Q2: 8 W/9 O/4 A/ 0 SC
Q3: 14 3EL/ 4 2EL/2 1EL
Q4: 11R/7 S/3 NR
Q5: 13 CL/3 MD/5 A
Q6: 10 i/10 ii/1 none #
Q8: 9 B&W/11 COLOR/ 1 doesn't matter
Q9: 11 D/ 6 F/4 N
Q10: 10 N/ 10 FILTER/1 NONE
Q11: 15 CINE/5 N/0 SQ/1 NONE

Q7: Abstract landscape group 1 artist, 3 naturalists, 3 farmers, 3 scientists (4M/6F)

Q1: 5 W/ 4 WO/1 –
Q2: 3 W/4 O/3 A/ 0 SC
Q3: 7 3EL/1 2EL/2 1EL
Q4: 5 R/5 S/0 NR
Q5: 5 CL/2 MD/3 A

Q6: 6 i/3 ii/1 –
Q8: 3 B&W/6 COLOR/1 –
Q9: 2 D/4 F/4 N
Q10: 5 N/5 FILTER
Q11: 5 CINE/3 N/2 SQ

Codes: Q1: WO=without caption landscape, W=with caption landscape, Q2: W=naturalists caption, O=their own caption, A=artists caption, F= farmers caption, SC= scientists caption, Q3: 3EL=landscape with three compositional elements, 2EL=landscape with 2 elements, 1EL= landscape with one element, Q4: R= river landscape, S= sea landscape, NR= non related landscape, Q5: CL=classic compositionally landscape, MD= mid distance landscape, A= abstract landscape, Q6: I=single landscape image, ii= the same landscape as in case I separated in two images, Q7: TM= too many people landscape, ONE=landscape with single human presence, ND= non-direct human presence, A= landscape with total absence of human presence, Q8: B&W= black and white version of a landscape, C=colour version of the same landscape, Q9: D=dark landscape, F= bright version of the same landscape, N= normal, in terms of exposure, landscape, Q10: N= landscape without a filter, F= same landscape with filter, Q11: CINE= landscape in cinematic format, N= same landscape in rectangular format, SQ= same landscape in square format.

Q8: B&W version landscape group 9 artists, 7 naturalists, 3 farmers, 5 scientists (13M/11F)

Q1: 7 W/17 WO
Q2: 6 W/12 O/5 A/1 F
Q3: 17 3EL/5 2EL/2 1EL
Q4: 12 R/8 S/4 NR
Q5: 16 CL/3 MD/5 A
Q6: 12 i/ 12 ii
Q7: 6 TM/6 ONE/9 ND/3 A
Q9: 15 D/ 5 F/4 N
Q10: 10 N/14 FILTER
Q11: 19 CINE/5 N/0 SQ

Q8: Colour version landscape group 2 artist, 7 naturalists, 11 farmers, 9 scientists (15M/14F)

Q1: 12 W/15 WO/2 –
Q2: 11 W/11 O/7 A/0 F/ 0 SC #
Q3: 19 3EL/4 2EL/5 1EL
Q4: 15 R/14 S/0 NR
Q5: 21 CL/3 MD/5 A
Q6: 15 i/ 12 ii/2 none
Q7: 9 TM/3 ONE/11 ND/6 A
Q9: 10 D/9 F/10 N
Q10: 13 N/15 FILTER
Q11: 20 CINE/6 N/2 SQ/1 NONE

Codes: Q1: WO=without caption landscape, W=with caption landscape, Q2: W=naturalists caption, O=their own caption, A=artists caption, F= farmers caption, SC= scientists caption, Q3: 3EL=landscape with three compositional elements, 2EL=landscape with 2 elements, 1EL= landscape with one element, Q4: R= river landscape, S= sea landscape, NR= non related landscape, Q5: CL=classic compositionally landscape, MD= mid distance landscape, A= abstract landscape, Q6: I=single landscape image, ii= the same landscape as in case I separated in two images, Q7: TM= too many people landscape, ONE=landscape with single human presence, ND= non-direct human presence, A= landscape with total absence of human presence, Q8: B&W= black and white version of a landscape, C=colour version of the same landscape, Q9: D=dark landscape, F= bright version of the same landscape, N= normal, in terms of exposure, landscape, Q10: N= landscape without a filter, F= same landscape with filter, Q11: CINE= landscape in cinematic format, N= same landscape in rectangular format, SQ= same landscape in square format.

Q9: Dark landscape version group 8 artists, 6 naturalists, 4 farmers, 8 scientists (15M/11F)

Q1: 9 W/16 WO/1 –

Q2: 7 W/12 O/6 A/1 F/0 SC

Q3: 17 3EL/4 2EL/4 1EL

Q4: 13 R/10 S/3 NR

Q5: 21 CL/3 MD/2 A

Q6: 11 i/12 ii/2 none/1 – *

Q7: 8 TM/5 ONE/11 ND/2 A

Q8: 15 B&W/ 10 COLOR *

Q10: 12 N/13 F/ 1 NONE

Q11: 22 CINE/3 N/1 NONE

Q9: Bright landscape version group 3 artists, 6 naturalists, 3 farmers, 3 scientists (8M/7F)

Q1: 5 W/10 WO

Q2: 5 W/6 O/4 A/0 SC

Q3: 10 3EL/4 2EL/1 1EL

Q4: 10 R/4 S/1 NR

Q5: 9 CL/2 MD/4 A

Q6: 5 i/10 ii

Q7: 4 TM/1 ONE/6 ND/4 A

Q8: 5 B&W/9 COLOR/ 1 doesn't matter

Q10: 3 N/12 F

Q11: 11 CINE/3 N/1 SQ

Q9: Normal (exposure) landscape version group 2 artists, 2 naturalists, 7 farmers, 3 scientists (7M/7F)

Q1: 6 W/7 WO/1 –

Q2: 6 W/6 O/2 A/0 F/0 SC

Q3: 10 3EL/1 2EL/ 3 1EL

Q4: 5 R/9 S/0 NR

Q5: 9 CL/1 MD/4 A

Q6: 11 i/3 ii
Q7: 3 TM/3 ONE/4 ND/4 A
Q8: 3 B&W/10 COLOR
Q10: 9 N/5 FILTER
Q11: 7 CINE/6 N/1 SQ

the almost equal cinematic and rectangular format

Codes: Q1: WO=without caption landscape, W=with caption landscape, Q2: W=naturalists caption, O=their own caption, A=artists caption, F= farmers caption, SC= scientists caption, Q3: 3EL=landscape with three compositional elements, 2EL=landscape with 2 elements, 1EL= landscape with one element, Q4: R= river landscape, S= sea landscape, NR= non related landscape, Q5: CL=classic compositionally landscape, MD= mid distance landscape, A= abstract landscape, Q6: I=single landscape image, ii= the same landscape as in case I separated in two images, Q7: TM= too many people landscape, ONE=landscape with single human presence, ND= non-direct human presence, A= landscape with total absence of human presence, Q8: B&W= black and white version of a landscape, C=colour version of the same landscape, Q9: D=dark landscape, F= bright version of the same landscape, N= normal, in terms of exposure, landscape, Q10: N= landscape without a filter, F= same landscape with filter, Q11: CINE= landscape in cinematic format, N= same landscape in rectangular format, SQ= same landscape in square format.

Q10: Normal (with out filter) landscape version group 3 artists, 5 naturalists, 8 farmers, 8 scientists (13M/11F)

Q1: 7 W/15 WO/2 –
Q2: 8 W/10 O/6 A/0 F/0 SC
Q3: 17 3EL/3 2EL/ 3 1EL/1 –
Q4: 13 R/9 S/2 NR
Q5: 16 CL/2 MD/6 A
Q6: 15 i/7 ii
Q7: 5 TM/4 ONE/10 ND/5 A
Q8: 10 B&W/13 COLOR/1 –
Q9: 12 D/3 F/9 N
Q11: 15 CINE/8 N/1 SQ

Q10: Filter landscape version group 10 artists, 9 naturalists, 6 farmers, 5 scientists (17M/13F)

Q1: 13 W/17 WO
Q2: 10 W/13 O/6 A/1 F/0 SC
Q3: 20 3EL/5 2EL/5 1EL
Q4: 14 R/14 S/2 NR #
Q5: 23 CL/3 MD/4 A
Q6: 12 i/18 ii *
Q7: 10 TM/5 ONE/10 ND/5 A #
Q8: 14 B&W/15 COLOR/1 doesn't matter
Q9: 13 D/12 F/5 N
Q11: 25 CINE/4 N/1 SQ

Q11: Cinematic format group 9 artists, 10 naturalists, 10 farmers, 11 scientists (22M/18F)

Q1: 14 W/26 WO

Q2: 12 W/19 O/8 A/1 F/0 SC

Q3: 25 3EL/8 2EL/7 1 EL

Q4: 20 R/16 S/4 NR

Q5: 31 CL/2 MD/7 A

Q6: 17 i/21 ii/1 -/1 none *

Q7: 14 TM/6 ONE/15 ND/5 A

Q8: 19 B&W/20 COLOR/1 –

Q9: 22 D/11 F/7 N

Q10: 15 N/25 FILTER

Q11: Rectangular format group 4 artists, 4 naturalists, 2 farmers, 2 scientists (8M/4F)

Q1: 5 W/5 WO/2 –

Q2: 6 W/3 O/3 A/ 0 F/0 SC

Q3: 11 3EL/0 2EL/0 1EL/1 –

Q4: 5 R/7 S/0 NR

Q5: 8 CL/2 MD/2 A

Q6: 8 i/4ii

Q7: 1 TM/3 ONE/5 ND/3 A

Q8: 5 B&W/6 COLOR/1 doesn't matter

Q9: 3 D/3 F/6 N

Q10: 8N/ 4 FILTER

Q11: Square format group 2 women farmers which have both prefer the river image of Q4, the case I of Q6, the abstract landscape of Q7 and the colour version of landscape Q8.

Codes: Q1: WO=without caption landscape, W=with caption landscape, Q2: W=naturalists caption, O=their own caption, A=artists caption, F= farmers caption, SC= scientists caption, Q3: 3EL=landscape with three compositional elements, 2EL=landscape with 2 elements, 1EL= landscape with one element, Q4: R= river landscape, S= sea landscape, NR= non related landscape, Q5: CL=classic compositionally landscape, MD= mid distance landscape, A= abstract landscape, Q6: I=single landscape image, ii= the same landscape as in case I separated in two images, Q7: TM= too many people landscape, ONE=landscape with single human presence, ND= non-direct human presence, A= landscape with total absence of human presence, Q8: B&W= black and white version of a landscape, C=colour version of the same landscape, Q9: D=dark landscape, F= bright version of the same landscape, N= normal, in terms of exposure, landscape, Q10: N= landscape without a filter, F= same landscape with filter, Q11: CINE= landscape in cinematic format, N= same landscape in rectangular format, SQ= same landscape in square format.