Group A base in Chengdu （Time 26th June）

Participatory Intervention
Inviting participants to engage in one-on-one participatory interventions via WeChat voice messages, guided by semi-structured questions to help them articulate the cultural logic behind their dressing styles.
邀请被试者以一对一的方式，通过微信语音进行参与式干预，基于半结构化问题，引导他们讲述穿搭背后的文化逻辑。

Mobilizing participants to co-define the expression of Chengdu's culture, while encouraging reflection and re-expression.
动员参与者共同定义成都文化的表达，并引导他们进行反思与再表达。

Emphasis on:
- The subjectivity of the participants被访者的主体性；

- The interaction between research and practice研究与实践之间的互动

- The co-creation of data and thought数据与思维的共同生成。

Group B base in UK（Time 27th June）

Plan A: Focus Group Discussion（At least 5 people participated.）
inviting a group of people with a shared background (Chengdu natives living in the UK) to participate in a discussion guided by structured questions.
邀请一群具有共同背景（在英国的成都人）的人参与，通过结构性提问引导他们展开讨论。
Key Features 包括以下特点：
- The researcher sets the theme: "Reframing Chengdu: A Reflexive Focus Group on Fashion and Identity", and prepares key guiding questions.
  研究者设定讨论主题为 "重塑成都：一个关于时尚与身份认同的反思性焦点小组"，并提出关键问题（问题已提前准备）。
- Participants influence and inspire one another, generating richer insights.
  参与者之间可以相互影响和启发，从而得出更丰富的观点。
- Particularly suited to exploring cultural identity, group consciousness, and value construction.
  该方法尤其适合探索文化认同、群体意识、价值观的构建等议题。

The key inquiry:
Group B aims to explore whether Chengdu natives in a different cultural and geographical context interpret 'Chengdu culture' differently.
B组的研究重点是观察在异地（英国）的成都人是否会因地理、文化差异对"成都文化"产生不同的诠释？

Plan B: One-on-One Reflective Interview（Less than 5 people participated.）
Format:
One-on-one participatory intervention through WeChat voice chat, guided by semi-structured questions to explore the cultural logic behind participants' fashion choices.
形式：
通过微信语音与参与者一对一地进行参与式干预（Participatory Intervention），
基于半结构化问题引导他们讲述穿搭背后的文化逻辑。