

SOCIO-COGNITIVE AND BEHAVIORAL APPROACH IN HISTORICAL ADVERTISING: CONTRIBUTION OF THE VARIABLE IMPORTANCE OF CLEANLINESS

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ABSTRACT

The chronological order and analysis of Greek print detergent advertisements in this article, aims to provide an elaborate model of observation of detergent advertisements and, in particular, their displacements in the period between 1902 and 2019. The empirical material of the study is composed of 300 detergent advertisements based on their use. The chronological tracking of advertisements is intended to capture the shifting of detergent products and, consequently, changes in our perception of cleanliness. The collected data of Advertisements are analyzed and transformed to assume suitable form for the execution of the respective machine-learning algorithms provided by the Google Vision API that detect objects and faces, read printed and handwritten text and build valuable metadata for further data analysis.

According to theorists, this type of advertisements refers to the organizational principles of everyday life as well as the practices of symbolic construction of social life, but it aims at the underlying cultural meanings, as its overall work refers to religious phenomena and ritual symbolic systems, for which it would be very difficult to find their correspondence with ads for detergents. Additionally, the previous analysis of this type of advertisements can be studied upon the theoretical framework of Maslow's model which focus in hierarchy of needs as indicated in the pyramid from the lower needs (physiological, security) to the higher needs (social, esteem, self-actualization). Cleanliness beyond practical needs can also fulfils the need of one's sociability, so can be characterized as a need that is combined to others.

KEYWORDS: *Cognitive Science, Historical Advertisements, Visual and Textual Diversity, Visual Retrieval, Google Vision API, Data Analytics*