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User motivation

- A qualitative study of user motivation on Pinterest

Author: Anders Pico

Cand.ling.merc, Copenhagen Business School

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Supervisor: Lars Bech Christensen

Department of Marketing

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Resumé

What motivates users to use the social media site Pinterest?
- Hvad motiverer brugere af Pinterest til at bruge Pinterest?

Dette speciale er baseret på en kvalitativ analyse af Pinterest brugernes motivation for at bruge det sociale netværk Pinterest. Pinterest er et nyt socialt netværk, der blev dannet i 2010 af Ben Silvermann, Paul Sciarra og Evan Sharp. Pinterest er derfor ikke et gammelt social netværk, men et netværk, der i løbet af kort tid, er blevet populært særligt i USA. I Danmark er Pinterest ikke så udbredt endnu, selv om det har været på markedet i 5 år. En af grunden til, at Pinterest ikke er blevet populært i Danmark endnu, skyldes, at Pinterest i først omgang er blevet markedsført til det amerikanske marked. Det er først nu, at Pinterest kaster sig over det europæiske marked, hvilket betyder, at Pinterest i de kommende år kan blive et ganske populært netværk i Danmark. Det er med dette i fokus, at dette speciale tager sit udgangspunk fra.

Dette speciale bygger på en abductive metode, hvilket vil sige, at undersøgelsen tager sit udgangspunkt i allerede etableret teori om Sociale medier og motivation (extrinsic og intrinsic fordele) til at finde ny viden. Denne teoretiske del er blevet brugt til at opstille en række spørgsmål, der skal belyse brugernes motivation for at benytte sig af et socialt netværk som Pinterest. Denne teori er endvidere blevet brugt som et overordnet fundament for undersøgelsen, hvilket betyder, at undersøgelsen også er foregået eksplorativ, og derfor ikke ladet sig styre fuldstændig af teoriens omfang.

For at kunne undersøge, hvorvidt brugere af Pinterest er motiveret til at bruge netværket, så har det i første omgang været nødvendigt at se på, hvad der definerer et socialt medie, og nærmere hvor Pinterest befinder sig indenfor denne kategori. Dette er derfor blevet uddybet ved at karakterisere Pinterest som et social netværk. Dette er blevet brugt til at stille nogle faktorer op, der beskriver, hvad et sociale netværk er, og hvordan Pinterest er opbygget i forhold til andre sociale netværker. Her er der blevet benyttet de mest populære sociale netværker; Facebook, Twitter og Instagram. Forskelle og ligheder mellem de sociale netværker er blevet brugt til at opstille nogle mulige motivationsfaktorer, der kan forklare, hvorfor brugerne benytter sig af et socialt netværk som

Pinterest. Disse faktorer er yderligere blevet inddraget i den empiriske undersøge, hvor 5 respondenter er blevet interviewet. Dernæst er teorien om User gratification blevet benyttet som en overordnet teori for bruger-motivationen. Denne teori er blevet benytte, fordi den inkluderer brugeren. Med andre ord brugeren er et selvstændigt individ, der selv kan afgøre, hvilke medier han eller hun ønsker at tage del i. Det er derfor brugeren, der hovedsageligt bestemmer, hvilke medier han eller hun ønsker at benytte sig af. Endvidere kigger specialet dybere ned i motivations-faktorerne ved også at se på brugerens extrinsic og intrinsic fordele ved at benytte sig af det sociale netværk, Pinterest.

Social konstruktivisme er i forbindelse med undersøgelsen blevet valgt som den videnskabelige tilgang til specialet. Denne tilgang er blevet valgt, fordi den tager de sociale sammenhænge med i forhold til hinanden. Med andre ord realiteten er en social konstruktion, hvor individer er influeret af hinanden.

Specialet afsluttes med en analyse og diskussion af respondenternes svar, hvor også de forskellige motivationsfaktorer bliver præsenteret. Yderligere bliver der præsenteret mulige marketing fordele, som dette speciale har kastet lys på.

1.0 Introduction

The world has seen many changes in computer technology over the previous three decades. This change has been eminent in every possible way, from the introduction of the first computer, to the mobile and tablet devises. These changes have perhaps mostly been seen in the way that we communicate with each other, but also how firms are communicating with its customers. This is to a large degree caused by the development of web 2.0, which should not be thought of as a new kind of technology, but as an extension of an already established technology. What this means is that users are now able to collaborate with each other, and furthermore, users are now able to supply web content, and not only consume content (Chiang et al., 2009). This differs significantly from web 1.0, which can be seen as a one directional process consistent of clicks, whereas web 2.0 is centered on sharing and collaborating between individuals (Chiang et al., 2009).

Social media has in relation to web 2.0 become an important tool for everyone today. The interaction is on everybody's mind, and the sphere of social media is still developing into new areas.
One of the most reason developments in social media is the social network site Pinterest. This social network site has become very popular in the United States, and is moving on to Europe. The site has over a short period of time become the third largest social network site in the United States, and it is therefore interesting to see whether or not this development will follow in Denmark.

The purpose of this thesis is to understand why users use Pinterest. What the underlying motivations are for joining and using a social network site like Pinterest. This is crucial if Pinterest becomes a success in Denmark. The research will therefore be useful, as a guide, for marketing managers in order for them to take advantages of the possible marketing advantages of Pinterest.

1.2 Problem Statement

The world has seen a lot of different social media sites over the last 10 years, and some have become quite popular, whereas others have become less popular. Pinterest is a social media site that has become quite popular in the United States. It is therefore interesting to look at why this social network site is so popular to the user. This thesis therefore seeks to examine the user motivation behind this new social network site, or in other words, why are users motivated to use Pinterest? This is useful in order to look at the possible marketing possibilities that Pinterest have. The final part of this thesis will therefore be examining how this research can be beneficial for marketers.

This thesis seeks to answer the following question:

What motivates users to use the social media site Pinterest?

In order to answer the research statement, the following sub questions were developed. These questions have to be examined in order to answer the problem statement:

- What is social media?
- What makes Pinterest a social media site?
- What kind of social media site is Pinterest?
- How are Pinterest different or similar to other social network sites?
- How do intrinsic factors influence user motivation on Pinterest?
- How do extrinsic factors influence user motivation on Pinterest?

1.3 Delimitation and clarification

This section presents the delimitation that has been made for this thesis. In order to research Pinterest in Denmark, a number of considerations had to be made. Furthermore, the section explains the given terminology that will be used throughout the thesis.

Respondents

Given that Pinterest is not that popular in Denmark yet, it has been necessary to limit the demographic section than under other circumstances would have been found useful. The researcher therefore finds it necessary to use an age group as wide as possible in order to be able to get respondents for the study. Furthermore, because women are according to Statista (2015) the primary group on Pinterest, the choice for using women and not men has been made to narrow the research as much as possible, but at the same time keeping in mind that their should also be respondents to interview.

The term 'user'

The term 'user' will be used throughout the thesis as an overall term to define users of Pinterest. By the definition of a user the researcher mean a person that actively use Pinterest as a way to obtain information, communicate, share information, or/and be entertained by the network.

Social network sites

The thesis will, as explained above, be comparing Pinterest to other social network sites. The chosen social network sites for this comparison are Facebook, Twitter, and Instagram. The reason why these social network sites have been chosen is because they are the most popular ones. It is believed that users will be familiar with the chosen social network sites. Furthermore, a lot of research has already been conducted on these social network sites, and additionally, the fact that they have become so popular would suggest that they offer some common, as well as unique characteristics, that can help explain the differences and similarities between Pinterest and the chosen social network sites.

1.4 Implication for studying social media:

Social media is not a new research phenomenon. Social media has been studied a lot, and in varies way. This of cause makes it exciting to study, but it also makes it very challenging given the spread

of the subject. Furthermore, there are also a number of implications for studying social media that has been addressed. These are the following: Social media is changing rapidly, data is difficult to obtain, and privacy concerns will make it difficult to obtain information.

This study uses in-depth interviews and will therefore not be implicated by the data restrictions or the privacy concerns, the two terms will therefore not be discussed further. The final implication 'social media is changing rapidly' could have implications for this study. Social media and its users are changing constantly in correlation with each other. This makes it very difficult for researchers to study the subject since research takes time. A phenomenon that is happening in 2015 does not necessarily have to happen the next year. Or the structure of the site may change so that the chosen research question becomes irrelevant (Weller, 2015; Hogan & Quan-Haase, 2010). This could have implication for the research on Pinterest, but only if Pinterest introduces its users to new functions. The Research will therefore only be relevant as long as the structure remains the same.

1.5 Thesis Structure

The first section of this thesis **introduces** the topic of this thesis as well as the problem formulation of this thesis, which will be the focus of this thesis. This includes the necessary implications and clarifications for this thesis. The next section explains the **theoretical frame of reference** that is used throughout this thesis. This begins with a definition of social media, and is followed by a categorization of social media. This categorization is used to place Pinterest as a social media site, and to further discuss the characteristics of that type of social media site. The characterization is used as a guiding point to the possible motivational factors for using a social network site like Pinterest. This is followed by an introduction of the uses and gratification theory, which is followed by a deeper understanding of user motivation by using the theory on extrinsic and intrinsic benefits to set up possible motivational factors for using Pinterest.

The third section, **Methodology**, will introduce the scientific conditions for the continued study of motivation on Pinterest. This includes the chosen theory of science that will be used, the research methods for the research, the structure of the interviews, and the analysis of the interview.

The fourth section **analysis and discusses** looks at the empirical evidence that was found through multiple in-dept interviews, and examines this data in accordance with the chosen theory.

The fifth section discusses the possible **marketing possibilities** that this study applies to. Given that Pinterest is a new Social Media site, this might suggest that new opportunities for marketers might be found through Pinterest. The section therefore explores the possibilities that Pinterest has for marketers, based on the findings of this thesis.

The last section (**the conclusion**) presents the results that were found in the analysis and discussion.

1.6 Graphic illustration of thesis structure:

Chapter 1 • Introduction

Chapter 2 • Theoretical frame of reference

chapter 3 • Methodology

Chapter 4 • Analysis and discussion

Chapter 5 • Marketing possibilities

Chapter 7 • Conclusion and future research
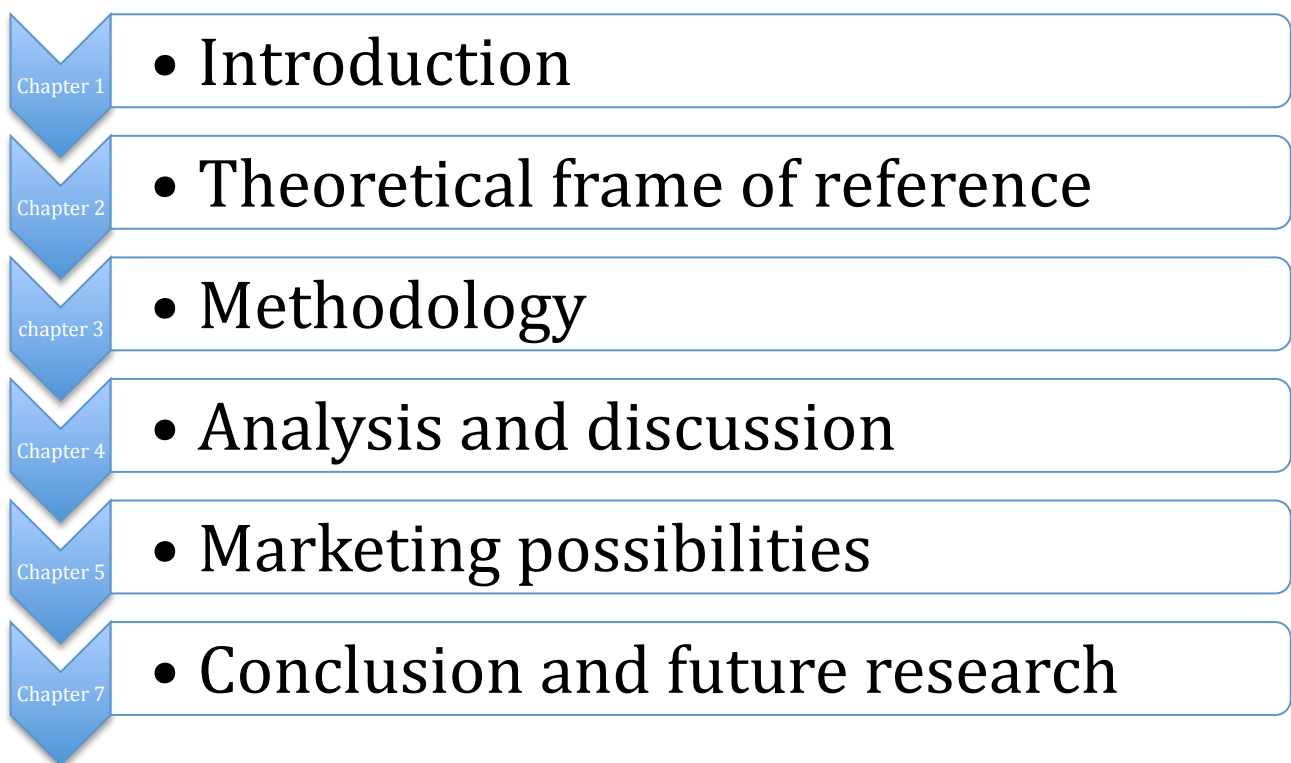
2.0 Theoretical frame of reference

The theoretical frame of reference will be structured in the following way: The first part '***Social media***' will explain and discuss what social media is, and where that places Pinterest in the field of social media, as well as the determining characteristics of Pinterest. This will be used to indicate the determining motivational factors for using a social network site like Pinterest.

The next part '***Motivation***' will be looking deeper into user motivation. This is done by using the theory on uses and gratification theory as the overall fundamental framework, and the theory on extrinsic and intrinsic motivation to look at how users are motivated by certain needs. This is done by looking at the usefulness (extrinsic), and the enjoyment (intrinsic) of using Pinterest as a social network site.

2.1 Social media

Social media is a term that has been used by many researcher, business people and consumers. It is a term that is usually used to group a number of different applications into an overall umbrella term. The term has often been confused with the term web 2.0, which is why the first part of this section will start by explaining the differences between social media and web 2.0 (Sofka and Brake, 2009: p.7).

The next section will define what social media is in order to determine whether or not Pinterest is a social media site. In connection with this definition the third section will be looking at how different kinds of social media sites can be categorized, and where that places Pinterest. This part has been included because there exists some confusion as to whether or not Pinterest should be indexed as a social network site or not. Many academics, business people, and users, have in fact categorized Pinterest as a social network site, but others do not agree with this classification. For example, CEO of Pinterest, Ben Silbermann has in an interview with Fortune (2015) challenged this characterization. He says that Pinterest is a "*catalogue of ideas" and "I think that's a very different thing than a social network*". He continues to say that Pinterest is about "*self-serving*" and that "our hope is that when we show you the right idea you go out and do that thing" (Fortune, 2015).

The firth section will introduce the chosen social network sites, (Facebook, Twitter, Instagram and Pinterest), and the final section will be examining and determining the differences or similarities between the chosen social networks. The final step will indicate the possible determining

motivational factors for using a social network site like Pinterest. These factors are based on the previous discussion on social network, and the categorization of the chosen social network sites.

Figure 1.0: Social media paragraph structure- Anders Pico

2.1.1 Web 2.0 versus Social media

As mentioned earlier, many often see social media and web 2.0 as one concept. This happens because the two terms are similar to one another in many ways (Sofka and Brake, 2009: p.7). Social media is built on web 2.0 and therefore has certain similarities, which makes it difficult to distinguish the two concepts with each other. Kaplan and Haenlein (2010) explains it in the following way: "*Social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated content*" (pp. 61). Web 2.0 can, in other words, be seen as the umbrella term for the new developments, and social media is a part of this development, which sprung out of the ideologically developments of web 2.0.

Web 2.0 may refer to the following concepts: "*user empowerment, collaboration, active participation, file sharing, social networking, crowd sourcing [...] user experience*" (Chiang et al., 2009: pp. 1350). From this Chiang et al. (2009) draws three distinctive characteristics about web 2.0. First, that web users now are able to supply web content, and not only consume content. Secondly, that web users now are capable of collaborating with each other on the web (e.g. Wikipedia). And thirdly, that collaboration is further shown by implementation of '*integration techniques such as mashup and RSS*' (p.1350). This differs significantly from web 1.0, which can be seen as a one directional process consistent of clicks, whereas web 2.0 is centred on sharing and collaborating with each other (Chiang et al., 2009).

It is important to understand that Web 2.0 is not a new technological invention. It is rather a refinement of previously existing technologies (Tim O'Reilly, 2007; Harrison & Barthel, 2009; Everitt & Mills, 2009). The technology was there from the start, what changed was the way in

which the technology expanded from a single communication process to an interactive communication process. Also the user refinements by which the user was able to connect with the internet was made it easier, and the progress of bandwidth connections also made the internet more engaging for new and current users (Harrison and Barthel, 2009; Everitt & Mills, 2009). Furthermore, what can be characterized as the profound changing point in the web is that "*The '2.0' part lies in the collaborative and communicative elements, in the human interactions that grow these sites semi-organically, allowing for emergent social coherence and communication*" (Everitt & Mills, 2009). What is important to notice here is the possibility to communicate with other users.

The web changed from a one-way communicative process to a mass-communicative process (Bacile, et al. 2014), in which user interaction was made possible. Also, what this suggests is that the experience was made more real: "*The result is an experience that seems to occur in real time with 'the user... never staring at a black browser window and an hourglass icon, waiting around for the server to do something'*" (Garrett, 2005, in Harrison and Barthel, 2009: pp. 159).
Tapscott and Williams (2006) highlights the important changes between web 1.0 and web 2.0 by suggesting that, "*Whether people are creating, sharing or socializing, the new Web is principally about participating rather than about passively receiving information*" (in Harrison and Barthel, 2009: pp. 160). In addition to this, the connection between web 2.0 and social media is suggested by Sofka and Brake (2009): "*Social media and web 2.0 come together whenever one of these new technologies has as its primary goal to enable communities to form and interact with one another – to converse*" (p.7). In sum, the web has become a communication platform that connects people, and furthermore, it is a communication platform where users can share ideas and information.

2.1.2 Defining social media

Social media have been defined by a number of authors. The following section will therefore look at how these authors have defined social media. This will then be used to form a definition of social media, based on the previous authors definitions. This definition will then be used to illustrate what a social media site is and in which way Pinterest falls under this definition.

Social media can be seen as an overall term, or a compound word consistent of two words. Sofko and Brake, (2009) has chosen to characterize social media by defining the two words individually. They define the first word 'Social' as "*the instinctive needs that we humans have to connect with*

other humans" (p.4). This is something that we as humans have done since the dawn of times (Sofko & Brake, 2009). Sofko & Brake further elaborate on this by saying that "*we have a need to be around and included in groups of similar likeminded people with whom we can feel at home and comfortable sharing our thoughts, ideas and experience*" (p.4) (see also Peter et al., 2013). The conclusion must therefore be that the word 'social' in social media represents the needs that we, humans, have to connect to other humans. A need to speak to likeminded individuals that have the same interest or share the same thoughts in order to feel a sense of belonging. Also, the word social, indicates that this need for socialization is not individually linked, in fact it is also group oriented, which could explain the attraction to sites like Facebook, but also why Pinterest have become popular, given the need to share interests and experiences in a community.

Media, on the other hand, represents the tools in which we can connect with each other. This involves the following ways of communicating "*Whether they are drums, bells, the written word, the telegraph, radio, television, e-mail, websites, photographs, audio, video, mobile phones, or text messaging, media are the technologies that we use to make those connections*" (Sofko & Brake, 2012: pp. 4).

Sofko and Brake's definition of social media is a broad definition that places at lot of media tools in the sphere of being a social media site. They are on the other hand defining the overall meaning of social media. What can be concluded from Sofko and Brake's definition of social media is that we humans have a need to connect with each other in order to share thoughts, feelings and experiences, and we do that though various ways of communicating. In addition to this, if media represent the varies ways in which it is possible to interact/connect with other humans through varies communications tools, then other kinds of media would also be defined as social media. This would then mean that if two or three people interact, then it would be defined as a social media site. This then leave the question, when is a social media site large enough to be called a social media site? Henderson and Bowley (2010) definition may give an answer to this. They define social media as a community of users, and Rheingold (1993) defines communities as "*social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace*" (in Seraj, 2012: pp.210.

Ngai et al., (2015), also uses the same approach as Sofko and Brake, to divide the two words in order to explain the meaning of social media. Ngai et al. have reviewed the work on social media,

and define social media in the following way: " *The "social" part refers to the activities carried out among people, whereas "media" refers to the internet-enabled tools and technologies used to carry out such activities.*" (Ngai et al. 2015: pp. 771). This definition is based on Mangold and Faulds, (2009), Henderson and Bowley, (2010), Kaplan and Haenlein, (2010), Malita, (2010) definition of social media:

> [...] social media is collaborative online applications and technologies that enable participation, connectivity user generated content, sharing of information, and collaboration amongst a community of users (Henderson and Bowley, 2010, p.239).

> [...] a group of internet-based applications that build on the ideological and technological foundation of web 2.0, and that allow the creation and exchange of User Generated Content (Kaplan and Haenlein, 2010, p.61).

> [...] social media are the tools that facilitate the socialization of content [...] social media services encourage collaboration, interactions, and communication through discussion, feedback, voting, comments, and sharing of information from all interested parties (Malita, 2010, p. 748).

From the above mentioned definitions it can be concluded that Ngai et al.'s definition bares similarities between Sofko and Brake's definition, but it is different in that it defines social as a compound term that refers to activities and not needs, like Sofko and Brake.

Ngai et al's definition is perhaps to narrow. Ngai et al. does not tell which kind of activities that people share, but they do narrow the field in which these activities are carried out, "*Internet-enabled tools and technologies*". The activities could however be defined as '*user generated content that facilitates feedback, voting, comments, and sharing of information from all interested parties*' based on Malita (2010: p. 748) and Henderson and Bowley (2010: p.61) definition of social media. Furthermore, Ngai et al. define 'media' as an Internet tool, which is used to carry does activities out. This on the other hand correlates well with Sofko and Brakes definition on media in that media is the tool in which we communicate with each other, but also with Mangold and Faulds,

(2009), Henderson and Bowley, (2010), Kaplan and Haenlein, (2010), Malita, (2010) and Kietzmann et al. (2011). It also narrows the field in which social media exists, and is therefore a much more precise definition of 'media' than Sofko and Brakes' definition on 'media'.

From the above-mentioned definitions the following definition about social media has been developed:

> **'Social media is an Internet based community application that is used to interact with other people in order to facilitate certain needs (e.g. Feelings, ideas and experiences) through such activities as user generated content, which facilitates feedback, voting, comments, and sharing of information from all interested parties.'**

From this definition it is clear that Pinterest is in fact a social media site. What Pinterest does is to facilitate an online community where users can share different interests (ideas and experience) with the use of images as the facilitator of communication. This is done through user-generated content. Furthermore, the user is also able to give feedback to this content, through the comment section on every pin. And the user is also able to 'vote' on the pin in the form of a heart. This heart is used to indicate that the user likes the pin. And finally, what the pins and repins (when a user is saving or sharing content on Pinterest) are actually doing is to share information. The site is therefore by the above-mentioned definition upholding all the requirements for being a social media site, by first of all being an Internet based community. Secondly, by offering user interaction in the form of images (ideas and expressions), and the possibility to comment or like the pin/s. And finally, by the actual sharing of content that is created by other users.

2.1.3 Categorizing social media

Social media has been characterized by many authors and in many ways. The following categorization of social media draws on the work of Kaplan & Haenlein (2010), Hanna et al. (2011), and Mayfield, (2008). They categorize social media into the following categories:

- *Blogs*
- *Social networking sites*
- *Collaborate projects*
- *Content Communities*
- *Virtual social worlds*
- *Virtual Game worlds*

Virtual social worlds and virtual game worlds will not be discussed in the following section given that they have no connection to Pinterest. Virtual game worlds are online games in which users can play together with other players in an online environment, under certain rules (Kaplan & Haenlein, 2010). Virtual social worlds are similar to virtual game worlds, but "*virtual social world users appear in the form of avatars and interact in a three-dimensional virtual environment*"(Kaplan & Haenlein, 2010: p. 64), this is to reflect "*virtual life similar to their real life*" (Kaplan & Haenlein, 2010: p. 64. See also: Mayfield, 2008). The two terms are not similar to Pinterest since Pinterest is not a gaming application, and does not offer a virtual environment in which users can act as they do in real life.

Blogs

Blogs are "*special types of websites that usually displays date-stamped entries in reverse chronological order (OECD, 2007). They are the Social Media equivalent of personal web pages and can come in a multitude of different variations, from personal diaries describing the author's life to summaries of all relevant information in one specific content area*" (Kaplan & Haenlein 2010, p. 63. See also Hanna et al. 2011; Mayfield, 2008).
Blogs have a certain connection to Pinterest they are the butter to the bread of Pinterest. Pinterest is running on content that is made by its users, or shared with its user. This means that the content on Pinterest to a large extent comes from blog, where people write about these topics, or create content that is shared on Pinterest. In addition to this, content that is shared on Pinterest is not only coming from personal blogs, but also from company blogs, product lines and so on.

Collaborate projects

Collaborate projects are projects in which actors contribute to a common project. The idea is that multiple actors will create a better result that a single actor may (Kaplan & Haenlein, 2010). The idea originates from Fame (1970).

Wikipedia is an example of this kind of collaborate projects. Wikipedia is made possible by the contributions that users make to the site (Kaplan & Haenlein, 2010).

Content Communities

The idea behind content communities is to share content between users. This can be in the form of text, photos (Flick), videos (YouTube), PowerPoint, and so on (Kaplan & Haenlein, 2010).

It is not a requirement that users create a personal profile in these kinds of social media sites. However, in some content communities, it is expected that users create a personal profile with basic information. This could be in the form of; user name, date of entry and so on (Kaplan & Haenlein, 2010).

Social Network sites

Social network sites are sites like Facebook, Twitter and Instagram (Kaplan & Haenlein, 2010). Boyd and Ellison (2007) define Social Network sites in the following way *"SNS are defined as internet-based services that give individuals three major capabilities: First, the ability to construct a public or semi-public profile; second, the ability to identify a list of other users with whom a connection is shared; Third, the ability to view and track individual connections as well as those made by others"* (in Nadkarni & Hofmann, 2011).

From this definition it can be concluded that social network sites are not only structured around the possibility to interact and share with other people, but social network sites are also determined by an individual user profile, whether that is in the way of a semi-public or public profile. Further more there has to be a possibility for users to connect with people that they share an interest with. This could be in the form of friends and family, but also around a certain interest/topic that the users find personally interesting. Furthermore, the users should have the possibility to track and view individual connections (Lin & Lu, 2011; Boyd & Ellison, 2008; Pfeil et al., 2009; Powell 2009;

Tapscott, 2008; Ellison, Steinfield, & Lampe, 2007; Kane et al., 2009; Cheung and Lee, 2010). An example of this is Facebook where the user is able to construct a semi-public profile and connect with other users. This is done by sending a friend request and if the other person accept this friend request then the two of them will be able to view and track each others action on Facebook. Furthermore, they will also have the possibility to see whom the other users are friends with.

2.1.4 What kind of social media site is Pinterest?

Pinterest has elements that make it a content community site, but also a social network site. The site is focused on sharing content, which would make it a content community site like flick or YouTube, but there is also an interactive element to the site, which would place it as a social network site. As mentioned earlier the site is interacting in the form of images. These images are not always high-resolution picture, or though they can be, they are however pictures that is used to show ideas or feelings. So the idea behind Pinterest is not solemnly focused on the content that is being shared, but instead on the interest that the images represent. This makes the case for Pinterest being a social network site. The reason for this has to be found in the definition of a social network site that was explained earlier:

> **Boyd and Ellison (2007) define Social Network sites as "SNS are defined as internet-based services that give individuals three major capabilities: First, the ability to construct a public or semi-public profile; second, the ability to identify a list of other users with whom a connection is shared; Third, the ability to view and track individual connections as well as those made by others" (in Nadkarni & Hofmann, 2011).**

What make Pinterest a social network site is that it is an Internet based community application, and the user has to create a public profile. Secondly, the site is based on content that facilitates different kind of shared interest for different kind of users. And finally it is possible to view and track individual connections. In fact, it is possible, on Pinterest, to view everything about another user, whether or not a user is connected to the other user or not, everyone will be able to look at each others profile, as long as that user has created a profile on Pinterest. This places Pinterest as a social network site, given the reason just stated above.

2.1.5 Social network sites

As explained earlier, this thesis cannot included every social network site that there exists. The following section will therefore only look at the chosen social network sites: Facebook, Twitter, Instagram and Pinterest. The different social network sites will be introduced and the different characteristics will be discussed in the following section. These are used to develop a characteristic profile of the chosen social network sites, in order to examine the determining factors for choosing a social network site like Pinterest.

Facebook:

Facebook is a social network site that has gained a lot of popularity since it started in 2004. The site was created by Mark Zuckerberg and Dustin Maskovitz when they attended college. The site was first called thefacebook.com, and was meant as a platform for college students at Harvard University. The idea quickly became popular and in 2007 it was introduced to the public. (Quan-Haase & Young, 2010; Gale, Cengage Learning, 2013, and Piskorski, et al., 2014).

The site allows its users to create a personal profile where the user can "*add friends, send messages, and update personal profiles in order to notify friends and peers about themselves*" (Quan-Haase & Young, 2010: p.352). This is done by posting a comment, picture, etc. on the users personal newsfeed. In addition, users can '*form and join virtual groups, develop applications, host content, and learn about each other' interests, hobbies, and relationship statuses through user's online profiles*' (Quan-Haase & Young, 2010: p.352). In short, users can stay in touch with friends and family. This is also one of the characteristics of Facebook, that '*Facebook serves a sociability function – one that enables users to maintain relationships with offline connections both near and far*' (Quan-Haase & Young, 2010: p.352). This indicates that the site is used to maintain offline relationship and that new relationship are not the focus of attention for the user, even though this of cause happens, it is not the objective for many users.

The site is characterized as a closed network, with a focus on popularity and content creators (Bluma and Ajita, 2014). What that means is that users can only interact or see other users if they are already friends with them. This is what makes it closed compared to other sites. For example, Twitter has a follow follower culture (researchers term), where people can follow other users but the other user does not need to reciprocate. Furthermore, content that is created by a user becomes

very user oriented. A personal message or a private picture will be focused on the user and not the content in it self. Also, the fact that the user is the center of the medium means that it becomes a highly popular medium. The more people you know the more popular you will be. Therefore, if you are famous you will be getting a lot of attention on this medium compared to other users (Bluma and Ajita, 2014).

Twitter:

What is Twitter: "*Twitter.com is a online social network used by millions of people around the world to stay connected to their friends, family members and coworkers through their computers and mobile phones. The interface allows users to post short messages (up to 140 characters) that can be read by any other twitter user. Users declare the people they are interested in following, in which case they get notified when that person has posted a new message. A user who is being followed by another user does not necessarily have to reciprocate by following them back, which makes the links of the twitter social network directed*" (Huberman, Romero and Wu, 2008: pp. 2-3). Twitter is in other words a semi-closed network (Bluma & Ajita). What makes it a semi-closed network is the follow follower culture that is characterizing Twitter. People can create a profile on Twitter and interact with other users. This can be friends or family, but it can also be people that they do not know already, but that they share some interests with. This is also known as following. People can follow each other, which is also a very important distinction from other social network sites (e.g. Facebook). Also, if a user chooses to follow another user, then that user is not required to follow the other person back. This means that relationships, or interaction, can happen in connection to a certain interest and not particularly through an already established friendships, or though this of cause is also the case, but interest based connections are the common connection type on Twitter (Huberman, Romero and Wu, 2008; Agrifoglio, 2010; Kwak et al. 2010).

Like Facebook's post function, Twitter also has a similar function called tweet. A tweet is what many researchers (see Kwak et al., 2010; and Java et al., 2007) have termed microblogging. Microblogging is a way for people to "*talk about their daily activities and to seek or share information*" (Java et al., 2007: p.56). The common topics are tweets about users daily life, events that are going on, new stories and other topics that have the users interest (Java, 2007). These tweets are then retweeted by other users in order to spread the message (Kwak, 2010). Huberman,

Romero and Wu (2008) found in a research conducted on Twitter that *"users have a very small number of friends compared to the number of followers and followees they declare"* (Huberman, Romero and Wu, 2010: p.6). What this indicates, according to Huberman, Romero and Wu, is that there exists two kinds of networks on Twitter, one that consist of actual friends and another that consist of the followers and followees that the users have.

Instagram:

Instagram was developed in 2010 by Kevin Systrom and Mike Krieger. The app quickly gained popularity and has gained over 150 million active users (Wikipedia; Manikondo et al., 2014). *"Instagram is a mobile app (ios and Android) that enables users to instantly turn their mobile snapshots into visually appealing images, which are then shared with others on the network"* (Salomon, 2013: p.1). Users can furthermore choose to apply different filters to change the image as the user sees fit to do. Also, by using, hashtags (#) they are able to describe the picture that they are sharing. The site has the same follow follower culture as seen with Twitter, and the users also have to create a profile before they can use the site (Manikondo et al. 2014). Like Twitter, the follow follower culture also gives people a possibility for connecting with people that they do not know, but that they share an interest with. This could be in the form of for example travel or food. If Instagram users or Twitter users have an interest in travel or food, then they will be able to also follow likeminded people that post tweets or Instagram updates about these topics. This places Instagram in the same semi-closed network as twitter.

The characteristic of Instagram is that people can share their 'special' life moments that they experience here and now. Manikondo et al. (2014) call this *"social awareness stream"*.
Instagram is compared to other social network sites, a very different social network site. The site is centered on sharing everyday photos or videos, which resonance the social media site Flick. The difference here is that Flick is used to share high-resolution images and not everyday life situations. Also, Instagram users, are compared to other sites, using the geo-location on a much more regular basic than Twitter or Facebook. And furthermore, even though the describing section is not reduced as it is with twitter, Instagram users are only using this for short messaging to elaborate on a situation or feeling (Manikondo et al. 2014).

Pinterest:

Pinterest is a new social media platform that was created in 2010. The site has in resent years grown exponentially and is now the third largest social media site in the world. Furthermore, the site was in 2014 the fastest growing social media site in the world, and it is believed to grow even more in 2015, (Statista, 2015a; Sashittal & Jassawalla, 2014). It is however very female dominated; as of 2015 the site is dominated by 44% female users (over 18 years-old) versus 16% manly users (statistica 2015b). Menzies (in Tekobbe, 2013) explains the difference as a motivational difference in the user experience. Men are according to Menzies seeking a means to an end, whereas women are seeking a social experience, which would explain Pinterest's success, given the nature of the site, which is discovery.

What is Pinterest? "*Pinterest is a lifestyle brand that allows you to create a visual, online pinboard, organized around topics of your choice by category*" (Leland, 2013). For example, if a user likes food then that user can create a board about food. This user will then be able to place pictures of different kinds of food images on to that board. Also, the images will be linked to other sites, where the user can find the recipe for that particular image.

To gain access to the site, a user will have to create a semi-structured profile. This profile has to include the following: name, username, about you, and location. A user will furthermore have to pick 5 interests that interest the user. This is only to get the user started.

The site has a follow follower culture like Twitter and Instagram. People can follow other people's board(s). This is what is characteristic of Pinterest, that people follow each other. They do this in order to get more inspiration on their own dashboard. The dashboard is a collection of different images from other users, but also recommendations from Pinterest. Additionally, Pinterest also offers a repin button similar to the retweet button on Twitter. The difference here is that the repin buttons functionality is to obtain other images. This means that users will find images that they like and pin it to their site (boards). If this image come from Pinterest then it is a repin, if on the other hand the pin is pinned from a website then it is a pin. The pin and repin functionality is in other words a way to share different images.

There exist two kinds of material on Pinterest, one that is focused on the images and another that is focused on the content. The image material is the association that the picture has. This could be an office picture that the user finds interesting and that the user wish to create for herself. The content material is focused on written material that the user can access through the added link. Additionally, there exists also a mix of the two. This could be in the form of a recipe. Users will see the image and be interested in the image, but they might also want to read the recipe.

2.1.5 Characteristic

From the above mentioned definitions and explanations the following determining characteristics have been subtracted from the definitions and explanations into figure 1.1. These characteristics will be discussed and compared to each other in the following section.

Characteristics /Medium	Open network	Purpose	Profile	Messsaging	Commenting	Sharing	Like	Groups
Pinterest	Open	**Discovery:** The visual bookmarking tool that helps you discover and save creative ideas (Pinterest).	Semi-structured Profile	Semi-structured	yes	pin/repin	Heart	Collarorate Groups
Facebook	Closed	**Connecting people:** People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them (Facebook).	Personal profile	Yes	yes	post/Share	Like	Many kinds
Twitter	Open	**Microblogging:** "To give everyone the power to create and share ideas and information instantly, without barriers" (twitter).	Personal profile	yes	yes	Tweet/retweet	Favorite	No
Instagram	Open	**Moments:** A community of more than 300 million who capture and share the world's moments on the service	Semi-structured Profile	no	yes	Send to	Heart	No

Figure 1.1: Social media characteristics – Anders Pico

Open Network:

Social network sites and be either opened or closed network site. The determining factor whether or not a social network site is open or closed is the degree to which a user is able to see other users profile. This is where there are differences between the different social networks. Facebook is a

closed network, whereas Twitter, Instagram and Pinterest are semi-opened networks. Users will still have to create a profile, which makes these networks semi-opened and not open social network sites. Facebook on the other hand reduces its users by restricting them to only be able to see other users profile if they are already friends with them on Facebook, which makes it a closed network. It also makes it a network where the focus is on maintaining relationships.

The fact that Facebook is a closed network also makes it a network where popularity places a large role. Popularity seams to play a role on Facebook whereas on Pinterest popularity is not in play like it is on Facebook. An example of this is found by looking at the most followed users on Pinterest and Facebook. The most followed users on Pinterest are not famous people but ordinary people, which may suspect that popularity is not driven by the individual, but on what that individual is centred around, which is content and not other users. Facebook's top users are on the other hand centred on its users. Popularity therefore plays an important role on Facebook. Not surprisingly the top users of Facebook are famous people, (Bluma & Ajita, 2008). It needs to be added to this popularity concept that Pinterest is built on a follow follower culture, as is Twitter and Instagram. This means that individual persons are not the focus of attention, or though on Twitter or Instagram this could be the case in some situation (e.g. famous people).

The semi-open network is also considered to be a possible motivational factor for using Pinterest. Since the idea behind Pinterest is to share and discover information, the follow follower culture seems to be a contributing motivational factor for using Pinterest.

Purpose:

While most social media sites are centred on its users, Pinterest is instead centred on its content. It is all about the content and how you can discover new ideas and save those ideas to a dashboard (Pinterest, 2015). The idea is that users can place different interests into different boards, which the user can come back to at any time.

The difference between Pinterest and other sites like Facebook, Twitter and Instagram is that they do not only offer the user the option to share user content, but also everything possibly else. Users can make updates about their life, stay connected with friends, and they can also share useful content with their friends. These functionalities do not exist in the same way on Pinterest. With Pinterest the interaction that takes place is based on sharing interests and things that connect people. It is not about personal updates, discussions, etc.

Each site offers different possibilities for the user. With Instagram it's all about the everyday here and now pictures; 'about capturing the here and now moments' (Instagram, 2015). Here content also comes into play, but the network is different in that the content that is being displayed represent the here and now moments in life, or as Manikondo et al. (2014) calls it, the *"social awareness stream"*. With Facebook, content also plays a role, but again in a different way. Here the purpose is to connect people so that they may know what their friends and family are doing (Facebook, 2015).

Twitter on the other hand is about *"the power to create and share ideas and information instantly, without barriers"*, (Twitter, 2015). It is as explained earlier microblogging, where the objective is to *"talk about their daily activities and to seek or share information"* (Java, 2007).

Instagram is very similar to Twitter, but where Twitter is about talking/writing about the daily activities, or to seek or share information, Instragram is about '*capture and share the world's moments*' (Instragram, 2015).

The main difference, compared to Facebook, Twitter, and Instagram, is that Pinterest is about personal interest, like food, cloches, car preference, etc., and Facebook, Instagram and Twitter is more about the relationships, the personal moments, the stories that users share, and the news that they are interested in etc.

Profile:

Users have to create a profile in order to use the app. The chosen social networks all demands that a user create a profile in order to gain access to the site/app. This is done in different ways. Twitter and Facebook's profile is a personal profile that places a lot of personal information about the user onto the site. The user can of cause choose how much personal information that the user wishes to include. Instagram on the other hand does not require that the user place a lot of personal information. The site requires a name and a user name to use it. This is also the same for Pinterest, but Pinterest differs in the way that personal information, in the form of content, has to be placed on the site in order for Pinterest to work. The user is therefore structuring their own profile with the use of content.

Messaging:

Facebook and Twitter both offer the user the possibility to interact with other users by sending a personal or group message. This could be in the form of a text message, a picture, or a movie.

Instagram does not offer the user the possibility to send messages to other users, but users can however chose to tag someone in an update. Tagging is a way to mention other users name in an update. This is done by placing a hashtag before a users name. This is similarly possible on Twitter and Pinterest. Facebook on the other hand offers a function, 'tag', where the user doesn't need to type the hashtag first.

Pinterest has recently added a messaging function to their site. This function gives the user the possibility to send pins and messages in general to other users.

Commenting:

Users can comment on other users content: A user can comment on a pin, just like he or she can comment on a post, a tweet, or an Instagram update. This is a way for users to give their input on a certain pin, tweet, post, or Instagram update. It is like messaging, a way for users to interact with each other.

Sharing:

Users can to different degrees share content: On Facebook, Twitter and Instagram, users can share and update different content. The only difference is the name that they have for sharing and updating. Pinterest on the other hand is all about pinning and repining (sharing). Pinning is as mentioned earlier when a user finds information or places information onto Pinterest. Repinning is pins that are shared with other users. This is much like the 'share' button on Facebook and the 'retweet' button on Twitter.

Like:

Users can like other users content: A user can like a pin in the form of a heart, just like he or she can like a post, a tweet, or an Instagram update. This is a way to show other users that they like their pin, tweet, post or Instagram update.

Groups:

Groups can be formed on Facebook, but not on twitter and Instagram. Pinterest do not have groups in the same way as Facebook does, but they have what is called collaborated boards. These are boards where a group of users can place different content that they think will be of interest to themselves and the rest of the group.

3.2 Motivation

The following section will introduce the uses and gratification theory, and how it is used in the thesis as well as the validation of the theory for this thesis. The next section explains the possible intrinsic and extrinsic motivational factors for using a social network site like Pinterest. These motivational factors are made by looking at the characterisation of Pinterest that was made earlier, and by looking at U&G motivational factors that were developed by Whiting & Williams (2013).

3.2.1 Uses and Gratifications Theory

Elihu Katz, Jay G. Blumler, and Michael Gurevitc developed the Uses and Gratifications Theory in 1974. The theory was made as a response to earlier thinking of mass media as a one-way communication process. Katz, Blumler and Gurevitc, formalized a theory that suggested that the audience members had a role in mass communication and did not take a passive role. In fact, the theory suggests that people are actively seeking specific content in order to gratify their needs, and that they are in able to examine and evaluate the content that they come across (West & Turner, 2004).

The Theory highlights 5 assumptions about the audience. The first assumption is that audience members choose among various media for different gratification. This can involve diversion, personal relationship, personal identity, and surveillance. The second assumption that they draw is that audience members have a great deal of autonomy in the mass communication process, which means that the audience have the power, and can choose any media they wish to see. It is therefore the mediums 'job' to help the audience fulfil their needs and not the other way around. The third assumption highlights the competitive nature of media. Media competes with other sources for need satisfaction. The fourth assumption state that people have enough self-awareness of their media use,

interests, and motives to be able to provide researchers with an accurate picture of that use, and in relation to this assumption, the last assumption that they make is that value judgement of media content can only be assessed by the audience (West and Turner, 2004; Katz, Blumler and Gurevitc, 1974).

The uses and gratification approach is beneficial to studying social media, because the theory looks at how people are motivated to use a certain media. The theory does this by looking at the intrinsic and extrinsic needs that people have, but also how a given media can fulfil those needs (Rubin, 2009). The theory does this by looking at how people seek out specific media sites to satisfy a need that they have. In other words, why are people motivated to use a social network site like Pinterest? By the earlier definition on social media, social media was defined as 'an internet-based community application that is used to interact with other people in order to facilitate certain needs (e.g. Feelings, ideas and experiences). The uses and gratification theory is therefore useful because the theory looks at these needs in order to understand why consumers have chosen to use that particular site instead of another. And the motivation theory on extrinsic and intrinsic benefits takes a closer look at these motivational benefits. In addition to this, the uses and gratifications theory is grounded in communication literature and is therefore relevant when it comes to studying social media motivation. The reason for this is because social network sites can be thought of as a '*communicative mechanism that allows users to communicate with thousands, and perhaps billions, of individuals all over the world*' (Williams et al., 2012: in Whiting and Williams 2013: p.363). This draws a parallel between the basic idea about the uses and gratifications theory; people seeking specific media sites to satisfy a need that they have (Lariscy et al., 2011), and social media functionality; communicative mechanism for users to connect.

Uses and gratification theory has been used on a number of different studies about social media and motivation. Many researchers have used U&G to study the web (Korgaonkar and Wolin, 1999; Ko et al., 2005; Papacharissi & Rubin, 2010, Rubin, 2009). Others have used U&G to study virtual worlds (Eisenbeiss et al., 2011). In regards to social network sites, Cheung, Chiu and Lee (2010) have looked at what motivates students to use social network sites like Facebook, by constructing a research model on the theory of uses and gratification together with the theory on intentional social action. Their conclusion is that students are influenced by social related factors, or what they call we-intention, which is "*Affective social identity, Evaluative social identity, and cognitive social*

identity", (Cheung, Chiu and Lee, 2010: p.1339). Quan-Haase, and Young (2010), also looks at Facebook, by comparing Facebook with Instant Messaging. Their study compares the gratification that the users obtain from Facebook versus from Instant Messaging. The result reveals that users are using Facebook to socialize or be entertained, whereas Instant Messaging is used to maintain or build relationships.

Other social network sites have also been studied, using the U&G approach. Chen (2010) has looked at whether or not Twitter is able to gratify the needs that people have to connect with each other. Her study shows that there is a link between the hours a user spends on Twitter and the degree to which the users' gratification need is fulfilled.

The uses and gratification theory has been criticized by many researchers for a number of reasons, one of them is questioning if there really is such a thing as an active audience. The fact of the matter is that individuals always have a say in the matter, but they can of cause be influenced by effective ads that succumb to the audience's needs, or they can even be influenced by their friends and family (West and Turner, 2004).

Another critique that the theory has received is that the users do not take every choice into consideration. (West and Turner, 2004). There is some truth to this, but in regards to social network sites it should be noted that there already exist a lot of different social network sites, and it can therefore be difficult for the user to know about all of them. The most popular ones will draw most attention, and it is likely that the user will be influenced to join the popular social network site because of influence from the media, or friends and family. In regards to the first critique, this does however not mean that the user do not take an active role in choosing a social network site. The user will most likely chose a social network site because it can gratify certain needs that they have. This could be to connect to friends and family, but it could also be because of other objectives like finding relevant information on Pinterest etc.

3.2.2 Explicit and implicit motivation

The theory on uses and gratification states that users are seeking to gratify a certain need that he or she may have. Furthermore, *'U&G holds that multiple media compete for users' attention, and audience members select the medium that meets their needs, such as a desire for information, emotional connection, and status'* ((Tan, 1985) in Chen, 2011: 756). Transferred to Deci's (1975)

theory on motivation, these gratifications can be said to be a result of extrinsic or intrinsic motivations that the user have. Extrinsic "*refers to committing an action because of its perceived helpfulness in achieving value*" (Lin and Lu, 2011: 1153), and intrinsic "*refers to committing an action because of interest in the action itself, rather than external reinforcement*" (Lin & Lu, 2011: 1153). In other words, if a user is extrinsic motivated, then that user is looking to get some kind of reward out of it. If the user on the other hand is intrinsic motivated then that user is motivated to do a given action because the user enjoys doing the given action. A user can be gratified by both extrinsic and intrinsic benefits (e.g. if a user finds relevant information on Pinterest, but also likes to look around on Pinterest for information because the user likes it).

Lin and Lu, (2011), have researched social media in regards to extrinsic and intrinsic motivation, as well as network externalities. They conclude that users motivation to continue to use a social network site is affected by the perceived benefits that the user experience when using that social network site. These benefits are indexed as either being because a given social network site is U*seful*' for the user, and therefore an extrinsic benefit, or because is brings '*Enjoyment*' to the user, and therefore an intrinsic benefit Lin and Lu, (2011: 1153-1154). Other researcher has also researched these two concepts as being a matter of being '*Useful*' (extrinsic benefit) for the user, or '*Enjoyment*' (intrinsic benefit). Other researcher like Davis et al. (1992), have also found that extrinsic and intrinsic factors have motivated users to use '*information systems'* (in Lin & Lu, 2011: 1153), which means that users are motivated to use social network sites because of the extrinsic benefits and intrinsic benefits. Furthermore, Novak, Hoffman and Duhachek (2003) have also looked at extrinsic and intrinsic motivation and included it in their research on '*Goal-directed and Experiential activities on online Flow Experiences*' (2003). These two concepts, goal directed and experiential activities, draws a parallel to goal directed being 'usefulness' and experiential activities as 'enjoyment'. Novak, Hoffman and Duhachek do not say this directly, but they do describe goal-directed behaviour as being extrinsic motivated, planed, instrumental, and situational, and experiential behaviour to be intrinsic motivation, fun, affective, compulsive and influenced by hedonic values. This gives an indicator of the factors that could be influencing a user to use a social media site like Pinterest. Also, Whiting and Williams (2013) have researched gratification on social network and found 7 factors that motivate users to use a social network site. These factors will be used in the discussion on extrinsic and intrinsic benefits in the next section.

The following section will therefore look at possible factors that could determine the motivation for using a site like Pinterest. These factors are made from the above research on extrinsic and intrinsic motivation together with the characterization of Pinterest and the research done by Novak, Hoffman and Duhachek (2003) and Whiting and Williams (2013).

The following section will therefore examine the possible intrinsic and extrinsic motivational factors that may motivate users to use Pinterest. These motivational factors will be used in the interview guide, and will be changed as new knowledge is obtained.

3.2.1 Extrinsic motivation:

Usefulness: As already explained, users are motivated to use a social network site if they find the site useful. But whether or not a social network site is useful to the user or not will depend on a number of factors. By looking at the characteristics that characterise Pinterest and the research that have been done on extrinsic motivation and gratification, the following factors will be examined: information, social interaction, and Convenience utility.

Information: Whiting and Williams (2013) have researched the gratifications that a user may experience on social network sites, and one of them is information seeking. The term is "*defined as using social media to seek out information or to self-educate*" (Whiting and Williams, 2013: p.364). The term and definition is built on Korgaonkar and Wolin (1999) and Papacharissi and Rubin's (2000) research. The information seeking term is built on the assumption that users use the Internet, or social network site, to seek out information that is relevant to them. This might be information that is found through other users, or information that is directly searched for. The overall idea can be said to be self-educational.

In regards to Pinterest it will be assumed that users will be motivated to use the site because the site is somehow useful for the user. The site is characterised as being a social network site that focus on discovery. These benefits could be in the form of Pinterest's explorative functionality, where users can find information that fits into their needs. For example, if a user wants to find ideas for Halloween, then that user will be able to find information about Halloween on Pinterest. The information they find will be useful for the object that they are trying to obtain. The information that the user finds could also be regarded as intrinsic benefits, and are therefore discussed again later. Furthermore, the user can also use a pin it button on their web browser to

store information for later use. This button gives them the possibility of saving different web pages to their Pinterest boards. That way, they will be able to find information later when they want to look at it again. The pin it button is therefore useful for the user when they are looking to save information that they have found.

Social interaction/ Community utility: Whiting and Williams (2013) define social interaction as '*using social media to communicate and interact with others*' (Whiting and Williams, 2013: p. 364) . The term was originally defined by Ko et al (2005). In their study on '*Internet uses and gratifications*', Ko et al. examined the '*motivations for using the Internet*'. This resulted in a number of factors that resulted in user motivation. These factors involved: information motivation, convenience motivation, entertainment motivation, and social interaction motivation. The term was similarly used by Korgaonkar and Wolin (1999) 'social motivation', Papacharissi and Rubin (2000) 'interpersonal utility', and Palmgreen and Rayburn (1979).

The media is in this case used as a tool to facilitate communication with other people. Pinterest offers this kind of social interaction in the form of liking (heart), commenting and with its newest function it is now possible to communicate directly with other users as it is seen on other social network sites. Additionally, Pinterest is a community where content is shared, which means that users can be motivated by the community functionality. The community utility therefore becomes a matter of convenience, and the social interaction takes place through sharing content on the site.

Convenience utility: This refers to "*providing convenience or usefulness to individuals*" and is defined by Whiting and Williams (2013: 365). What this means is that a user will use a given social network site because it is convenient for them to do so at the moment. This could for example be if a user is waiting for someone, and to pass the time they use Pinterest. Or as mentioned earlier, Pinterest could also be convenient because it offers the user the ability to find information faster than they would on other sites.

3.2.2 Intrinsic motivation

Enjoyment: The other benefit that Lin and Lu (2011) mention is enjoyment. As already mentioned, users are motivated to use a given social media site because they are enjoying the action in it self.

Looking at the characteristics that characterise Pinterest and the research that have been done on intrinsic motivation and gratification the following intrinsic motivational factors has been found: entertainment, relaxation, social interaction/ community utility, self-actualization.

Entertainment: Whiting and Williams (2013) define entertainment as '*using media to provide entertainment and enjoyment' (*Whiting and Williams, 2013: p.364). Users enjoy using the medium whether it is because they want to be entertained, or simply because they like it without any reason for it. The term and definition is built on Palmgreen and Rayburn's (1979), Papacharissi and Rubin's (2000) and Korgaonkar and Wolin (1999) research.

Information can also be used to explore new areas that the user may find interesting. Information on Pinterest does therefore not necessarily need to be extrinsic motivated, it can also be intrinsic. The reason for this is that users can also find it enjoyable to look for new information and be inspired by what they find. The user have the option of scrolling through her dashboard, which is a collection of pins from other boards that the user follows and pins that Pinterest is suggesting to the user. So the user might not even be looking for something specific, and by looking through the dashboard, or other users boards, they get new inspiration from people.

Relaxation: This term is very similar to the term '*entertainment*' in that social media can '*relieve day-to-day stress'.* Whiting and Williams defines it as two separate things: one being entertainment that seeks to provide the user with enjoyment and another being a way to '*provide relief from stress'* Whiting and Williams (2013: p. 365). The term and definition is built on Palmgreen and Rayburn's (1979) and Korgaonkar and Wolin (1999) research on '*Internet use and television viewing*'.

This factor is closely connected to passing time. The user could be finding Pinterest to be a relaxing medium. Or in other words, a medium where the user can go to pass time and be entertained.

Social interaction/ Community utility: A user can also be motivated intrinsically because she is motivated by the enjoyment of socializing with other users. This could be directly or indirectly. The user can write with other users directly on Pinterest, but they can also indirectly interact by sharing content with other users, or by following other users. For example, if a user

chooses to follow another user, then he or she has chosen to see information from the other user because she finds the other user interesting.

Self-actualization: Another important aspect about the differences between Pinterest and Facebook, Instagram, and Twitter, is that Pinterest is to a large degree a social network site that mirrors real life, (Tekobbe, 2012; Menzies, 2012). This of cause also holds true on other sites, like Facebook, twitter and Instagram, but since Pinterest is content driven, and not user driven, it would seem reasonable to suggest that Pinterest is more involved around the individual than other sites are, and therefore a reflection of the individuals life, as she may wish it to be.

The user can build boards that reflex the users own personality. These boards can be used as a form of catalogue of inspiration for the user. For example, a user can create a board about clothes that she likes. This board will then be a reflection of the user and serve as an inspiration board for the user and other users on Pinterest. The usefulness of the board is therefore that the user will be able to come back to find new inspiration from previous created boards. This aspect is further research by Sashittal and Jassawalla (2014) who conducted a recently study of college students' use of Pinterest. What they found was that college students were motivated to use Pinterest because of its authentic experience, and the way that it enriched the lives of college student. This would then suggest that users are motivated by individual and social values as mentioned above. This suggests that users of Pinterest is very much centred on self-actualization and ego needs (Marslow, 1943) and therefore motivated by emotional and social values.

Another aspect of this self-actualization is that it can be used as a topic of conversation (Solomon et al. 2010: 383). Social influence is a factor that could give reason to use a given social network site. Also, if a friend or family member is using the site, then the user might be inclined to do the same.

3.0 Methodology

The following section will explain and discuss the scientific approach that this thesis will be using. This involves the section; theory of science, which is how the researcher see the world and how the researcher have chosen to look at the knowledge that have been obtained through the performed interviews with the respondents. Furthermore, the section will explain which research approach this thesis works under, and which paradigm the knowledge is obtained by. The finally section will look at the research methods that is used throughout the thesis.

3.1 Theory of science

In the following section the theoretical position for this thesis will be explained. These considerations will be used to answer the problem statement, and furthermore will be used to explain the validity for this thesis ending conclusions.

There are different schools when it comes to generating knowledge, these includes the classical theories, positivism, Poppers critical realism and Kuhns paradigm theory. In more reason times other theories have also been developed. These include the following, hermeneutic, structuralism, and social constructivism. The last three theories are theories that sprung out of the previous classical theories (Holm, 2011).

The chosen theory for this thesis is social constructivism, but before this theory is explained further it makes sense to look at the differences between the classical approached, in order to discuss the validity of the use of the social constructivism theory.

The classical theory positivism believes that science should be gathered objectively and without the foundation of a theory. The gathered knowledge can thereafter be summarized under a theory. This theory is then test for its validity by testing the theory on multiple observations (Holm, 2011). This theory therefore works in an inductive way. In reaction to this approach Popper developed a theory called critical rationalism, which takes its stand on the critic of the positivistic approach. He believe that the idea that *"inductive and verification is both logically and practically inadequate when it comes to summarize what characterizes science"* (Holm, 2011: 53). Popper believes that a scientific approach should begin with the formulation of a theory, or in other words by deducting a number of hypotheses which then can be tested. If these hypotheses are true so is the theory then (Holm,

2011). This theory is based on rationalism where the world is observed as it is and not through the senses as is the case with positivism.

The final theory is Kuhn's paradigm theory, which do not establish criteria for science, but describes them instead (Holm, 2011). In other words, there exists a theory (a paradigm) in which the scientists are in agreement. This theory is the foundation for new research. Scientist explores this theory in order to gain a new way of perceiving the world on: '*In practice, science is first and foremost a social activity, and the paradigm the social consensus*' (Holm, 2011: 70).

In regards to studying Pinterest, it makes more sense to work under Kuhn's theory than it does under positivism or Poppers critical rationalism. The reason for this is that Pinterest is a social construction and it therefore makes more sense to look at how this social construction is functioning and what impact this has for the user. Furthermore, the theory that is used for examining such a community will therefore be used as a basic for understanding the social network site Pinterest, and also used to expand on the knowledge that is already existing in order to understand the motivation for users to use Pinterest.

3.1.1 Social constructivism

This theory is highly influenced by Kuhn's paradigm and Wittgenstein's theory on language. The theory works under the assumption that '*reality is something that we create jointly in a community through interactions and through the ways in which we speak of the reality*' (Holm, 2011: 137).

This thesis works under the assumption that reality is a social construction and that we as humans therefore are very much affected by the way that we interact with each other (Holm, 2011). This means that this thesis works under the impression that there is no single truth. How we chose to look at the world is in fact a construction of the reality we live in. The world can change as people change and one observation does not hold an eternal truth. In other words, the world is made up by different assumptions and people therefore make their own view in correlation with the interaction they have made with other people (Holm, 2011).

This thesis has chosen to use the social construction approach, which will have an impact on the research in it self. The reason for this is that the social construction approach argues that people are constructing reality in connection with each other. This means that the researcher's own understanding of the reality will undoubtedly have an impact on the in-dept interviews, whether it is

on a subconscious level or not (Kvale and Brinkmann, 2009). The positive impact of this is that the researcher can gain a much deeper understanding of the interviewee, but it can also impact the interview in a negative way if the researcher and the interviewee do not share the same worldview. The task for the researcher is then to understand how the interviewee understands Pinterest and how the interviewee is motivate to use Pinterest.

This social construction approach has also been chosen because it goes hand in hand with the idea of social media. Social media are in fact social constructions of the reality we live in. People connect and share their opinions on social media sites like Pinterest and are therefore influencing each other's view on the reality they live in; e.g. if a picture is shared on Pinterest, or any other social media site, that picture could possibly become very popular, and the word of mouth will therefore create a sense of shared reality. This picture therefore represents a unified reality of what might represent that idea.

If reality is a social construction then it will be assumed that we as humans are very much affected by the way that we interact with other people (ibid). The thesis will therefore project a real life picture of the motivation behind the use of Pinterest. Furthermore, since reality is a social construction the main focus for this thesis will therefore be to look at both the individuals and the social-cultural context that that individual is part of. This would give validity to the thesis's scientific contribution in current times.

The world is made up by different assumptions, and people make their own view in correlation with the interactions they make with other people. This means that the audience should be capable of making their own decisions based on individual needs. Furthermore, they should as Katz, et al. (1974) explains be able to give the researcher an accurate picture of that use. The media can therefore only be analysed through the audience/user (assumption 6), which is why this thesis has chosen to use in-dept interviews.

3.2. Research paradigm and approach

There are, according to Malthotra and Birks (2007), two kind of research Paradigms. The First is a positivist paradigm that believes that reality is based objectively and singularly. What this means is

that the positivist will try to look objective at a research problem without the interference of other elements. This also means that the researcher must be unbiased and keep his values out of the research, and furthermore that the research language therefore should be formal and impersonal. The research and research design should therefore also be conducted by using a deductive approach. This means that the researcher will work under the assumption that if the current theory is true then the findings that the researcher finds will also be true. This approach is opposite to the approach that this thesis has chosen to take, and this approach will therefore not be used. The reason for this is that the theory of science this thesis works under is the social construction theory. The theory do not consider a theory to be universally true because reality is a social construction and therefore not eternal. We change the way we construct our reality and a theory will therefore only be useful as a starting point to gain new knowledge on the research topic (Malhotra and Birks, 2007).

The second research paradigm that Malthotra and Birks, (2007) describe is the interpretivist approach. This approach is closer to the social construction approach that this thesis uses. This approach considers the reality to be subjective and multiple which is equivalent to the way that the social construction approach sees the reality. Furthermore, the researcher should interact with the interviewee since knowledge is social constructed, which also means that the researcher can be biased in the process, as well as informal and personal. This furthermore, means that the approach works inductively. This means that the research that is found may be universally generalised. (Malhotra and Birks, 2007).

This thesis works from an interpretive approach, but through an abductive reasoning. The social constructive approach takes it stand on a solid theory and works from that stand to find new knowledge. This means that the thesis will use the previous explained theory on social media and motivation as a starting point to gain more knowledge on the topic. The theory is therefore an indicator of what could be possible explanations of the motivation behind using Pinterest as a social network site. The following interviews will then determine whether or not these factors are conclusive or whether or not other factors should be considered instead (Malhotra and Birks, 2007).

3.3 Research design

This thesis uses an explorative design to obtaining knowledge. The reason for this is that the problem statement is set to explore the motivation behind using Pinterest, which indicates that the objective is to understand the motivation behind it and not to measure, as would be the case if the

thesis had chosen an conclusive design (Malhotra and Birks, 2007: 62). This furthermore means that the theory can be loosely defined, and that the research is flexible to influences from the interviewee. Or in other words, the previously discussed theory will only be used as a fundament for the continued research on user motivation on Pinterest. Also, the findings will be used to form a general conclusion that then will be able to be further studied under a conclusive design. The final part would be done in order to test whether the findings would be true on a much larger scale (Malhotra & Birks, 2007).

In order to gain a deeper understanding of the motivation behind the user motivation to use the social network site Pinterest, this thesis uses qualitative interview in order to gain insights into the user. This is further discussed an explained in the next section.

3.4 Research methods

The following section will explain the choice for using a qualitative research approach and how the qualitative research approach was conducted. This includes the choice of in-dept interviews and how the interview guide was constructed according to the above theoretical frame of reference.
The last part will explain how the interviews were collected, prepared for analysis, and the validity and reliability of the interviews.

3.4.1 Qualitative research

A Qualitative approach is very useful when doing interpretive studies and furthermore to research phenomena, actions, attitudes, behaviour, speech, thoughts, relationships / interactions, processes, context, etc. (Hackley, 2003).
The benefits of conducting qualitative interviews are that they can be used to examine a topic in details and depth. Furthermore, since the interview process is direct, means that a script does not limit the interviewer, as would be the case under qualitative interviews. Additionally, this means that the researcher can redirect questions if the interviewee is bringing interesting topic to the interview. Also, difficult areas that the respondent does not understand can be explained, and examples of questions can be told in order to spike the memory of the interviewee.
The data that is collected from interviews does not apply to generalized conclusions about the population, but it can work as an indicator for a larger study on the topic, which could be conducted

through quantitative research. It can also be used to look at similar settings (Rasmussen et al., 2010).

Qualitative interviews can also be used to collect sensitive information and subconscious feelings. The qualitative interview can be used to ease into sensitive information by building trust with the interviewee, and by asking questions that slowly move into the topic of interest. Furthermore, respondents might not be aware of why they chose to use a given product or system. The researcher can approach these unconscious feelings and gain an understanding of why the user has chosen to use for example Pinterest. This is much harder to do with quantitative interviews since the respondents are not approached directly as he or she would be in a qualitative interview. Additionally, as mentioned earlier, the interviewer can approach a topic much more closely by asking a couple of follow-up questions. Quantitative interviews are fixed to a script and cannot deviate from the script in order to gain insights into unconscious feelings that the respondent has. The reason for this is that quantitative interviews are determined by the script, and are in many cases collected by using the Internet. This means that there is no researcher to explain specific topics or deviate from the script approach (Malhotra & Birks, 2007).

The qualitative interviews can, given the previous reasons, be used to cover complex phenomena that would not be understood if the researcher had used a quantitative approach (Malhotra & Birks, 2007: 153-155).

Qualitative research also posses some limitation for researchers. The interviewer skills that the researcher possesses can have a limiting effect on the research. An inexperienced researcher might not be skilled enough to interview a respondents deeply enough, and can be biased in a way that damage the interview. Another limitation to collecting qualitative research is that it is very time consuming, but on the contrary, the research does not however need as many respondents as quantitative research does (Rasmussen et al., 2010).

In correlation with the emphasis on social constructivism, this thesis uses the phenomenological perspective. The phenomenological approach is used because it also assumes that reality is a social construction like the social construction approach. Furthermore, the phenomenological approach focus on intentionality, which is the intentional human experience, or in broad terms the study of appearances. Secondly, the approach also examines what is felt, thought and perceived. This makes the approach ideal when studying the individual and the social context of the interviewee, and furthermore, it makes in-dept interviews ideal for data gathering. Also, since reality is assumed to

be a social construction, interaction between the interviewer and interviewee is therefore expected (Hackley, 2003).

3.4.2 In-dept interviews

The empirical data for this thesis was collected through in-depth interviews. According to Malhotra and Birks (2007: 207) "*An in-dept interview is an unstructured, direct, personal interview in which a single participant is probed by an experienced interviewer to uncover underlying motivations, beliefs, attitudes and feelings on a topic*". This thesis therefore uses in-dept interviews because they are useful in gaining knowledge about the "*underlying motivations, beliefs, attitudes and feelings on a topic*" (2007: 207), which is necessary to uncover the user motivation behind the use of Pinterest. In-dept interviews are useful to explore deeper insights into an individual. In comparison to focus groups, in-dept interviews give the research the possibility to understand users motivation on a deeper level that if the researcher had used focus groups. Individuals are not solemnly concentrated upon in focus groups, which means that the interview will not be covering the deeper underlying motivation that the user have. The respondent is also free to express him or her self in in-dept interviews, and social pressure might influence the respondent in a focus-group interview, which then means that deeper underlying feelings might not be covered by the interview (Malhotra and Birks, 2007: 211).

The in-dept interviews are also easier to structure, and given the lack of people in Denmark that uses Pinterest, it only seem reasonable to use in-dept interviews instead of focus-groups, which might have proven very difficult to structure (Malhotra and Birks, 2007: 211).

The downside of doing in-dept interviews is that the interviewers own interview skills can be influencing the interview, as explained previously. But since the theory of science that this thesis work under is social constructivism it should be expected that the interviewers own worldview will influence the interview, but it should not influence the respondent in a way that makes the respondent answer untruthfully.

Another downside of collecting in-dept interview is that it is time consuming, but the interviewer can however interview less people. Also, the in-dept interview can be difficult to analyse and interpret. The in-dept interview therefore needs to be coded and structured, so that it may be approachable. This is further discussed in the section '*data preparation*' (Malhotra and Birks, 2007: 211).

3.4.3 Interview structure

Before the interviews were collected an interview guide was made (see appendix F). The interview guide was structured in connection to the previous discussion on the theory of reference for this thesis. This means that the interview guide was structured by looking at the possible motivational factors that was found to influence user motivation.

An interview guide is useful in order to keep the focus on a topic and secure that the interview is covering all the possible elements that can influence a user to use Pinterest (Kvale & Birkmann, 2009:151).

The first part of the interview guide was included to gain a basic understanding of the individual. This includes what she does, how old she is, and where she lives.

The next section focus on whether or not users are using Pinterest because it is convenient for them, or because they are relaxing when they do so. This includes questions like, which devises they use, or whether or not going on Pinterest it a deliberate or impulsive action.

Additionally, the section is also establishing the experience that the user have with Pinterest, and if that may affect them in some way. This is tested by asking the respondent how long they have been on Pinterest, and how much time they use on Pinterest.

The third section is looking at how the user characterises other social network sites, and how this is influencing their choice for using Pinterest. The respondent is asked which other social network sites they use, how they characterises them in accordance with Pinterest, what is special about Pinterest in comparison with other social network sites, and if they feel that anything is missing on Pinterest, or if they find anything irritating.

The fourth section looks at how information and knowledge can be a motivational factor for choosing Pinterest. This is done by asking the respondent whether or not they look for specific content on Pinterest or if they are just browsing Pinterest for interesting topics. The section also looks at whether or not the respondent clicks on the images to find the information, or if the respondent is motivated by the images and not the content. Furthermore, the section also looks at the marketing perspective of Pinterest, by asking the respondent what they feel about advertisement.

This is used to look at how marketing managers can use Pinterest as a marketing channel. This is discussed further at the end of the analysis and discussion.

The fifth section examines how the user perceives his or her profile as a way to express themselves or be entertained by the possibility of building a personal profile from images. The section also looks at how Pinterest's semi-structured profile can be a possible motivational factor for the respondent. This final part has to be seen in connection to the possibility of a user being able to construct a personal profile with images. This is done by asking the respondent about how their profile differs from for example Facebook, how they would characterise their Pinterest profile, and finally how they have chosen to structure their boards (which pins and boards they have created). This should possibly determine if the user is motivated to use Pinterest because it is entertaining and/or a way for them to express them selves through images.

The sixth section examines the social interaction and community motivation. The purpose here is to find out whether or not the respondent is motivated to use Pinterest because the respondent can socialise with other users through the medium, and what kind of impact the community have for the users motivation to keep using Pinterest. This part is examined by asking the respondent who they interact with, who they follow, and why they follow them.

The final section rounds up the interview by asking the respondent if they have anything else to add.

3.4.4 Data collection

The data was electronically recorded, so that the researcher could focus on the interview and then examine the interview data later. The advantages of this approach is that it makes it a lot easier for the interviewer, because the interviewer does not have to remember everything that is said, and because the data will be much more accurate. Unfortunately, one of the interviews was not recorded because of a technical error caused by overhead. The interview was therefore written down to the best of the researcher's memory. The interview however still proved to be valuable since the researcher was able to remember the most important parts of the interview. Additionally, the recorded interviews, was subsequently transcribed and coded accordingly to Kvale and Birkmann's

(2009) explanation of transcribing interviews and coding interviews. This includes linking sections of the interviews with keywords, so that the researcher may be able to consume the data more easily.

To target possible respondents for this research thesis the researcher has chosen to use his own personal network to find respondents. Furthermore, the respondents were chosen in accordance with the chosen criteria underneath. These criteria were; one, women. The researcher chose to focus on women rather than men or a mix, because according to Statistica (2015a), Pinterest was mostly used by women, 90% of users, in the beginning of Pinterest, and given this fact it seams only reasonable to choose women rather than men. Furthermore, finding men that are on Pinterest has also proven to be a challenging fact, and the choice has therefore been to target women. In accordance with this, the age criteria for this group have not been specific to a given age group. Again this has to do with the possibility to get respondents that are in a certain age group. At the moment of writing Pinterest is still growing, but it is however a rather small social media site in Denmark, and the choice for choosing respondents are therefore limited by the fact that there are not that many users in Denmark yet.

Another criteria that was used, was that the respondent had to be experienced users of Pinterest. This means that the respondents at least should check Pinterest one time a week and have created different boards on Pinterest that they pin to frequently.

All the respondents were informed about the anonymity of the interview. The reason for this was to secure that the respondents felt secure to share personal information that they might not otherwise had been willing to share.

The first respondent (see appendix A) that was chosen to be part of this research was a close connection. I chose to let this person be the first because of two reasons. First, the respondent is an experienced user of Pinterest, and therefore has a relative large insight into using Pinterest. Secondly, the respondent could give the researcher positive and negative feedback after the interview. The last reason proved to be the most useful reason since the respondent was able to think about the interview and come back to the researcher later with suggestions and questions to the interview. Furthermore, the respondent is a student and living in Copenhagen.

The second person (see appendix B) that was interviewed had just recently started to use Pinterest, which means that her experience and motivation was still new. This interviewee was therefore ideal for the researcher because she would still remember why she joined in the first place, and why she has continued to use the site. Furthermore, she is also a student and living in Copenhagen.

The third respondent (see appendix C) had been using Pinterest for some years (2-3 years). This respondent however is the only one, which is not living in Copenhagen, but Sønderborg instead. Furthermore, the respondent works as a technical designer.

The fourth person (see appendix D) was also an experienced Pinterest user, and had furthermore experience from the United States where she is originally from. This person was chosen because she could possible spread some light over the topic from another angle.

The fifth person (see appendix E), has used Pinterest for a long time, and is very used to site. The respondent was found through the researcher own network, and the researcher did not know her before the interview. The fifth respondent was also a blogger, which meant that she could bring another side of Pinterest into the discussion. Furthermore, the respondent used to work as a pedagogue, but is home sick for the moment.

Criteria for chosen respondents:
- Women
- Experienced users of Pinterest
  (Used the site for more that a year, and have create more that 10 boards on the site)

3.4.5 Data preparation

The interviews were transcribed immediately after they had been collected, and coded accordingly to the possible motivational factors that were found earlier. Also, the interviews where re-examined after each interview, and the interview guide (see appendix F) was changed accordingly to the findings. This also means that the coding became more specific as the results of the interviews showed the motivational factors that the respondent were motivated by (Brinkmann and Kvale, 2009).

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Coding, as explained in the previous section, includes linking sections of the interviews with keywords, so that the research may be able to consume the data more easily. Furthermore, the researcher chose to use content analysis coding. This means that the research is looking to see if the possible motivational factors that were introduced earlier are in fact motivating the interviewee. This is further done by applying a + or – to indicate if the condition bares any truth or not. If not, then the condition was tested again with another interviewee and discourage if that person also found it irrelevant. (Brinkmann and Kvale, 2009)

3.4.6 Validity and reliability

The reliability of the interviews is validated by the interview guide (see appendix F) and by the theories on motivation that this thesis uses. This secures the interviews quality and it also secures that the results will be possible to duplicate by other researchers if every thing else stays the same. If Pinterest introduces new features that could change the motivation for using Pinterest, this research might not be relevant anymore. The thesis is therefore only reliable if Pinterest do not introduce ground-changing features, which also seams highly unlikely that they should do any time soon. Furthermore, to improve the reliability of this research the author has chosen to record the interviews and code them for comparison (Brinkmann and Kvale, 2009).

Other areas of reliability and validity has already been discussed. This includes, bias in the interviews and introduction of the participants.

4.0 Analysis and discussion

The following sections will analysis and discuss the results that the interviews have shown. The first part will look at the differences between Pinterest, Facebook and Instagram. Twitter is not included in this part since none of the respondents are using Twitter. They are however using Facebook, and one respondent is also using Instagram. Furthermore, this part will look at the functions that define and set Pinterest apart from other social network sites, e.g. Facebook and Instagram.

The second part of the analysis and discussion section looks at the extrinsic benefits that the respondents get out of using Pinterest. This is followed by the intrinsic benefits.

4.1 Pinterest versus Facebook and Instagram:

From the conducted interviews the following results were found; '*Pinterest is a place where the user goes to get ideas'*. Pinterest is all about finding and pinning things that the user considers to be inspirational. '*Pinterest is personal*', the respondents feel that they are very much involved in the network on a personal level, but that the site is not for interaction, which is the third result, '*Pinterest is not about interaction'*. The site is built on a follow follower culture where the user finds inspiration from each other. This is not done because they want to interact with other users, in fact, the respondent don't really consider other users to be part of their universe (profile). This is the fourth result from the interviews, '*a social network build on a follow follower culture (researcher own term)'*. The interviews also showed that Pinterest also have some negative elements that the users are find irritating but accessible. Furthermore, the users do encourage other users to join if they feel that the site will be useful for that person.

4.1.1 Pinterest is a place where the user goes to get ideas

Pinterest is a place where the user goes to get ideas. It is a place where the user can find inspiration from other people that have similar interest. It is a personal space where the user can come and go to be inspired. In other words, Pinterest has what Facebook do not have, as one of the Respondents said, *"Pinterest has what .. it knows what I like, compared to what I have pinnet"*

(Respondent A, appendix A, p.86). Furthermore, Facebook is more difficult when the user is looking for inspiration, whereas Pinterest gives the user a nice overview of what kind of inspiration is out there, "*There I have to have, you know. There I have to log in and find the pages that I want to follow before it is shown in my dashboard, or what can I say. Where Pinterest it is there". (Respondent A,* appendix A, p.86*)*. Respondent B also feels that Pinterest is more for inspiration, and that Facebook does not really give the user the same opportunities "*But it is also.. you have a lot of friends on Facebook and there are so much information that people are posting all the time. So it is rare that you will get all out of the pages that you follow"(*Appendix B, p.100-101*)*.

Pinterest is a place where the respondents go when they are looking for something specific, or want to be inspired. ***In other words the respondents are using Pinterest as a useful media to find inspiration, or as a way to pass time and get inspired at the same time***. Respondent B puts it this way: "*I think Pinterest is different than Instagram in the way that I get much more out of Pinterest when I need something. Instagram more.. I just sit and scroll down, and read just some of the subtitles sometimes. But if you actually want to make the recipe on Instagram then you'll need to go into that profile and find it. It's not always they will write it immediately. But where Pinterest you go directly into the website, and they are there like immediately. So it is definitely Pinterest I use if I need inspiration to do something. If I must have the recipe for something rather than on Instagram. I don't really use Facebook for that sort of thing. And Facebook that I use not really something. It is more just to follow up on friends and who writes what. Who follows who and the like" (*Appendix B, p.100). This is also a picture that is shared with the rest of the respondents except respondent E, but respondent E does not use Pinterest in the same way as the rest of the respondent. This is also expanded on later.

Pinterest is a network that gives the respondents a lot of possibilities to explore new areas of interests. When asked if they thought that the medium was monotonous or narrow every respondent answered that that was not the case. Respondent B even said that "*I think it's very different. And I do not even think that I know how different and wide it is" (*Appendix B, p.100). Pinterest offers the respondent an almost endless information stream. Part of this reason is because Pinterest has used the scroll function on their site. This means that all the information for a specific idea, thing etc. will be shown on Pinterest, and that the user can then scroll almost endlessly down the different kind of information.

Pinterest is a world of ideas that is waiting to be explored by the user. The respondents find it useful that they can come and go as they wish, explore, save ideas, and create their own space just for them, or so they think. All the respondents thought of their Pinterest profile as their own space, which they had for them self. They did not consider other users to be part of their universe, but found other users useful for getting inspiration for their boards. One of the respondents said, *"With Facebook then it is people [...] Pinterest is much more like you're just reading a book. Something like that. And you can just click and find your interests"(Appendix C, p.114)*. And *"Yes it is my bubble there" (Appendix C, p.114)*. In other words, not a social network, but a place for the user to expand their knowledge. The users are not concerned with being connecting to other people, that is not why they are on Pinterest. Pinterest is a place where they can go and get inspiration from other people, but they do not feel that they are interacting with other users. Pinterest could be said to be a gathering of people that uses each other to optimise their input of information. In comparison with Facebook, respondent D said that, *"I think Facebook to me is a more social network where I get to connect with my friends and they can connect with me, and see what I'm doing with my life. And on Pinterest, a lot of my boards are private. So they are mostly for me. There are some boards that are out to the public, so that other people can follow. But some of them are like, I wouldn't say personal, but I don't have a reason to advertise what I like, so I kind of keep it to my self. It's just like a more nicer platform to bookmark websites and bookmarks from" (Appendix D, p.118)*. This is also further expanded on in the section '*A social network build on a follow follower culture'*.

The respondents are finding the customization very useful for their presence on Pinterest. They can follow boards and people on Pinterest and will therefore only be seeing content that is relevant to the respondents. One of the respondents said that she was very occupied with picking the right people or boards. She did not randomly choose whom she followed, or which boards or pins that she choose to follow or pin *"I'm following about 62 people and probably more every year. Those followers always stuff, obviously we have the same taste. Like I never follow anyone just because they post one interesting thing. It is usually that I see a couple of good things from them and then I understand their style and of cause I agree with them or I like it so then I would follow them. So I actually research a lot about them before I follow them. And that allows me to kind of choose the content that I see, and you don't have that option in a lot of other social media, just who ever pays the most money they get their advertisement out there, versus here you are actually picking and choosing what kind of advertisement or followers you want to see. And what kind of products that*

they show that you actually enjoy. So it's a little more personalized experience" (Appendix D, p.118-119). This means that the customization also have a huge influence on the user motivation. The respondent can target what they specifically like and don not have to be shown information that is beside the relevance of the respondent's interests.

4.1.2 Personal

Most of the respondent thought that their Pinterest profile was more personal than their Facebook account. The reason for this distinction is that the respondents consider their Facebook profile a more social network, where they can post about the things that are going on in their life at the moment. Pinterest on the other hand is more personal because as one of the respondents said, *"I think for me that my Pinterest is actually more of my personality and my interests. And more of my hobbies"* (Respondent D, Appendix D, p.121). Furthermore, respondent D expanded on this by saying, *"Facebook you get an idea about, she has travelled here and there, but you don't know what I like. Like I don't have any information about movies or hobbies I'm into. That is also private anyway, so I have Pinterest for that. So you can probably figure out more about my taste and my personality through my Pinterest that my Facebook" (Appendix D, p.121).* Also, when asked directly if Pinterest was personal for the respondents compared to Facebook, Respondent A, B, and C also said that they considered Pinterest more personal than Facebook. Respondent C replied that she though Pinterest was more about her than Facebook, *" Yes. Yes it is me in Pinterest. Facebook is more .. yes .. I do not .. yes. Look at me and see others like. And some news from there. Yes contact with some people"(Appendix C, p.114),* and respondent A said that what made it more personal for her was not only her interest, but also that she did not have all of her friends on Pinterest, *"It is more personal, because it is not all my friends that can see everything I do. Or everything I'm pinning. Or, it is, but not in the same way. Because it's for that where Facebook I felt more so, I do not know, exhibitionist" (Appendix A, p.87).*

One of the respondents (Respondent E, Appendix E, pp.127-129) did however not think that Pinterest is a personal network compared with Facebook and Instagram. It should however be noticed that respondent E do not use Pinterest personally, but instead as a why for her to promote her blog. This suggest that the respondent is not personally invested in the network as she is on Facebook, and that she might feel differently if she used the media for herself and not her blog.

4.1.3 Pinterest is an organized network.

Pinterest is as a network that offers the user the possibility of saving their bookmarks to a visual dashboard where the user can come back at any time. This is one of the things that make it such an interesting and useful social network for the users. One of the respondent compared Pinterest to Instagram and said that the difference between Pinterest and Instagram is that, *"the difference is .. actually Instagram is so easy, because you just scroll through the people or pages you follow. But Pinterest you get a little more out of it, I think. And you can save it. Often I been mad at Instagram because you can not save it, or zoom in on an image or. You can do that and then you can see what you have liket I think. But actually you can not find it again, and often I take a screenshot of the pictures and then they are saved to my camera roll and .. it is not as available I think. As Pinterest, where you can save it and come back to it. And go to the website and such. So I think a like Pinterest a little better than I like Instagram" (Respondent B, Appendix B, p.109)*. Most of the respondents agree with Respondent B except respondent E, which thought that the medium sometimes could be a little to wide, but that it overall was a great visual overview of different content. The user mentions that Pinterest is a little broad when she is searching. If she is searching for food then she will get many different kinds of food, but nothing specific (Appendix E, p.127-129). She might find it a little more useful if she used a keyword that was less wide. Also, the respondent told the researcher that she made a red theme for her blog and used Pinterest to find different recipes for her red board. The media is therefore useful for the respondent when she is looking for specific interests, but not when she is searching for general terms like food *(Appendix E, p.127-129)*.

4.1.4 Pinterest is not about interaction:

Interaction is considered to be a motivational reason for joining, but also something that the respondents are not that occupied by. This may seem a little confusing but the respondents are actually joining because they are looking for inspiration and find Pinterest to be a useful medium for sharing and saving different kind of information that they are personally interested in. They do not however join because they wish to socialise with other users on the medium. The conundrum is therefore that without other users Pinterest would not function. Pinterest is therefore a place where the respondents can build their own universe, well aware that there exist other users on the site.

They even go to the other users profile to seek information, but they consider the other users to be fare away and therefore only someone that is out there in the Internet sphere.

Even though the respondents say they do not use Pinterest to interact with other users, they actually do when asked indirectly. Many of the respondents do interact by sending pins to their friends and family. This is however not something they do a lot, but it happens. Respondent A said that: "*Yes sometimes I have sent a pin to my boyfriend or my sister. I have sent something if I think there is something that they should take a look at on Pinterest. However, it is rarely*" (Appendix A, p.86). Respondent B also does the same with her cousin and father *"my cousin and my father is"* (Appendix B, p.108). Respondent C also shares a pin or get one from her sister, and respondent E will follow people she knows because she sympathises with them, but also if she things that they are doing something interesting. Most of the friends that she follows are foodblogger, which could explain why she is sympathising with them *(Appendix E, p.127-129)*.

Pinterest is not used to interact in the same way as Facebook. As mentioned earlier, the respondents find Facebook to be a place for social interaction and Pinterest to be about themselves. The respondents therefore do not follow a lot of their friends and family on Pinterest. The respondents do not however know a lot of people on Pinterest, which might change their viewpoint. The social network might be used differently if there were more of their friends and family on Pinterest, but this however seems to be unlikely given respondent D's answer. Respondent D, which originally is from Hawaii told the researcher that she do not follow a lot of her friends on Pinterest. She might send personal messages through the network, but only to get input from her friends. Pinterest is for her a personal network, which she does not need to share with all of her friends, "*only my first 8 friends that started me on Pinterest. Like once in a wile they will post something and I will be like oh that really looks good. One of my girlfriends that is like my size will pin something from a product, and she will also take a personal picture of it and sent it to me. Like privately on our board. And I will be like, oh can I borrow that dress*" (respondent D, Appendix D, p.122).

When asked if the respondents ever **liked a pin, or commented on a pin**, the answers where different from each other, but overall the respondents did not use this function a lot. Again, that is not why they are on Pinterest, and one of the respondents even said that she might like something, but only to get more inspiration of this sort, *"I think. I don't know if they changed it, but as fare as I can tell when I like one or two pins from the same person, even though I'm not following them then*

*they will though in one or two pins that they have gotten other likes fo*r" (Respondent D, Appendix D, p.123). Furthermore she will comment on a pin, but only if it is a friend, "*Usually I will comment. But we share a private board, so no one else can see it. So it's kind of the same in that way. But no we do not use the messaging featur*e" (Respondent D, Appendix D, p.123).

Respondent B did not comment or like anything like that since she thought that it would be too much like Facebook then "*nej jeg har aldrig syntes godt om noget, eller kommenteret noget. Men det er ikke den måde jeg bruger det på. Det er meget til mig selv syntes jeg. Ellers så går der også lidt Facebook i den syntes jeg*" (Appendix B, p.107).

Group boards are another thing that the respondents do not use, or only with a friend. Respondent D told the researcher that she had a group board (collaborative boards) with a friend "*I only have one, and that is the one with my girlfriend. She does not post that much on there because she has a lot of other followers obviously that are more public, but the once that she do post on there are usually the once that she bought something for before. Like she will post something like a dress that she saw on Pinterest and she will send me a personal post of her in the dress. And she will be like, isn't it cute on me. And then you know, we kind of talk in that way, but that is about it*" (Appendix D, p.124). Also, respondent B did the same with her cuisine when they where planning respondent B's parent's silver weeding, but the rest of the respondent did not use a collaborative board, or did not know what it was.

A lot of the respondents are **following** a lot of different users, but not because they want to interact with them. The respondents will most of the time follow other users, or their boards, if they find the content interesting, or if they can relate to the other persons style. Respondent D is even more specific in the boards, or users that she follows: "*So I actually will not follow the person per se. But I mostly follow one of their boards. And only one. And then I try to mix it up between different users in that way*"(Appendix D, p.124).

Respondent A also follows famous people because she finds them interesting and gets a lot of inspiration from these people. She will also go to their website to find further inspiration. Many of the other respondents will also go to other websites to find inspiration and then pin it to their Pinterest boars, so that they may look at it later. Respondent E (Appendix E, p.127-129) is also following other users on Pinterest to get inspiration, but she will also follow another food blogger because it is the custom thing to do.

4.1.5 A social network built on a follow follower culture

The follow follower culture (researcher own term) is about following other people because it can bring the user new inspiration that the user can use on her own board, and/or in her life. The interesting thing with the follow follower culture on Pinterest is that the respondents do not really consider other users to be as intrusive as they would be on a network like Facebook. The reason for this is that the user sees her profile as a personal profile where she can get inspiration from different sources. These sources do not represent human connections, but more sources where the user can come and go to get inspiration. The respondents profile is therefore a personal profile, or their own little space that they can come and go to as respondent B puts it, "*I actually think my Pinterest is a little more personal. But it may be just me, but I do not think that there are that many that are looking at my Pinterest profile, in comparison to my Facebook profile. Facebook it is very open to anyone who wants to come and see what I do. Where Pinterest I feel is more .. it's not private. It's a little more personal in that I can make my various bulletin boards, and I can call them that I want, and I can decide what I'm pinning to them. Where on Facebook, it's just open to everyone and it is not so .. so cozy."(Appendix B, p.105).* Furthermore, Respondent A told the researcher that "*I don't think per ser that there are other people looking at my profile, it's just me who is looking, but I know that it's not so. But my Pinterest profile is not to express who I am, that is not why I have it"* (Appendix A, p.90*).* When asked what made it seem like it was only her and not others she replied that "*It is probably because it is not so. Yes you can choose to see what is happening, and now there are someone who follows me, but it's not the same. It's not someone I know, so it is for the whole world. Whereas on Facebook it is someone that I know already"* (Appendix A, p.91)*.* The connection is therefore not felt in the same way as if it had been a close friend or someone that she had seen in real life. The connection is out in the big world and therefore not something that the respondent feels comes close to her. She might even look at other users profile, but don not think too much about who they are. She will look at another user to get inspiration, "*Well, I also look at other users profiles. Well, it is also interesting. But I actually do not care who they are as a person. That's not it. It's just the things that are interesting"* (Respondent A, Appendix A, p. 91)*.* Respondent B also concur with this view*, "But even though it is open.. and sometimes I can also see that people are pinning something that I have pinned, but I still I fell that this is my own space"* (Appendix B, p.105)*.* In comparison with Facebook respondent A thinks that to do the same on Facebook would come to close to her, or in other words be to invasive on her privacy, "*I do not want to do it on Facebook, because that is people that I know in real life, and people talk"* (Appendix A, p.91)*.* This

view is also shared by respondent B which say that she would not want people that she know or know of to go check her profile on, *"Yes I think so a little. And Facebook is also, you know, it is know in the peripheral, which you may be also friends with because you went to the same high school. And Pinterest I would think that it would be a little strange if friends from the peripheral also was looking at my Pinterest profile.. like people that I don't really want to be friends with. Or people that I don't really think should be seeing what I'm doing. So I think Pinterest is a little more personal in that way"* (Appendix B, p.105).

Respondent D also said that she does not think about the fact that there are other people on Pinterest. *" [...] it's not like when I see something that I really like. It's not like I notice who the user is. Like I'm not bias to who the user is or if I have seen them before"* (Appendix D, p.123). And in comparison with Facebook she said that, *" I just feel like Facebook is not the right place to share that with. That is not how I use Facebook anyway. Facebook for me is basically my photo album. That I'm able to share picture with other people and they can share pictures with me. And that is basically what I use it for. Other than to promote social events that I try to promote for my club or friend or I'm going to a concert and I want to see who else is going so I click I'm going to this concert so I can see which other friends are going. That is the only time I would use it in that personal of a way. Then everything else is not there"* (Appendix D, p.123).

Even though the two networks (Facebook and Pinterest) are similar in many ways (e.g. messaging, groups, likes, and comment), users use the two networks very differently. Facebook is used for connecting people, which of cause is the purpose of the network. And Pinterest serve another purpose, discovery. The motivation to use the two networks are therefore influenced by different factors. Facebook is used to connect with friends, family and acquaintances, and Pinterest is used to discover and be inspired. This is also why Facebook is more about the interactions with other people, and Pinterest is more a personal network where interaction does not take place in the same way, but instead follows a follow follower culture. And furthermore, it is also why the respondents feel that the network is more personal for them. Pinterest does not have a lot of people that the users are connected with in real life, which is why the users feel that this is their own little bubble, a place where they can come and go to explore their interest or get ideas about new topics that they find interesting.

4.1.6 Negative aspects of Pinterest

The respondents do not consider Pinterest to be a wonderful media all the way though, even though it comes close to that. The respondents did however think that Pinterest have some aspects that they find annoying, but not enough for them to leave Pinterest. They simply work around these aspects. Respondent A has noticed that there exists some inappropriate content that sometimes appear, which is why she do not see certain section of Pinterest when she is at school. Furthermore, she finds it a little irritating that certain links do not work or is marked as 'inappropriate' by Pinterest when they are not, "*The only think that is annoying is when someone has pinned a recipe and then the link is blocked because it is linking to another place, where it is.. they write inappropriate, but it's not necessarily. It might be because there are to many advertisements on that site, or something else. But it's nothing that is really of any importance I think. I can always search for it again and then I'll find a link. It is not the end of the world*" (Appendix A, p.88).

Respondent D said that she noticed that some users are using pins for scams, which she though was really annoying. She now ignores certain pins if they look suspicious, "*Then you become unsure what is real and what is not. And that is just now happening I have noticed. I haven't tried anything of it.. and see if it is a scam or not, but some of it isn't really secure looking*" (Appendix D, p.119).

These are of cause reasonable irritations that the users have, but unfortunately Pinterest cannot do more about these aspects. Pinterest is in fact already trying to prevent these aspects, but they cannot cover everything. The user therefore has to live with these elements, which they do not seem to be too ignored by.

4.1.7 Users are encouraging other users to join

All the respondents said that they will encourage other users to join the site, which suggest that the network is important to the respondents, and they therefore want to share their enjoyment of using the site with other people. Not because they want to follow them or be friends with them on Pinterest, but because they want to share the possibilities that Pinterest offers. Respondent A tells her friends that it is like a big lady magazine "*Yes, yes I do. I tell them that it's like a big women's magazine. Infinitely women's magazine. Where you can just find everything you want*" (Appendix A, p.95). And respondent B said that "*not because we have to follow each other and such like Instagram and Facebook, but just because it is so smart that you can find so many different things*"

(Appendix B, p. 108). And respondent D said that she only tells people about Pinterest if she thinks that it will be something that they will find useful, *"I only tell people about Pinterest that I think will be interested in Pinterest. Otherwise it is like I'm bringing up an irrelevant topic for most people"* (Appendix D, p.125).

4.2 Usefulness of Pinterest (extrinsic benefits)

The following section will introduce the extrinsic benefits that the interviews showed. These include; *'passing time', 'to save information', 'to search for specific content', 'to organize',* and *'the collective side of Pinterest'.*

4.2.1 Passing time:

Most of the respondent will use Pinterest as a way for them to pass time, and at the same time be entertained. This is therefore not only an extrinsic benefit, but also an intrinsic benefit. The enjoyment (Intrinsic benefit) of using Pinterest is not covered here, but will be explained further in the section '*Intrinsic benefits'*.

The respondents use the network when they are at school, at work, or when they have some free time to spare. Respondent A uses Pinterest at work because she finds it entertaining when she is having her break "*And sometimes when I'm having my break at work .. so just half an hour*" (Appendix, A, p.84). The network is therefore useful for her in order to pass the time between work, and be entertained at the same time "*Yes, instead of just sitting and staring in the one half hour while eating .. so I'll sit and look at it*" (Appendix, A, p.86). This is also the case with Respondent C. She will quickly go on Pinterest if she is waiting for a program to work, at work, "*Yes, and it's because I'm waiting for some drawing program that does not work, or it's thinking or something like that. So yes it's to pass time. So I'll look through my email, and I can see that I have something from Pinterest. And then I might, look at it*" (Appendix C, p.110).

Respondent D also uses it as a way for her to pass time. It is however not as specific as respondent A and C but instead when she feels that she has some leisure, "*I would say pass time for leisure. When I have the free time I'll go on Pinterest*" (Appendix D, p.117).

It seems important to mention that Pinterest is not a ritual of any sort that the respondents have to do every morning, night and so on. Pinterest is influenced by the situation for most of the respondents. It is only respondent E that goes on Pinterest on a specific day (Appendix E, p.127-129). She does this every Sunday, because this is when she has time to upload new pins for Pinterest. Respondent E is a blogger and the ritual of going on Pinterest every Sunday is therefore influenced by the time she has as a blogger. The choice to go on Pinterest is therefore determined by the fact that she has to upload new pins for Pinterest, and doing that every Sunday is therefore the easiest way for her to do that.

From the above it is clear that the respondents are motivated to use the network when they want to pass time and be entertained by something. The motivation is not influenced by a ritual, unless it serves a purpose like blogging, but it is instead used when there is nothing else to do, or when they feel that they have some free time to go on Pinterest.

4.2.2 To save information:

This function is one of the most important motivational reasons for why the respondents are using Pinterest. Many of the respondents are browsing around the Internet and finding useful information that they would like to save, "*I also use it when I'm on other websites that I want to save .. so I save it on Pinterest" (*Respondent A, Appendix A, p.85). This has however not been that simple before. Respondent A told the researcher that she would find information on the web and then bookmark the different sites to her browser window, which resulted in her having a lot of different urls that she could not handle, and therefore did not see. On Pinterest she was finally able to organise the different information that she found on the Internet into nice and orderly boards, which she then can return to when ever she like. Respondent C also said that she would save different kinds of information on her computer before, but with Pinterest she did not have to do that any more. Now she could save the information on Pinterest, and get an easy overview of the information that she has stored on Pinterest, "*Because I saving many images of ideas and things: houses and garden and whatever. And so I do not need to save it on my computer .... In a folder you know, and then you'll have to locate it again. You do this together. On Pinterest it provides an overview, it is smart I think" (Appendix C, p.110).*

The respondents are using the site to store information so that they can return to the site later and find the information when they need it. Respondent C told the researcher that she had pinned a lot of different ideas about how she could paint her front door, and then when she needs to paint it she can find the idea that she likes the most, and head down to the paint shop to find the colour, *"Yes. I do this because I store information in boxes, folders. Perhaps because, as I said, that I need to have my front door painted, or because I need to do something. So I make folders in it. Then I look at the overview and perhaps print something out and go to the paint dealer to show them the style that I was thinking about. It's an inspiration board" (*Appendix C, p.114). Respondent B also told that she would store ideas about tattoos on a board, and when she needs it she will be able to find, or be influenced by, the pins that she picked out, *"Then one day, then I have to do it. I have also made one that I called tattoos because I have a little one on the rib, but would like one more. And it is also.. or if I were going to travel or something. A tattoo that could represent the travel or something.. I like to think about these kinds of things forehand, even though I don't need it at the moment, but then I have an idea about it and if I suddenly want to get one then I'll know what I want. Then I get it done" (Appendix B, p.106).*

The functionality of Pinterest to store information is therefore useful for the respondents, when they have something that they wish to accomplice, but are not sure at the moment how that is going to be accomplice. Pinterest therefore gives them the opportunity to store information for later use. This way, they don't need to find that information when they need it, and can therefore benefit from the time that they have used to collect these pins/boards.

4.2.3 Searching (goal directed):

This is another functionality of Pinterest that most of the respondents are finding useful, but which they use differently. Respondent A will uses the search function to look for recipes *"yes if it is a recipe then I do"* (Appendix A, p.92). Furthermore, she told the researcher that she would search for an ingredient, or something more time specific like Halloween costumes, or books, *"But for example, if I have an ingredient that I need, then I'll search for it , or yes. or if .. what was it. When you want to dress up for carnival, or something. Get inspiration for it. What more. Books I have also tried to search on Pinterest"* (Appendix A, p.92). The same goes for respondent D, which will also search for recipes on Pinterest, but nothing else *"I only might do that for food recipes actually. That would be the only time that I'm actually looking for something on Pinterest. Like oh I want to learn how to make pumpkin pie today. And I will type in pumpkin pie recipes. Then it will of cause*

pull up all the recipes. And of cause I pick the once that.. Like when you search Pinterest they show the ones that have the most followers and the most views. So you get the best of the best. In a way from Pinterest. And that is a nice feature build in." (Appendix D, p.120).

Respondent B uses the search function to find specific ideas about creative ideas that she wants to try. She told the researcher that she would use Pinterest to search for ideas about decorations for her parents silver weeding, and other creative ideas. Furthermore, she would also use Pinterest to find ideas for her apartment or for makeup ideas. She would additionally most often search for specific ideas rather than explore Pinterest, " *yes or also usually it is most often I will go in and look for something specific. For example, recently I made this board called makeup, because I really would like to be better at learning how to put on makeup. Research it a little .. and then I am directly inside and searching for makeup tutorials, or anything like that. So it's probably more that I'll login in and directly at what for what I'm looking for. And what I need it for"* (Appendix B, p.108).

Respondent D is also interested in the craft site of Pinterest, and has been motivated to use Pinterest after she found out about the possibilities for finding craft ideas on Pinterest, *"But then I started looking at craft ideas for holydays like Christmas and thanksgiving and Halloween and all those little things. They have like really cool original ideas that you can make into like a craft project other than just buy a generic thing at wall-mark or something. You can actually be involved, and decorate it however you want it. I got into the craft side of Pinterest before anything else. And that is why I got into Pinterest"* (Appendix D, p.117). She does not search for this, but has clearly been looking for craft ideas before she found Pinterest. Pinterest has therefore inspired her to find additionally information on the network.

What can be concluded from this is that the possibilities for finding information on Pinterest that the users can use in real life, is influencing the users decision to use Pinterest. In other words, users are motivated by the possibilities of finding information on Pinterest that is similar to their interest. This will be further discussed in the intrinsic section.

Additionally, Respondent D also mentioned that Pinterest's ranking system also helps her when she is looking for information. Instead of finding different kind of information on Pinterest, she is happy to get the best ranked results when she searches for something on Pinterest. This ranking, she told the researcher, is determined by how many people have seen, liked or commented, on the pin. She would therefore be certain that this was validated information.

4.2.4 Organized:

All the respondents mention that the overview of Pinterest is a huge motivational factor for why they are using Pinterest. They all like that they can see a lot of visual content on the screen, and then pick whatever they find useful or interesting for them. Respondent A said that she found Pinterest organized and therefore did not have to use as much time any more to bookmark information that she found. And also that even though she bookmarked different kinds of urls, she might forget what she bookmarked. This was made easier for her with Pinterest, because here she would see a picture with a little text to it, which made it more organized for her "*I think it's really cool, because before I had such a long list of my bookmarks. It takes forever to find. What I have stored there. Where here it is a place where I can put it all together and where there is a picture of it. Where I do not necessarily remember the bookmarks, but here is the picture, and there is a little short description of what it is. So it is much more manageable. So in that way then yes, I think it's very good to have*"(Appendix A, p.87).

Respondent C also told the researcher that she found it manageable. It was easier for her to use, and she did not have to go through different sites to come to the right place. She would go directly to the source "*It is accessible and easy to use. You can easily access what you thought about. You don't need to go through different sites. Both the characters they use and the font they use. I just think that it is clear when I look at it. *", "*You get to the source*" (Appendix C, p.111). And additionally she told the researcher that not only did she find the things that she is looking for, but see is also able to do so because Pinterest has likeminded people on the site "*And what they collect .. they have collected in advance, so it actually makes it even easier for you. I think.*" (Appendix C, p.111).

The organization layout of Pinterest, and the community of other pinners are therefore the strength of Pinterest. The information is shown by using pictures, which then makes it easier for the user to make sense of the information. Furthermore, other users are also making information sharing easier. Similar people can 'connect' with each other in order to find similar information from each other. This makes the process of finding information much faster for the user, and additionally the user is able to find information that might otherwise have been very difficult to find, or the user might not even have been aware that the information was out there.

The organizational structure of the site also makes it easier, and even fun for the user, "*I love to organize things. I like to be in control of things. In boxing*" (Respondent A, Appendix A, p.95), to structure the information that they find into different categories, which they choose for selves.

When asked how the respondents thought Pinterest was different from Google respondent B answered, *"well, it's like searching on Google you might say, but here on Pinterest it emerges. You'll also see it with pictures immediately and a small headline rather than Google. There are just a lot of different articles and websites, and you do not really have a picture of what appears. Then you have to go directly into the pictures, but there is no text on it. This way I think Pinterest is much better. You'll get a very brief description of what it is immediately"* (Appendix B, p.103). The illustrative function is therefore a big motivational factor for the respondents. As mentioned earlier the illustrative content makes it easier for the respondents to manage the information, and this is not something that Google can do. Also as respondent C told the researcher the small text that come with the pictures also makes it easier for the respondent to see what kind of information this is about.

Another function that respondent A, C and D mentioned was the pin it button. Respondent B did not know that this function existed but found it very useful. This is a functionality that can be placed on any browser. The respondents can then use this button to pin information from other sites to Pinterest. This made is easier for the respondent when they were browsing on the Internet, *"because then it's just one click and you don't have to copy and paste and log into Pinterest. So you just click as you go. So it's a nice browsing feature if I'm browsing for stuff for Pinterest"* (Respondent D, Appendix D, p.121).

4.2.5 Interaction:

As mentioned a little earlier, respondent C found it very useful that she could find likeminded people with similar interest on Pinterest. The other users are what brings the network together. It is also how Pinterest is able to function as a social network. The respondents are able to find information that other users have pinned to Pinterest, but they are also able to go to other users profile and be inspired by them. Respondent A told the researcher that she would click further on to another users profile if she found the user interesting, and had the same style as she did *"Yes. I do, if there are someone who has the same subjects or the same style as me, or something. Perhaps if someone also likes interior design, then I'll might take a look at their profile and see if they have other boards they have"* (Appendix A, p.93).

Respondent A, B, C, and D all found it useful that they could sent information to each other, even though this was not what motivated them to use Pinterest, it was however a nice functionality. This function made it possible for the respondents to sent information to each other. As mentioned earlier, they would do this by either sending something they thought would interest the other user (friend or family member), or if they wanted to show something to the other person, which was the case with respondent D. Respondent D's friend would sent her pictures of herself, e.g. a dress. And respondent B would share a board with her cuisine and sent different pins to each other. This was not something that was motivating her to use Pinterest, but is was a nice feature as she said "*So it's very nice that you can just share it with her immediately. When you find it*" (Appendix B, p.107).

The respondents are also motivated by Pinterest's collective sharing functionality, which they find interesting, but again this is not because they are motivated to interact with other people. The respondent find it useful to share information on a social network, but do not see any reason for why they should interact with other users unless it is a friend or family member which they are already interaction with in real life. This is because Pinterest is personal for the respondents, and even though they find the messaging functionality to be smart, this does not motivate them alone. The possibility to create a personal profile and collect information from other users is the biggest motivational reason for them to use Pinterest.

4.3 Enjoyment of Pinterest (intrinsic benefits)

The following section will present the intrinsic results from the interviews. These include; '*users being motivated because they find Pinterest to be enjoyable*', and '*a place where they can explore different ideas that they find interesting*'. Furthermore, '*the respondents find the network to be personal*', and '*they are personally invested in the network (their profile)*'. This has to do with the fact that the network makes it possible for the respondents to build a profile around their interest.

4.3.1 Enjoyment

Most of the respondents are fining Pinterest to be enjoyable and something that they can spend hours on, but for most of the respondents this was mostly happening in the beginning when the network was new and existing for the respondents. Respondent A said that she would spent hours in

the beginning, but that she was using it less now, *"In the beginning I think that I could.. I think that I could spend hours and just browse Pinterest while watching television. And sometimes when I'm having my break at work .. so just half an hour. Then it was exiting to see"* (Appendix A, p.84). It is however noticeable that the respondent is still using half an hour when she does go on Pinterest. The same is eminent in respondent B's answer, *"Well I did a lot in the beginning. While I was still learning about it, because I was very fascinated by everything you could do with it. And finding things .. it's both houses and decorations and food and sports, everything is there. So I spent a lot of time in the beginning on Pinterest. But not that much anymore. But I know when I do open Pinterest I will use a lot of time there. I get caught by it"* (Appendix B, p.101). She has, like respondent A, been using a lot of time on the network at the beginning when she was learning it, and then later not so much. From this the researcher concludes that the respondents are finding the network enjoyable and are therefore using the network in long periods of time when they do go on Pinterest. This is mostly eminent in the beginning when they are learning the new network, but it is however noticeable that the respondents are still using a lot of time then they once in a while go on Pinterest. In other words, the respondents are getting absorbed by the network and using a lot of time on the network when they do get on it. This would furthermore suggest that the respondents are not only using the network to find information about certain things, but are also using the network to explore different areas of interest. Respondent B said, when asked if she found it captivating, that she found herself getting absorbed with the network, and then would spontaneously create a new board because she got inspired to do so from the things that she saw, *"Yes then there's just a whole lot of inspiration with everything. Both food and clothes and things you can do, and this is very spontaneously that I create that board"* (Appendix B, p.102). Furthermore she told the researcher that she created a board called 'motivation' because she found a picture interesting, *"And the board motivation I had not really thought about. It was just a picture with some motivational curve that just pop up, and then I thought I could just pin it So in that way it is spontaneously that I create a board"* (Appendix B, p. 102). An in addition to this she said, when asked if she found the network to be fun, that she found the network to be fun, but also cozy, *"yes definitely. It's cozy"* (Appendix B, p102). The reason why the respondent found the network to be fun and cozy could be explained by the way that the network creates the possibilities of creating something unique. The respondents are able to create boards with all the stuff that the respondents find interestingly. They can pin and plan how a certain project is going to be made, and then go out and execute that plan, or wait until they have the time, energy or money for the project. Respondet B gives an example of this when

she told the research, *"And just when I moved into my apartment, which I had lived in for a year or so, I was the very often on Pinterest to look at different ways to decorate kitchens. And the little balcony I have.. what you might do with it. Because it is a one person apartment.. how to utilize the space in the best possible way. How I could arrange my wardrobe, and shelves and stuff"* (Appendix B, p.102). Here it is prominent that she is enjoying this possibility of creating and planning how she would or could create her apartment, even though she might not do it, which was the case here. Also, the respondent find Pinterest to be a nice way for her to structure goals that she has in life, *"Yes, but there are also many of them there are goals. For example, you can say that motivation or workout it different challenges. Or something to look up to. Or something you would like to do" (respondent B, Appendix B, p.106).* So not only are the boards fun to make, they are also used to motivate the respondent. This is therefore a mix of an intrinsic benefit and an extrinsic benefit that the users get out of using Pinterest.

Another noticeable thing about the respondents are that some of them will suddenly be inspired to go on Pinterest if they find something interesting on the Internet. Respondent C told the researcher that it would be very impulsive if she went on Pinterest. If she saw something then she might go directly to Pinterest to pin it, *"It tends to be very random if .. it is if I have pinned something myself. And then I log into Pinterest, and then I can see that someone else has.. so you always find something new. And then you might enter"* (Appendix C, p.112). And also respondent D will do this, *"I guess most of the time that I am online and I think of Pinterest is mostly when I'm browsing something totally irrelevant. And then something will pop up that I think is interesting or that I like, and then I'll go into Pinterest to save that site"* (Appendix D, p.117).

Shopping is also something that one of the respondents mentioned would motivate her to go on Pinterest. Respondent D mentioned that she would go on Pinterest when she had an itch to go shopping, *"And I usually also go on there around the time that I have an itch to go shopping. And then I wish that I could go and buy some new boots or something, and then I go on Pinterest to get some boots ideas or whatever, sweater, like does kind of things. And of cause I get some ideas but that is not necessarily that I go out the next day and buy them. But it's nice to have this like shopping experience on Pinterest without really spending money. So you are kind of building an wardrobe, so maybe when you have the money or the time, some other time you can maybe open up your Pinterest and be like aahh yeah I like this boot, and it is this style and I go and find it since I'm*

already at the mall today or something" (Appendix D, p.117-118). Respondent D was the last respondent to be interviewed, and the shopping motivation was therefore not tested on the rest of the respondents. It is however noticeable that Pinterest can be used to get inspiration for shopping, and furthermore, that the network is able to satisfy an itch, or emotional feeling, that the respondent have. Further studies are therefore needed to see if this motivational need could be a motivational benefit of using Pinterest. Based on the previous discussion on the use of Pinterest and the emotional benefits (enjoyment) that comes from using Pinterest, it would suggest that this is a motivational benefit of using Pinterest. The practical use of Pinterest is therefore not only eminent in the project development (e.g. building something), but could also be a way for the respondent to satisfy a need that they have for shopping or similar thing.

4.3.2 Personal

As previously mentioned the respondents are finding it enjoyable to pin and create different kind of boards on Pinterest, but they are also finding the network to be very personal. The respondents told the researcher that they found the network to be personal, and more so in comparison with Facebook or Instagram. Only Respondent E found Facebook to be more personal than Pinterest. When asked if she would be sad if she lost her boards she answered that she would because she felt that they were important for her. These boards are her interest and what she is blogging about. She would therefore be very sad if she lost them, which would suggest that she feels more personal involved with Pinterest that she immediately let on (Appendix E, p.127-129). This was also discussed in the first part of the analysis and discussion.

When asked if the respondents found the network to be a way for them to express who they are, respondent A said that she didn't thought so, *"I don't think per ser that there are other people looking at my profile, it's just me who is looking, but I know that it's not so. But my Pinterest profile is not to express who I am, that is not why I have it"* (Appendix A, p.90). But it is however a way for her to express who she is. When asked if she found the network to be a way for her to express her self personally she answered, *"Yes, I think so"* (Appendix A, p.88). Interestingly enough the respondent do seem to think that it is a way for her to express herself, but not if that is in comparison to other users. She is not on Pinterest to show other users who she is, she is however on

Pinterest because she wants to express who she is for herself. As discussed in the section 'follow follower culture' the network is not about socializing with other people, but instead it is about creating a personal profile that the user can use for her self.

Furthermore, the respondents are feeling that there profile is important for them. When asked if they would be sad if they lost their profile they all answered that they would be sad if they lost their profile, because they had used a lot of time and energy on building this profile, *"yes I would. Now that I'm really into it. It took a long time to gather all the right kind of. And also making the right kind of names. And what categories. I would be very sad because it is hours and hours of my life"* **(Respondent D, Appendix D, p.122).** And Respondent B said that*, "Yes I think so. Yes because it is anyway .. I have searched for various things and found them. And like made these boards. And there are many of them I have actually used. And made different things from it , so I think that I will be a little annoyed if I lost them"* (Appendix B, p.106).

In addition to this, one of the respondent also said that she felt that this was her own little space, her bubble. A place where she could go to even though she know that there are other people on the network that can see her profile, *"Yes it is my bubble there"*(Respondent C, Appendix C, p.116). And interestingly she explained that this was not a new thing per say. Organizing and adding different ideas that a person would find interesting was something that had been done before. In the old days people would cut things out of magazines and place it in a folder that they could return to and look at, *"It's like in the old days. You would cut pictures out of fashion magazines. And say the inspiration. In time you would have many pages, cut and pasted, that you would have saved. But now you save it on your computer. You don't pull pages out of magazines anymore. Pinterest is a successor I think. And also damn good because .. yes of course I can Google anything, but I get much more out of what I'm searching for in Pinterest. I it is a person that shows up. What I mean is that we have similar interest, or that they have something. It's like that"* (Appendix C, p.116).

4.3.3 Seen again:

The boards that the respondents are creating are not only used once. The respondents told the researcher that they would return to the boards that they had created and look at the pins that they had pinned, *"I'll go it through often and just look" (Respondent A, Appendix A, p.92).* And respondent B said that she also had many of the pins on different kinds of boards, *"Yes I do, yes. And there are many of them there are also on my other boards"* (Appendix B, p.107). But it would

also depend on what they were pinning, "*Yes sometimes I do it. It depends on what I think is interesting. So yes of course I do*" *(Respondent C, Appendix C, p.xx)*. And respondent D will also delete pins if she do not find them useful anymore, *"yeah I do. Like when I usually add a couple of new pins to a board, and I will be like oh I haven't looked at it in a wile and what else have I else posted. I'll scroll down and check out the older post. And a lot of it I still like, so I keep it, but sometimes I find one or two things that I don't know if I like any more and I'll delete it"* (Appendix D, p.122).

Furthermore, respondent C explains why she does this, *"Yes. I do this because I store information in boxes, folders. Perhaps because, as I said, that I need to have my front door painted, or because I need to do something. So I make folders in it. Then I look at the overview and perhaps print something out and go to the paint dealer to show them the style that I was thinking about. It's an inspiration board*" (Appendix C, p.114).

This goes back to the discussion on the importance of the boards. The boards are not only personal for the respondents they are also an inspirational source that the respondents can tap into when they need to. Whether that is because they want to paint their door, get a tattoo, or because they feel that they have an itch for shopping.

5.0 Marketing possibilities

The following section will explain and discuss the marketing possibilities of Pinterest in the light of the previous analysis and discussion of user motivation on Pinterest.

The first part of this section will explain and discuss how and why Pinterest can be used as a marketing channel, and furthermore. The next section will look at some of the challenges that Pinterest have.

Pinterest offers companies many possibilities for using Pinterest as a marketing channel to promote products. From the performed interviews it is clear that the consumer do not mind advertisement on Pinterest, and many of the respondents even like that there are advertisements, or if advertisements would be applied to Pinterest. Respondent A said that she would buy clothes on Pinterest, "*Yes clothes*" *(Appendix A, p.96), a*nd furthermore that she even would buy clothes indirectly from Pinterest. She told the researcher that she had seen some clothes on Pinterest and then found it half a year later in an advertisement on Facebook, where she also bought it, *"No, not from Pinterest, but I remember that I have pinned something and then six months ago. Or last summer, I cannot remember when. And then I final saw it on Facebook, where there was an advertisement with the clothes where you could go and buy it. Well then okay" (Appendix A, p.96).* The reason why she didn't buy the product on Pinterest, she explain, was that Pinterest is still very American, which means that Pinterest is still mostly showing advertisements from the United States and not Denmark, *"Also because it's very ... it is only new in Denmark. So it is very American the pages."(Appendix A, p.96).* Respondent D also said that she did not mind buying things on Pinterest, but as an example she also mentioned that she had seen something on Pinterest, like respondent A, and then she went out and bought it, *"not of of Pinterst, but I did find something from Target once that I really liked. And because of that pin, I went out to target and bought it. So it was kind of an indirect. I didn't buy it directly from that website" (Appendix D, p.121).* Additionally, respondent A even said that she would buy things through Pinterest if there were more products from Danish pages, but that it would be things like clothes, books and the like. She would not buy bigger things like furniture and the like *"Yes, it could well be. With furniture and things. Clothes and. It could easily .. But I've also just have a lot of boards with things you cannot buy", "Yes.. especially with books and clothes. And things and furniture" (Appendix A, p.96).* Respondent B would also not discourage Pinterest ads if she found any, *"No not at all" (Appendix B, p.105), but* that she would not fall for this kind of advertisement, and she never let herself get tricked by

advertisements online, *"I do not think so. I don't fall so easy for something like that. I do not think so. No I will not. I do not think so"(Appendix B, p.105)*. She would however not be irritated by advertisements on Pinterest. She would instead just scroll away from them, *"It would not bother me that there were advertisements. I would just not look at them. Just scroll past them" (Appendix B, p.105)*. If she wanted to look at advertisement she would instead look directly for them, *"If so, I would probably seek it out myself if I wanted to buy it" (Appendix B, p.105)*.

Respondent D also found advertisement on Pinterest useful, but would be discouraging it if Pinterest allowed advertisers the possibility to advertise on her board, if she did not follow the boards, *"I think so. Especially because I also do a lot of online shopping. Because Denmark has crazy taxes and it's cheaper to by outside of Denmark if you can. So I like the feature of buying, I don't like idea that they might start advertising if you are not following them because they pay Pinterest or something. If I follow them, then I think it's okay, then I'm telling them that it is okay for them to advertise to me. If I'm not, then I don't want it showing up on my feed" (Appendix D, p.119)*.

In addition to this, advertisement do not seem to be something that the respondents are noticing, which could mean that they either do not notice them, find them useful, or that advertisements have not spread all the way to the Danish marked.

Furthermore, from the previous analysis and discussion it is clear that the respondents are using Pinterest on a personal level, and that they will pin and look at content that they find interesting. This would then suggest that advertisers would be able to target specific Pinterest users even more precise that they can on other social network sites. That is because Pinterest is build on the idea of sharing content, which means that respondents do not get irritated when they see advertisements on Pinterest, and most of the users even find them useful because of the customization that Pinterest offers advertisers.

In comparison with Facebook respondent A told the researcher that she found advertisements on Facebook to be irritating. On Pinterest she said that the difference was that it was things that she found interesting, *"It is enough that these are things that interest me. And it does not seem like an advertisement. It does not. It's just a great picture. Where on Facebook then it's an advertisement. Where it says, save 50%. Or if you have just been on Zalando and at a shoe, then it'll be shown on. It does do that on Pinterest. So I think that it becomes too much okay ... and it was perhaps not even for me that shoe. Perhaps it was a Christmas gift ... a half year later and it is advertising it. So I have bought it and given it. So now it is not relevant anymore. So in that way it's*

irritating"(Appendix A, p.97). This is also something that respondent D feels is irritating on Facebook and where Pinterest is much better, *"I feel like when on Facebook it is usually very general. And with Pinterest, maybe you looked at some blankets and then Pinterest will actually show you blankets the next time you come in from a different follower or form a paid advertiser. So it is still relevant to what you are looking for. Whereas Facebook. They might have looked at my data and said oh she may have looked at an article about shoes one time, and now they are going to take over my Facebook with a bunch of shoe adds, even though I might not have been looking for shoes, I might have been googling something for a friend. So sometimes the data isn't relevant in Facebook, whereas in Pinterest you are actually subscribing to the relevance of.. but also, Well I like that fact that they don't have a lot of advertisements like Facebook. They do have advertisement, but it's only if you click on that advertisement, meaning that you want to look at the product or want to buy the product, then you would click and go to the website, versus banners and posters all over Facebook now" (Appendix D, p.120).*

Pinterest is still new and may offer advertisers better possibilities for advertising though Pinterest, but Pinterest still needs to grow in Denmark. Many of the respondents do not buy on Pinterest simply because the sites are not Danish. This could change if there came more targeted advertisement from Danish companies on Pinterest.

It is however certain from the previous discussion that Pinterest offers marketers an excellent possibility for advertising on the network, and in a much more target way.

6.0 Conclusion

The thesis has used qualitative research to examine the user motivation for using Pinterest. This has been done by applying a deductive method to the research. This means that the thesis has applied already established research to research the user motivation for using Pinterest. Furthermore, this has been done by first defining what social media is and how Pinterest fits into this category. This was used to produce possible motivational factors from the fundamental elements of Pinterest. These factors were further used to structure an interview guide that was used to examine the user motivation on Pinterest. Extrinsic and intrinsic motivational benefits were also used to examine the user motivation. The extrinsic and intrinsic motivational benefits were applied to the interview guide and 5 interviews were completed.

The 5 conduced interviews showed a number of different motivational benefits for using Pinterest. One of the most important motivational reasons for users to use Pinterest is, that through Pinterest the users are able to discover new ideas and save these ideas on their own Profile. Furthermore, the users are also motivated by the illustrative overview that Pinterest provides the users with. This is because users can use Pinterest as a place for inspiration. In other words, the respondents are using Pinterest as a useful network to find inspiration, or as a way to pass time and get inspired at the same time.

The research showed that most of the respondents were motivated by the explorative functionality of Pinterest rather than the direct search function. This, however, does not mean that the respondents do not use the search function, but that the explorative function is much more used in comparison to the search function. Additionally, the illustrative content that Pinterest displays is what the respondents are mostly interested in. The respondents can group this content into different boards, which then displays a nice overview of what the respondents have pinned to their boards. This also means that the respondents can customize their profile as they wish. This is also one of the motivational factors that the respondents are finding most useful. Additionally, the ability to customize the respondents profile is also what makes this site very personal. When asked if the respondents thought that Pinterest is a personal site all the respondents answered that it is. In fact, all the respondents felt a close connection to their personal profile and would be sad if they were to loss their profile.

This personal aspect of Pinterest is also what makes the network more about the individual that it is about interacting. The interacting part of the social network therefore do not happen directly, but is instead centered around content sharing. Users are inspired by other people's boards, and explore various topics as they click through Pinterest. As soon as something inspire them they pin it to their boards, not because they want to show who they are to other people, but because they are finding it useful for themselves. This is different from Facebook, the respondents explained. On Pinterest it is more about them selves, versus on Facebook it is more about the interactions that they have in real life. The respondents do therefore not want to mix the two networks together, because they serve two different purposes for the respondents. Also, this means that the respondents are finding Pinterest to be more personal that Facebook and Instagram. The respondents feel that they are alone on Pinterest, even though they are not. In other words, Pinterest is their own little world, versus on Facebook and Instagram were they interact but do not share any real personal stuff like what they are interest in, and what they like. They only share life moments, not personal stuff.

Pinterest is focused on discovery. This means that the site is mostly focused on sharing information rather than it is on interacting. This site has of cause functions that make this possible, but they are not functions that are motivating the respondents to use Pinterest. The respondents are finding these functions useful, but they are not the respondents' main motivation. This is because, as all ready explained, that the respondents are using Pinterest to explore new and current interest. This means that Pinterest is focused on a follow follower culture (researcher's own term) where the goal is to follow other people so that the respondent can get new inspiration from these users. This can be in the form of similar topics, or new topics that the respondents are finding interesting as they surf around.

When looking at the extrinsic and intrinsic benefits, from the study it is clear that the respondents are using the network to pass time (extrinsic) and be entertained (intrinsic). Many of the respondents will use the network when they have a break, either on work or in school. The respondents will however also user the network more directly if they what to accomplice something. This could be in the form of a project that the respondent is doing (e.g. painting a door), inspiration for later use (e.g. tattoo ideas), or if they want to find a specific recipe.
The useful (extrinsic) aspect of this network is therefore that the respondents can save these ideas for later use (extrinsic), or for inspiration in general. This is something that many of the respondents have done before, but with Pinterest they are now able to do this in a nice an easy illustrative way,

instead of bookmarking all the pages, or saving ideas on their computer. In other words, Pinterest organizes the users content in a way that makes it more accessible that before (extrinsic). Furthermore, the fact that different users, or similar users are using the site makes the process of finding information that much easier for the respondents (extrinsic). All the information is there already there for the users, and they do not have to find it in different locations. Additionally, the users can pin information that they do find outside of Pinterest, on to their chosen boards, which makes it easier for the respondents to save and collect information.

Another aspect of the pinning process is that the respondents are also finding the process enjoyable (intrinsic). The respondents told the researcher that they would become lost in the process of pinning and exploring, and additionally that they would return to their boards and look, or delete pins on their boards (intrinsic & extrinsic). Furthermore, as mentioned earlier, the respondents also find their Pinterest profile to be very personal for them (intrinsic), which means that the respondents are doing this because it serves a purpose of finding information that matters to them (extrinsic) but also because they find it enjoyable to customize their profile in the way that they like it to be (intrinsic).

The research was concluded with a look at the possible marketing possibilities that the research showed. This was done by applying the motivational factors for using Pinterest with the conducted questions on advertisement, which the respondents were asked about.

The research showed that Pinterest is a possible new marketing channel that firms will be able to take advantage of, if Pinterest becomes more popular in Denmark. This is also on of the biggest challenges for Pinterest in Denmark. The site is still very focused on the American marked, but Pinterest is slowly moving into the European marked. Pinterest has recently changed the language settings for the site, so that is would include other languages. The content is however still mostly English, but this might change if Pinterest becomes more popular in Denmark.

There are many possibilities for marketers to market their product on Pinterest, but as the research showed, marketers will have to be careful of how they go about this. Pinterest is, as already explained a personal space for the users, and advertisements consequently cannot be placed on the users site without the user willingly accept this. This is also the advantage of the marketing possibilities. Pinterest offers the users content that matters to them, which means that companies can place useful information on Pinterest and it will be shared and consumed by the right people.

Much still have to change if Pinterest is to become another marketing channel in Denmark, but the possibilities are there for the taking if Pinterest becomes more popular in Denmark.

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Appendix 1: Respondent A

Researcher:	okay. Det først spørgsmål er egentligt, hvor lang tid du har været på Pinterest?
Respondent A:	Det kan jeg faktisk ikke huske.
Researcher:	Hvor lang tid vil du skyde på
Respondent A:	Et års tid
Researcher:	Et års tid.
Respondent A:	Ja
Researcher:	Der omkring
Respondent A:	Måske længere
Researcher:	Kan du huske hvad der fik dig til at oprette en profil
Respondent A:	Ikke helt men. Nej det kan jeg faktisk ikke huske.
Researcher:	Du ved ikke om du bare har stødt på det på Google eller hos en veninde.
Respondent A:	Første gang jeg så det, det var en som har venner på Facebook, som havde delt noget fra Pinterest. Det var første gang jeg sådan så det. Så gik der måske et halvt år eller et eller andet.. måske mere. Så har jeg været inde på en eller anden hjemmeside.. igennem et eller andet, med noget helse eller et eller andet, og så har der nok været sådan en follow us på Pinterest. Og så har jeg klikket på det. Og så derfra og fra den profil
Researcher:	Hvor ofte vil du så sige at du bruger Pinterest?
Respondent A:	Det er næste hver dag.
Researcher:	Næsten hver dag. Hvor mange gange om dagen så? Snakker vi en fire fem gang eller?
Respondent A:	Nej ikke så tit. Sådan en to gange. Ja det tror jeg
Researcher:	Og hvor lang tid bruger du så på det?
Respondent A:	Det er meget forskelligt. Altså i starten der syntes jeg at jeg kunne.. der syntes jeg at jeg kunne bruge flere timer og bare sådan bare side med det mens man så fjernsyn. Og nogle gange når jeg sidder i pausen på arbejde.. så lige en halv time.
Researcher:	Men det gør du ikke længere?
Respondent A:	Jeg arbejder ikke så meget mere. Så jo nu er det sådan derhjemme, eller ja.
Researcher:	hvad med at du sagde at du godt kunne bruge en time førhen, men så var det fordi at så havde du ikke andet at lave, eller?
Respondent A:	Ja eller måske også fordi det var helt nyt.
Researcher:	Så var det spændende at se.
Respondent A:	Lige præcis
Researcher:	Nu har du måske prøvet det meste eller?
Respondent A:	Ja
Researcher	Det er måske ikke den samme spænding længere.
Respondent A:	Nej det er meget af det samme der kommer der inde. Så det er hvis man mangler noget inspiration til et eller andet.
Researcher:	Hvad kunne det for eksempel være?
Respondent A:	Det kunne være træning, det kunne være opskrifter ja.

Researcher:	hvis du går på Pinterest er det så velovervejet eller er det sådan impulsivt at du vælger at gå på Pinterest?
	For eksempel en del af et morgen ritual at nu skal du på Pinterest? Eller noget du lige gør inden at du skal i seng? Eller noget helt andet?
Respondent A:	Nej det er ikke noget ritual. Nej nogle gange hvis jeg lige har brug for en opskrift og
	Er ved at lave vores madplan så kan jeg godt gå der ind. Og så støder man altid på noget andet.
Researcher:	Men så er det.
Respondent A:	Det er nok mest velovervejet tror jeg.
Researcher:	Det er mest velovervejet.
Respondent A:	Det vil jeg tro ja.
Researcher:	Det er ikke sådan så du lige sidder i Metroen og så tænker.
Respondent A:	Nej der er ingen forbindelse.
Researcher:	Så i bus eller andet sted
Respondent A:	Nej
Researcher:	Så det er i hjemmet at du bruger tid på.
Respondent A:	Eller i pause på arbejde. Eller i skolen. Eller hvis jeg sidder og venter i pausen.
Researcher:	Hvad med førhen, hvad gjorde du så der? Du sagde at førhen der var det sådan helt nyt og spændende. Var det så bare impulsivt der eller? Nu skulle du, og så
Respondent A:	Det tror jeg.. kig.. Jeg ved det ikke helt.
Researcher:	Det er måske også svært at sige. Er der så visse situation hvor du ofte går på Pinterest?
Respondent A:	ja.
Researcher:	Kunne du uddybe det lidt mere?
Respondent A:	Nej ikke rigtig. Der er noget med at hvis man sidder og mangler noget at lave. Det er ligesom at læse i et dame blad. Som man bare .. ja .. ja.. Hvis man mangler noget inspiration. Noget til noget helse noget, eller et eller andet.
	Jeg bruger det også når jeg er på andre hjemmesider, som jeg gerne vil gemme.. stoffet.. så gemmer jeg det også på Pinterest.
Researcher:	Som sådan en slags
Respondent A:	Opslags tavle ja. Eller hvad man nu kan sige. I stedet for bookmarks så kan man gå ind og så er det så i sine mapper.
Researcher:	hvor tit kan du så gøre det og, eller er det fordi at du søger specifikke ting.
Respondent A:	Nej det er for eksempel hvis jeg sidder på Facebook og der er en spændende artikel.
Researcher:	Så det kan man godt smide over?
Respondent A:	Ja, så er der sådan en knap jo
Researcher:	Du har ikke oplevet at der er nogle ting, hvor du tænker at det er egentligt spændende, men så kan du ikke pinne det over eller hvad?
Respondent A:	nej
Researcher:	Det er helt åben.
Respondent A:	Ja for de har lavet sådan en knap, som man kan få i sin browser, så man kan pinne alt. Det er meget smart.

Researcher:	hvilke medier bruger du så? Jeg kan næsten gætte det.. det må være computer hvis du er hjemme. Det er ikke telefon og tablet eller
Respondent A:	Jo hvis jeg sidder på arbejde, så er det telefonen. Så går jeg direkte ind på Pinterest, og kigger hvad der er. Men ellers så er det computer.
Researcher:	Vil du så sige at på arbejde der kan det godt være sådan lidt impulsivt.
Respondent A:	Ja i stedet for bare at sidde glo i den der halve time, mens man spiser.. så sidde og kigge på det.
Researcher:	Vil du sige at der er forskel på den måde du bruger Pinterest, og den måde du ligesom oplever Pinterest på, når du så sammenligner med forskellige platforme, som du benytter? Det kunne være .. måske skal jeg skære det lidt korter ind. Hvis du nu sammenligner med Facebook, eller Twitter eller Instagram eller hvad end du ellers bruger, hvordan oplever du forskellen der mellem Pinterest og de andre?
Respondent A:	Altså nu bruger jeg ikke. Jeg bruger slet ikke Twitter. Jeg har aldrig været der inde. Instagram har jeg kun lige kigget på. Det kan jeg ikke bruge på min computer. Det er ikke egnet til det. Det er kun facebook jeg har at sammenligne med. Og der kan man sige. Ja. Det ved jeg ikke. Pinterest den har jo det som.. den ved hvad jeg kan lide, altså i forhold til hvad jeg har pinnet.
Researcher:	Det kan Facebook ikke det samme eller?
Respondent A:	Der skal jeg have, du ved. Der skal jeg selv gå ind og finde nogle sider som jeg vil kunne følge for at det kommer i min start side eller hvad man kan sige. Hvor Pinterest der er det.
Researcher:	Hvad med i forhold til kommunikation aspektet? Altså Facebook er jo meget kommunikation og det er Pinterest også. Hvad med i forhold til de to ting?
Respondent A:	tænker du på om jeg chatter der inde, eller
Researcher:	Ja eller bruger du det på Pinterest?
Respondent A:	Ja nogle gange har jeg sendt til min kæreste eller til min søster. Der har jeg sendt, hvis der er noget som jeg lige syntes at de skal se på Pinterest. Men det er yders sjældent. Er det det du mener med kommunikation?
Researcher:	Ja, foreksemple direkte på Pinterest. Hvis du tænker på Facebook, hvor det er.. der kan man jo skrive til hinanden. Det kan man jo også på Pinterest. Men det var hvis du sammenligner de to ting.
Respondent A:	det er jo ikke det man bruger det for kan man sige. Det syntes jeg ikke. Det er jo sådan mere opslagtavle for ting der interessere en. Hvor Facebook det er sådan mere hey se mig hvor er jeg .. du ved .. det er hvad jeg har lavet.. jeg har bagt en kage eller hvad det nu kan være.
Researcher:	Så Pinterest det bliver mere personligt for dig eller? Skal man tolke det sådan
Respondent A:	Ja man kan godt sige at .. ja, det er sådan en opslags tavle man har. Bare på nettet
Researcher.	Men hvis vi nu sammenligner. Hvis vi har Facebook, den er jo sådan set også personlig for dig vel, i og med at du vel også har interesser derinde.
Respondent A:	ja ja

Researcher:	Hvordan de to ting der. Bliver det så ikke det samme?
Respondent A:	Nej
Researcher:	det føler du ikke.
Respondent A:	Nej jeg forstår heller ikke helt hvad du mener.
Researcher:	jeg prøver på at finde ud af hvad du så af forskelle. Når du bruger Facebook og når du bruger Pinterest.
Respondent A:	Facebook, jeg går måske ind på Facebook. Der har jeg liket en hhh.. undskyld.. der har jeg liked helt vildt mange sider. Ja så kommer det frem. Og så kommer der alle deres nyest artikler og hvad de sætter op. Og der kan jeg så gå ind på de artikler.. ind fra Facebook og gå ind på hjemmesiden og så derfra Pinner jeg det så for eksempel på Pinterest. Hvor jeg gemmer det. Jeg gider ikke at poste på Facebook. Det er ikke lige så organiseret. Og også ja. Den er mere personlig, fordi der er det ikke alle mine venner der kan se alt hvad jeg laver. Eller alt hvad jeg pinner. Eller, jo det er der jo, men ikke på samme måde. Fordi det er jo til det, hvor Facebook syntes jeg er mere sådan, det ved jeg ikke, exsobitionistisk
Researcher:	Så det er for dig, der er det. Pinterest det giver dig muligheden for at bare være dig selv og ligesom tage dine interesser ind.
Respondent A:	Ja
Researcher:	Hvor Facebook så ikke helt gør det, men du kan alligevel finde inspiration derinde?
Respondent A:	ja nemlig.
Researcher:	Ved så at like disse ting.
Respondent A:	ja.
Researcher:	Ja det er så også, næste spørgsmål. Hvad er .. hvorfor går du på Pinterest? Hvad finder du spændende ved Pinterest? Hvis du nu skulle give 4-5 stik ord, der beskriver din motivation for at gå på Pinterest?
Respondent A:	det er jo for at finde, en inspiration, både til træning, og til tøj, altså Womens Fashion, Det er også der inde, og til helse generelt. Og tips of tricks , og ja. Og hjemme har jeg også brugt det meget til. Til at finde inspiration til indretning. Så ja, gennerelt til inspiration.
Researcher:	hvilken betydning har Pinterest for dig?
Respondent A:	I hvilken forstand+
Researcher:	Sådan. Betyder det meget for dig. Er det et vigtigt medium for dig at have i forhold til dig selv. Er det sådan et lille.
Respondent A:	Jeg syntes det er super fedt, fordi før der havde jeg sådan en rigtig lang liste i mine bookmarks. Det tager en evighed at finde frem. Det som jeg har gemt der inde. Hvor det her det er et sted hvor jeg kan samle det hele og hvor der er billede på. Hvor jeg ikke nødvendigvis kan huske de bookmarks, men her er der jo billede på, og der står lidt kort om hvad det er og sådan. Så det er meget mere overskueligt. Så på den måde så ja, jeg syntes det er meget godt at have. Altså man kunne godt leve uden det før, men det er meget godt at have.
Researcher:	Er det kun Facebook du bruger, eller er der også andre medier du bruger?

Respondent A:	Altså jeg er på instagram , men jeg tror at jeg har lagt 3 billeder der ind, og så har jeg ikke rigtig brugt det siden.
Researcher:	Ja okay.
Respondent A:	Men det kan være nu. For de er jo meget sådan mac Instagram og jeg har ikke mac. Men nu har jeg lige fået en iphone. Så kan det måske være at jeg bruger det mere. Men det ved jeg ikke endnu.
	Ellers så er det Facebook og Pinterest. Hvad findes der mere? Jeg tror ikke der er noget jeg kan lide. Jo jeg er også inde på noget der hedder my art space, men det er langt tid siden at jeg har været der inde.
Researcher:	Så hovedsageligt så er der Facebook du bruger, du ligesom bruger.
Respondent A:	Ja og Pinterest.
Researcher:	Og så kan man sige, Pinterest det er så opslags.. inspirations
Respondent A:	ja.
Researcher:	Og Facebook det er
Respondent A:	Bare fordi man skal have det.
Researcher:	Hvad med relationer.? Bruger du det der?
Respondent A:	Pinterest?
Researcher:	begge to?
Respondent A:	Ja altså, det bliver jo brugt rigtig meget facebook syntes jeg. Både til når der skal arrangeres et eller andet. Eller ogå bare fordi i klassen. Nu studerer jeg, så har klassen en Facebook gruppe og man har et netværk, hvor min profession som jeg også er en del af. Jamen sådan. Eller så bruger man jo chatten. Også der inde. Og i stedet for at bruge sms faktisk. Ja så kan man skrive sammen derinde.
Researcher:	Hvis du nu sammenligner i forhold til andre, hvor vil du så sige at der mangler noget på Pinterest eller Facebook. Hvor er de overlegen i forhold til hinanden?
Respondent A:	Hvor er de hvad?
Researcher:	Overlegen. Hvor går Pinterest det måske bedre end Facebook gør det og omvendt.
Respondent A:	Nej det ved jeg ikke. Jeg syntes jo de er forskellig. Hvor Facebook måske er, som sagt, lidt mere relationer til andre. Og Pinterest det er måske lidt mere personlig
Researcher:	Så du vil måske mere sige at de spiller godt imod hinanden.
Respondent A:	Ja det syntes jeg.
Researcher:	samler det.
Respondent A:	Ja. Ja hvis man bruger det på den måde som jeg gør, men det er der jo ikke alle der bruger Facebook på den måde.
Researcher:	Hvorledes. Nå ja.
Respondent A:	Med at jeg liker, jeg ved ikke hvor mange sider, med ting som interesser mig. Og så kommer det frem i min home, ja.
Researcher:	Så igen, så et lidt opslags værk.
Respondent A:	Ja mere som en, ja det ved jeg ikke. En avis i.. Altså hvor jeg kan læse de nyest artikler inden for det der interesserer mig.
Researcher:	Har du nogensinde oplevet noget dårligt ved Pinterest.
	Et eller andet hvor du bare tænkte at det er for dårligt. Hvorfor har de sådan noget.

Respondent A:	det eneste der nogle gange er det er så er der nogen der har pinnet en opskrift op og så er linket blevet blokket fordi det er linket til et eller andet hvor der bare er.. de skriver inappropriate, men det var det nødvendigvis ikke, så var det det måske fordi der var for mange reklamer der inde eller et eller andet. Men det er ikke noget af betydning syntes jeg. Så kan man bare søge det igen og så finde et andet link. Det er ikke være end det.
Researcher:	Der er ikke noget du sådan vil gør anderledes. Eller syntes at det kunne de godt stramme lidt op på. Eller for eksempel at relationerne bliver udbygget sådan så at man måske ikke har to midier. Så det hele kørte over et.
Respondent A:	Det syntes jeg ikke
Researcher:	Nej det ville det ikke fungere.
Respondent A:	Nej ikke for mig. Det vil det ikke. Så begynder de at ligne hinanden for meget. Eller så er det sådan enten eller. Hvor her der kan man godt have dem begge to, fordi det er ikke det samme.
Researcher:	Så det er måske en fordel at de er hver for sig.
Respondent A:	Det syntes jeg. Det ville da også være for meget hvis alle mine venner på Facebook, hvis jeg skulle se alt hvad de pinnede hele tiden. Så ville der aldrig komme noget som var interessant for mig.
Researcher:	oplever du nogle gange at Pinterest det kan være for ensformigt? Eller for snævert i det?
Respondent A:	Ja altså, jeg syntes det er meget sådan, måske nogle.. interessere jeg mig for nogle ting. Ligesom Google, så prioriterer de det som jeg interessere mig for, hvor jeg måske går glip af noget andet, som jeg ikke ved at jeg kunne interesserer mig for endnu. På den måde
Researcher:	Så du mangler faktisk sådan lidt nyt input eller
Respondent A:	Måske, hvis det er godt.
Researcher:	hvad med så, i forhold til Facebook. Nu siger du at du liker en hel masse, så jeg går ud fra at der kommer en helt masse forskellige jo.
Respondent A:	Ja
Researcher:	Så det vil sige at det er faktisk styrken der så
Respondent A:	Lige præcis. Det kunne de måske godt have lavet lidt mere af på Pinterest. Hvor de har meget mere, hvis jeg lige har pinnet rigtig mange opskrifter, som kommer der næsten kun opskrifter. Hvis jeg lige har haft noget yoga så er det næsten kun yoga, og sådan.
Researcher:	Men der kommer nye tiltag til eller
Respondent A:	Ja det gør der. Jeg ved ikke helt hvordan det fungerer der inde.
Researcher:	Nej
Respondent A:	På Pinterest. Fordi på Facebook så kan jeg jo vælge, om jeg vil have hvad der er det nyeste nyt, eller hvad der er top stories. Det kunne man måske gør på Pinterest. Okay, vil du kun se det der interesserer dig eller vil du se alt for alle dem du follower har sat op. Det kunne man gøre for eksempel
Researcher:	Du har ikke, når du er inde på Pinterest prøvet at søge rundt for at finde andet inspiration.

Respondent A:	jaja, det har jeg
Researcher:	det har du også. Men du ville måske gerne have at det var på dit eget board. Du ligesom kunne få nye ting der kom
Respondent A:	Ja altså der i hjemme side. At jeg så kunne sorterer. Eksempel at jeg kunne sige, jeg vil gerne set alt hvad dem jeg follower har sat. Nyeste nyt. Kan man sige.
Researcher:	Så man kan måske sige en liste over.. hvor du kan sige at du vil egentligt gerne have noget fra noget andet også. Populære ting der også kom ind.
Respondent A:	Ja men det kan man også gå ind og vælge mener jeg. Man kan gå ind og vælge alt.
Researcher:	Jeg tænkte at sådan så det kom ind på din hjemmeside der.
Respondent A:	Ja.
	Men selvfølgelig indenfor dem jeg follower
	Jeg gider ikke alle
Researcher:	Hvad vil du sige karakteriserer din Pinterest profil?
Respondent A:	Det er nok at jeg er en pige. Og helse tror jeg også generelt. Jeg tror godt at man kan se at jeg interesserer mig for helse, hvis man går ind på den.
Researcher:	Hvis du skulle sætte lidt flere ord på, hvad vil du så sige.. nu siger du at det er en meget pigede. Hvad gør den pigede? Hvad gør den til helse.
Respondent A:	Pigede det kunne jo være fordi at jeg har nogle boards der hedder.. hvor det er med tøj og en hvor der er med accesessories, og en hvor der er med sko. Og en der er med beauty ting. Og helse der har jeg også sådan delt det op. Hvor det bare er helse ting generelt og så en hvad man også kan gøre når man er syg. Forskellige, hvor jeg har fundet artikler og sådan noget.. sat ind.
Researcher:	det er vel fordi at du interesserer dig meget for de her ting at du så også pinner dem.
Respondent A:	Ja. bestemt. Det er det.
Researcher:	Bliver Pinterest så.. bliver det.. hvad kan man sige.. Syntes du at Pinterest begrænser dig i at kunne udtrykke dig selv i gennem dette medium eller vil du sige at de faktisk tværtimod.
Respondent A:	Jeg syntes ikke at det er begrænsende. Overhovedet.. nej det er det ikke. Altså man kan også tydeligt se, hvis man går ind på andre profiler, hvad de interesserer sig for. Det er nogle der er helt vild med hår og negle og sådan du ved.
Researcher:	det jeg hører. Hvis jeg hører rigtig, det er at så at du kan egentligt godt udtrykke dig, den du er. Det bliver så en del af din profil?
Respondent A:	Ja nu bryder jeg mig ikke så meget om det der med at man skal kunne vise hvem man er. Det syntes jeg er for overflødigt. Men ja overfladisk. Men jeg syntes det er fint.
	Det er lige til pas
Researcher:	det går ikke for langt ind?
Respondent A:	Nu tænker jeg jo ikke at der er andre der ser den, det er jo bare mig der ser den, men det ved jeg godt at det ikke er. Men det er jo ikke for at udtrykke den jeg er, at jeg har den.
Researcher:	Så det er forbeholdt for dig selv.
Respondent A:	Det syntes jeg. Måske også at hvis der er nogle som du.. så er det meget godt at have de her artikler med for eksempel helse, fordi

Researcher:	Hvis der er nogle?
Respondent A:	Nogen der også interesserer sig for det, men også for at få de artikler frem. Det som måske ikke er så meget fremme i midierne.
Researcher:	Så bliver det en måde for dig og ligesom kunne få fingere i dem. Eller hjælpe dem
Respondent A:	Ja. je lige præcis, for at få måske lidt mere de alternative ting frem
Researcher:	Lige tilbage til. Nu sagde du at det bare var din lille profil. Og at ingen andre så det. Men der er jo en masse der ser det.
Respondent A:	Det ved jeg godt.
Researcher:	Hvad er det der gør det? At det ligesom er kun for dig selv?
Respondent A:	Det er nok fordi at det er ikke sådan. Jo man kan vælge at se hvad er der sket, og nu er der nogle der follower mig, men det er ikke på samme måde. Det er jo ikke nogen jeg kender, så det er for hele verden. Hvor i mod på Facebook der er det jo nogen man kender i forvejen.
Researcher:	Så det kommer ikke så tæt på. Skal det forstås sådan
Respondent A:	ja.
Researcher:	Så så længe det egentligt er langt væk, så følelse det som om man er i sin egen lille profil.
Respondent A:	Jaja, jeg går da også bare og kigger på de andres. Sådan nå ja det var jo også spændende. Men jeg er egentligt ligeglad hvem de er, som person. Det er jo ikke det. Det er bare de ting der er interessant.
Researcher:	Så man kunne måske godt sige at det handler ikke om personen som sådan.
Respondent A:	Ja
Researcher:	det handler mere om ..
Respondent A:	Jo jo der er jo også de der celebraties som er kendt på deres navn, og så liker man også dem fordi man kan lide det de står for. Ikke også. Det er der jo også nogen som gør det.
Researcher:	Vil du sige at det er et medium hvor du faktisk godt kan udtrykke dig selv i forhold til andre. Eller vil du sige at..
Respondent A:	I forhold til andre medier?
Researcher: Ja.	
Respondent A:	Ja ja
Researcher:	Det er det?
Respondent A:	Ja det syntes jeg. Jeg har ikke lyst til at gøre det på Facebook, fordi der er alle jeg jo kender, og så snakker folk. Det kender man jo fra sig selv. Sådan åhh ja de pinner også .. poster hele tiden. Sådan noget. Hvor på pinterest der er det jo ikke sådan.
Researcher:	Der bliver folk ikke irriteret
Respondent A:	Nej for så kommer der jo bare de ting som de interesserer sig for.
Researcher:	Er det så fordi at på Facebook så er det sådan.. det sagde du selv.. det er meget eksobitionistisk
Respondent A:	eksobitionistisk, ja jamen det er også på grund af sociologi. Så har man sociologi i skolen. Der er det jo meget med.. jamen det ved jeg ikke. Jeg kan ikke lide det. At folk de skal vise for meget hvem de er, og alle skal

	bare ja åh ja. ej hvor er du god. Det er sådan .. jeg ved ikke hvordan jeg skal forklare det.
Researcher:	Det har vi egentligt lidt været inde på det her spørgsmål, men hvilke boards har du lavet.
Respondent A:	jeg har 40 boards
Researcher:	du har 40 boards.
Respondent A:	Ja, skal jeg remse dem op.
Researcher:	Nej ikke dem alle.
	Hvad vil du måske sige var de vigtigste boards måske. Hvad for nogen kan du bedst lide.
Respondent A:	Jeg kan bedst lide.
Researcher:	Nævn 5
Respondent A:	Åh nej kun 5
	Jeg kan godt lide.. jeg kan bedst lide den der har med helse. Så kan jeg også godt lide den jeg har med tøj. Det var to.
	Så kan jeg godt lide den jeg har med opskrifter. Ja, og så også den med yoga. Og exercise. Og så kommer der også lige nogle flere. Så er der også med inspiration til hjemmet. Og så også rejse og udendørs og så danne noget.
Researcher:	det var vist også en 7-8 stykker.
Respondent A:	Og så også med beauty ting.
Researcher:	Så der er faktisk rigtig mange boards. Det er måske bare svært at finde 5 fordi det betyder meget for dig.
Respondent A:	Også fordi jeg har opdelt dem, så meget. Så derfor. Så er de vidt forskellige alle sammen. Men alle sammen nogle jeg gerne vil have.
Researcher:	Så de er ret vigtige for dig også.
Respondent A:	Ja jeg ville ikke miste det, fordi nu har jeg jo ligesom pinnet det. Jeg har jo gemt det.
Researcher:	Hvor mange pins er der på sådan nogle boards.
Respondent A:	Det er vel meget forskelligt.
	Den der har flest. Skal jeg lige se. Det er den med hjemmet. Den har 569 pins.
Researcher:	Det var også en sjat.
Respondent A:	Og så har jeg også en som kun har 30
Researcher:	Så der er stor variation
Respondent A:	Det er sådan en med forhold.
Researcher:	ser du dem ofte igen. Bliver det bare pinnet eller.
Respondent A:	Nej nej, jeg går dem tit igennem og lige kigger.
	Så har jeg også en hvor jeg har sat ting som jeg ikke har læst endnu, men som jeg vil undersøge videre.
Researcher:	Sådan en lille reminder.
Respondent A:	Ja .. den hedder read later.
Researcher:	Så du finder egentligt inspiration i øjeblikket du pinner dem, og så igen senere.
Respondent A:	Ja det kan man godt sige.
Researcher:	og igen.. ja det går jeg ud fra at det er din interesse der stadigvæk piller ind i alle boardsne her.
Respondent A:	Ja det er det. Helt sikkert.

Researcher:	Søger du ofte ofte specifikke ting gennem Pinterest.
Respondent A:	Ja hvis det er opskrifter. Så gør jeg ja.
Researcher:	hvad kunne det for eksempel være.
Respondent A:	Jamen for eksempel hvis jeg har en ingrediens som jeg skal bruge så kan man søge på den og så recipies, eller ja. eller hvis.. hvad var det nu mere. Når man skal udklæde sig til karneval. Eller et eller andet. Få inspiration til det. Hvad mere. Bøger har jeg også prøvet at søge der inde.
Researcher:	Til at finde ny læse inspiration.
Respondent A:	Der er mange der har sådan nogle lister derinde med top et eller andet.
Researcher:	hvad vil du sige at du for ud af at pinne billeder til din personlige profil. Du har sagt inspiration, men kunne det også være interaktion med andre inden på Pinterest eller undefor Pinterest?
Respondent A:	Nej, det er ikker for at interact.
Researcher:	Du snakker aldrig om nogle af de emner, eller bruger det i en anden kontekst.
Respondent A:	Ikke andet en at så har jeg læst denne artikel som jeg måske fortæller om. Men ikke sådan inden på Pinterest. Eller er det det du mener?
Researcher:	Ja det var egentligt ja.
Respondent A:	Jo så har jeg jo også set et eller andet sødt og sendt det til min søster. Det er sådan set det. Eller en opskrift, og sendt til min kæreste.
Researcher:	vil du sige. Det har du vel lidt. Men hvis du nu skulle sætte lidt flere ord på hvor stor betydning har disse boards så. Nu siger du at du ikke ville midste dem. Så det er ikke bare inspiration for dig det her. Det er også et tilknytningsforhold eller?
Respondent A:	Ja det er jo ting dom jeg finder interessant, som jeg måske vil læse igen. Eller ja. Og vil huske igen til når jeg skal bruge det. Eller et eller andet.
Researcher:	bliver du også inspireret af andre bruger.
Respondent A:	Ja. jeg kan godt finde på hvis der er nogle der har sådan meget samme emner eller samme stil som mig, eller et eller andet. Måske inden for bolig indretning, så kan jeg godt finde på at gå ind og gå ind på deres profil og se hvilke andre boards de har, og lige.
Researcher:	Følger du så også dem, eller vælger du boardsne ud?
Respondent A:	Det kommer an på hvor mange boards de har, og om de er relavante. Nogle gange følger dem hvis det er, men andre gange så vælger jeg barre boards.
Researcher:	Hvad gør så forskellen. Vil det være hvis det var en kendt person, så ville du føge personen.
Respondent A:	Nogle gange, men ikke hvis de har alt for mange boards med ting som jeg syntes egentligt er lige meget. Så følger jeg bare specifikke boards.
Researcher:	Så der skal være. Hvis der nu var et board med racer biller så.. det vil så gøre.
Respondent A:	Nemlig. Det vil så gøre at så gider jeg ikke.
Researcher:	tager den væk.
Respondent A:	Ja.
Researcher:	jeg går ikke ud fra at du har en eller andet skjuldt passion for racer biller
Respondent A:	Nej dog ikke.

Researcher:	Følger du mange andre brugere.
Respondent A:	Ja jeg følger ret mange faktisk. Jeg skal lige se. Jeg har nemlig her på telefonen.
	Åh follow me.
	Ja jeg følger 396, så næsten 400 mennesker. Eller boards.
	Jeg ved ikke helt om det er boards eller. Nej det er vist boards.
Researcher:	det er boards.
Respondent A:	jeg ved det ikke helt.
Researcher:	Jeg tror, så vidt jeg husker at vis du trykker godkendt på et board, så følger du også personen som sådan.
Respondent A:	Okay.
Researcher:	Er det nogen du sådan tjekker op på igen? Går du ind og kigger på dem igen?
Respondent A:	Ja hvis det er kendte, så kan jeg godt finde på det ja.
Researcher:	men kun kendte?
Respondent A:	Ja. jeg har ikke rigtig gået ind på andre.
Researcher:	Hvem kunne det for eksempel være
Respondent A:	det kunne være Catherine Beauty for eksempel
Researcher:	Som er?
Respondent A:	Min ynglings yoga person.
	Gavy Rise kunne det også være. Som er min ynglings atlet
Researcher:	Følger du også dem på Facebook?
Respondent A:	Ja
Researcher:	Og går du ind der og ..
Respondent A:	Ja ja. jeg skal lige se hvad der sker.
Researcher:	Okay
Respondent A:	det gør jeg.
	Det er stort set det.
Researcher:	hvorfor er de interessante for dig og følge
Respondent A:	Jeg syntes at de er meget inspirerende personer.
	Derfor.
	Hende den ene er yoga lærer. Og hun er på min alder
Researcher:	Så du ser op til dem
Respondent A:	Ja det kan man godt sige.
Researcher:	Vil du sige, at andre brugere inde på Pinterest de giver dig ny inspiration som du måske ikke kan finde andre steder?
Respondent A:	Ja det syntes jeg. Bestem ja.
Researcher:	Oplever du det andre steder. Facebook eller
Respondent A:	nej
Researcher:	Der for du ikke samme.
Respondent A:	nej der er det kun fra siderne selv. Som selv poster det, fordi jeg følger siderne
Researcher:	Så gennem der bliver du så
	Er der så forskel på at like dem og følge dem. Vil du hellere følge dem inde på Pinterest end du vil like dem. Eller omvendt.
Respondent A:	Altså hvis der er personer
Researcher:	Ja

Respondent A:	Kendte personer eller bare almindelige personer. Altså jeg vil aldrig følge folk på Facebook for eksempel, det syntes jeg er for.. med mindre at det er kendte.
Researcher:	Kendte vil du.
Respondent A:	Ja. Men ikke bare en eller anden i byen. Hvor imod på Pinterest der er det jo.. det er ikke på samme måde.
Researcher:	Der vil du følge dem
Respondent A:	JA det kunne jeg godt finde på, fordi vi har samme interessere som mig.
Researcher:	Men hvad så hvis vi tog de kendte så? Er det så.. at følge dem på Pinterest er det så lig med at så liker du dem også på Facebook? Eller omvendt?
Respondent A:	Ja stort set.
Researcher:	Stort set. Så der er en forbindelse der. Er dine venner, familie på Pinterest?
Respondent A:	Kun nogle af dem. Og mest fordi jeg har sagt det til dem
Researcher:	Så du er ligesom inspirations kilden?
Respondent A:	Ja
Researcher:	til at de også kom på det?
Respondent A:	JA. Jeg kender ikke nogle andre, undtagen hende der på Facebook, som jeg ikke har snakket med siden reunion engang.
Researcher:	Opfordre du.. eller det gør du så. Opfordre du folk til at komme på Pinterest.
Respondent A:	Ja ja, det gør jeg. Jeg fortæller dem at det er som et stort dameblad. Uendeligt dameblad. Hvor man bare kan finde alt, hvad man har lyst til.
Researcher:	Og. I hvilke situationer gør du det og hvorfor.
Respondent A:	Altså, det var i skolen for eksempel. Så sad jeg på det. Så var hende den ene, ej hvad er det, og så, ej nu skal du hører. Og så oprettede hun sig også. Og hun bruger det så mest til opskrifter og sådan noget. Det er nok mest det hun så. Og så en eller anden kage som var lækker. Og på arbejde så var det en jeg arbejder med. Hun skulle finde en eller anden kjole, eller et eller andet. Eller et eller andet inspiration til noget og så fortalte jeg hende om det. Jeg kan ikke huske med min søster. Der syntes jeg bare at hun skulle kigge på det. Jeg kan ikke huske i forbindelse med hvad.
Researcher:	Så det vil sige. Det betyder egentligt meget for dig. Pinterest. Så meget så du syntes det er spændende så andre også skal..
Respondent A:	ja, ja det syntes jeg. Jeg vil gerne anbefale det til folk. Jeg syntes det .. ja. jeg gad godt og have kendt det før.
Researcher:	Hvorfor det?
Respondent A:	Jeg elsker og organiserer ting. Jeg kan godt lide og have styr på tingene. I bokse
Researcher:	Det giver det dig jo bestem mulighed for. Tjekker du så også pins ud når du så pinner. Du går videre til hjemmesiden?
Respondent A:	Ja, det gør jeg. Oftest. Med mindre det bare er et billede af noget mad. Men oftest går jeg ind og tjekker opskriften. Og nogle gange, fordi jeg syntes tit at det er irreterende at så går det over til en side, og så skal man over til en anden side. For at komme til opskriften. Så vil jeg hellere

	bare gå til opskriften, og så pinne det der fra for eksempel. Jeg plejer at tjekke det ud eller sætter jeg det i min read later mappe.
Researcher:	er det så bare lige den post du lige kigger på, eller kigger du hele hjemmesiden igennem.
Respondent A:	Det kommer an på. Nogle gange kan jeg godt kigge på hele hjemmesiden. Altså hvis det er en spændende hjemmeside.
Researcher:	Er det så afhængig af interessen, hvad det er eller
Respondent A:	Ja nok sådan indholdet på hjemmesiden. Ja .. interessen .. ja Jeg gider ikke hvis det er.. ej nogle gange hvis det er mad. Altså, hvis de har nogle flere lækre opskrifter. For eksempel, så kan jeg godt. Og nogle flotte billeder eller sådan noget.
Researcher:	Og så bliver det også pinnet.
Respondent A:	Ja
Researcher:	Hvilke pins vil du sige at du tjekker mest ud.
Respondent A:	Det er nok mad.
Researcher:	hvorfor det
Respondent A:	Det ved jeg ikke.
Researcher:	Er det interesse
Respondent A:	Nej, ikke nødvendigvis, men jeg syntes nok at der er mest mad billeder der kommer ind i min hjemme pintereste.
Researcher:	Er det fordi Pinterest tilegner sig mad. Eller fordi der er flest der pinner mad.
Respondent A:	Jeg ved faktisk ikke hvordan det fungere. Om det er fordi der er flest der pinner det eller om det er fordi jeg har så mange pins med mad. Jeg har temmelig mange med mad.
Researcher:	Har du nogle sinde set nogle produkter der inde som så du så også kunne finde på at købe, og måske har købt.
Respondent A:	Ja altså tøj.
Researcher:	Har du så også klikket videre og købt det.
Respondent A:	Nej ikke der fra, men jeg kan huske at jeg har pinnet noget, og så for et halvt år siden. Eller sidste sommer, jeg kan ikke huske hvornår. Og så så jeg det endelig her på Facebook, hvor der var en reklame med det tøj, hvor man kunne gå ind og købe det. Jamen så okay
Researcher:	så du har simpelthen huske det.
Respondent A:	Ja jeg kan huske alt. Nej.. Jeg kunne huske den der.
Researcher:	Hvad skyldes det at du ikke går ind og køber det. Er det fordi man ikke kan eller?
Respondent A:	Ja ofte. Også fordi det er meget… det er kun nyt i Danmark. Så det er meget amerikanske siderne.
Researcher:	Hvad nu hvis det var Danske. Vil det så nok gøre at så købte du noget mere?
Respondent A:	Ja, det kunne det sagtens være. Men møbler og med ting. Tøj og. Det kunne det sagtens.. Men jeg har også bare rigtig mange boards med ting man ikke kan købe.
Researcher:	Så det gør det måske sjovere for dig, hvis du så faktisk også kunne købe nogle de her ting.
Respondent A:	Ja .. især med bøger og tøj. Og ting og møbler.

Researcher:	Det vil ikke være.. der er jo mange der ikke kan lide reklamer og sådan noget. Men hvordan oplever du det i forhold til Pinterest.
Respondent A:	De har ikke nogen reklamer har de det? Jo …
Researcher:	Det er en stor reklame faktisk
Respondent A:	Ja lige præcis
Researcher:	Men det ligger man ikke mærke til.
Respondent A:	Nemlig.
Researcher:	Er det fordi det er din interesse, og så er det spændende nok
Respondent A:	Ja det tror jeg.
	Men det er heller ikke kun. Jo det er selvfølgelig reklame for hjemmesider. Men det er også rigtig meget mad. Og billeder fra udlandet. Eller udenfor ude i skoven. Der er mange ting som man ikke kan købe. Men hvor man bare kommer videre til hjemmesiden. Som så promoverer sig på den måde.
Researcher:	Kan man måske sige at det er sådan lidt sådan en thumbs up at man ser billeder der inde.. det andre brugere .. har pinnet det .. og så i og med at andre brugere har pinnet det så er produktet anerkendt på den måde. Eller det har du slet ikke tænkt i de banner.
Respondent A:	nej sådan tænker jeg ikke.
	Nej jeg tror at jeg er ret ligeglad med hvad andre de gør og tænker
Researcher:	Hvad med inde på Facebook, der dukker jo også produkter på.
Respondent A:	Ja
Researcher:	Hvad med i forhold til det?
Respondent A:	Nej jeg ser det ikke engang
	Jo nu er de jo så begyndt at sætte det i, hvad hedder det, ikke ude i siderne kun, men også når man scrooler ned. Det er kun derfor at jeg så den der dragt. Havde den været i siden så havde jeg ikke set den.
Researcher:	er det noget du finder godt eller irriterende
Respondent A:	irriterende
Researcher:	irriterende
Respondent A:	ja
Researcher:	Men hvad gør forskellen så her. På Facebook og på Pinterest.
Respondent A:	Det er jo nok at det er ting der interesserer mig. Og det virker heller ikke som en reklame. Det gør det ikke. Det er bare et flot billede.
Researcher:	Det er et flot billede og så ja
Respondent A:	Hvor på Facebook så er det jo en reklame. Hvor der står, spar 50 %. Eller hvis man lige har været inde på Zalando og kigge og kigge på en sko, så kommer den reklame eller den sko frem på Facebook. Det gør det ikke på Pinterest.
	Så jeg syntes at det bliver for meget okay… og det var måske ikke engang til mig den der sko. Det var måske julegaver… et halvt år senere så er der stadigvæk reklamer med den. Jeg har altså købt den og givet den. Så nu er det ikke relevant mere. Så på den måde er det irreterende
Researcher:	Har du noget du savner på Pinterest, noget du nogle forslag til forbedringer.
Respondent A:	Nej det spurgte du også om tidligere.
	Ikke umiddelbart nej.

Researcher:	er det ting som du aldrig kunne forstille dig at pinne?
Respondent A:	ting jeg aldrig kunne forstille mig at pinne.
	Ja altså Porno for eksempel
Researcher:	Det er der meget af
Respondent A:	Nogle gang når man går ind på womens wear så er der nogle sleske mænd som har sat alt mulig op med kvinder i undertøj.
	Det syntes jeg er sådan lidt ej come on guys gå ind på noget andet
	Men de bruger det vel også på samme måde. De pinner det de kan lide.
Researcher:	Så der er måske sådan et irretions moment
Respondent A:	Ja det er det. Jeg går ikke ind på womens fashion når jeg sidder i skolen på grund af det
Researcher:	Det forhindre dig simpelthen
Respondent A:	Ja, fordi jeg gider ikke have at folk tror at jeg kigger på nøgne damer i s kolen vel.
	Jeg sidder altid på forreste række. Så kan alle se hvad jeg laver.
Researcher:	Så man kan sige at Pinterest burde faktisk trække den fra eller ? eller have filter på
Respondent A:	Ja, men normalt.
	Men det er måske også fordi jeg er lidt mere snæver synet end mange andre med hensyn til hvad der er appropiated. Altå de er jo ikke nøgne de har jo undertøj på.
	Så på den måde er det jo okay. Men de har måske kæmpe silikone patter. Eller et eller andet, så syntes jeg ikke. Det er lidt overgrænsende.
Researcher:	Det er upassende
Respondent A:	jeg har en meget lille tolerance over for sådan noget. Jeg syntes slet ikke at det skal være der. Men sådan er jeg.
Researcher:	Har du noget du vil til følge her til sidst? Noget du måske har tænkt på med Pinterest
Respondent A:	Nej
Researcher:	Så syntes jeg da at vi skal stoppe her.

Appendix B: Respondent B

Researcher:	Det første spørgsmål er egentligt bare, hvor lang tid du har været på Pinterest?
Respondent b:	Det var derefter.. det må have været siden 2013.. tror jeg.
Researcher:	Så det er et par år alligevel?
Respondent b:	Ja
Researcher:	Kan du huske hvad der fik dig til at gå på Pinterest?
Respondent b:	Jeg tror at faktisk at jeg oplevede det sådan lidt tilfældig. Jeg kendte ikke nogen der havde det. Og jeg havde ikke hørt om det før.. ej jeg kan ikke huske det faktisk… men så så jeg i Jimmy Fallon han havde Emma Stone på besøg og der snakkede hun lidt om det. Der havde jeg allerede min. Men så snakkede hun lidt om det, og så begyndte jeg virkelig at udforske det. Fordi hun fortalte om alle hendes opslagstavler. Om hvad hun havde der inde, og hun kiggede på huse og alt muligt. Det var ligesom der, at så gik det op for mig at man kan faktisk meget mere end jeg lige vidste.
Researcher:	Hvor meget tid bruger du så på det?
Respondent b:	Jeg tror det er det medie som jeg nok bruger mindst. Altså det er slet ikke ligesom Facebook. Ikke lige i øjeblikket i hvert fald.
Researcher:	Hvad skyldes det?
Respondent b:	Jamen jeg tror at jeg bruger det sådan mere i anledninger. For eksempel mine forældre de havde sølvbryllup lige here for nylig. Så der oprettede jeg en opslagstavle med forskellige ideer til noget pynt jeg kunne lave, og bord pynt og sådan noget. Og så har jeg en til Jul og så sådan lidt til lejligheden, men altså, jeg tror bare at det er en gang imellem jeg er inde og kigge. Og så hvis jeg skal lave et eller andet, så er det der jeg for min inspiration.
Researcher:	Så det er mere velovervejet ind det er impuls?
Respondent b:	Ja det tror jeg
Researcher:	Så det er ikke sådan noget med at du vågner om morgenen og så lige skal tjekke Pinterest
Respondent b:	Det var det i starten. Men ikke så meget mere.
Researcher:	Hvad skyldes det?
Respondent b:	Jeg tror fordi. Den er jo også på app. Men jeg tror at jeg bedre kan lide at bruge den på computeren. Og måske nogle af de ting man tjekker lidt oftere, eller om morgenen for eksempel.. jeg tjekker mere Facebook om morgenen fordi app'en er så lige nemt tilgængelig. Og jeg ved ikke, jeg syntes bare Pinterest er nemmere på computeren.
Researcher:	Er det fordi at man hellere vil se det på et større billede, eller hva?
Respondent b:	Ja det tror jeg
Researcher:	Eller er det for tidskrævende?
Respondent b:	Jeg tror mere det med billedet. Jeg for mere ud af computeren. Altså man går ind på de der forskellige links og websider. Men det er også fordi at jeg har en 4s. Altså skærmen er så lille og den er langsom. Det har nok også noget med det at gøre.
Researcher:	Så inden du overhovedet har tjekket det så.

Respondent b:	Den er bare langsom
Researcher:	så kan jeg godt forstå det.
Respondent b:	Men jeg tror at jeg køber 6'eren . den nye lige om lidt.
	Altså den er både hurtigere og større skærm. Så der tror jeg at der kunne jeg godt bruge det oftere. Så det har nok lidt med det at gøre. Sådan underbevidst.
Researcher:	Det kan jeg godt følge. Jeg har selv 6'er så jeg bruger den også mere på den baggrund.
	Hvad med en tablet, bruger du den? Eller du har måske ikke sådan en?
Respondent b	Nej jeg har ikke sådan en.
Researcher:	Så er det meget lige til.
Respondent b:	Det vil også være nemmere
	Sådan har jeg desværre ikke
Researcher:	hvilke andre sociale medier bruger du?
Respondent b:	Jeg har Instagram og Facebook. Jeg har ikke Twitter.
Researcher:	Ikke twitter, nej.
	Hvordan vil du så karakteriserer.. altså, de her medier i forhold til Pinterest? Altså i forhold til hinanden.
Respondent b:	Jeg tror.
	Pinterest er anderledes end Instagram på den måde at jeg for meget mere ud af Pinterest når jeg skal bruge noget. Instagram mere, der sidder jeg bare og bladre nedad og læser lige nogle af underteksterne en gang imellem. Men hvis man regn faktisk vil lave den opskrift der er på billedet på Instagram så skal du ind på profilen finde den. Det er ikke altid de lige skriver den med det samme. Men hvor Pinterest, altså der går du direkte ind på hjemmesiden, og der er de ligesom med det samme. Så det er helt sikker Pinterest jeg bruger hvis jeg skal have inspiration til at lave noget. Hvis jeg skal have opskriften på noget frem for Instagram. Og Facebook det bruger jeg ikke rigtig til sådan noget. Det er mere bare for at følge op på venner og hvem der skriver hvad. Hvad hinanden følger og sådan noget
Researcher:	Du er ikke inde og følge forskellige ting som du så kan få inspiration af der eller?
Respondent b:	På?
Researcher:	Facebook
Respondent b:	På Facebook. Hvad var spørgsmålet?
Researcher:	Altså på Facebook, du liker ikke en helt masse ting sådan så du kan få inspiration den vej eller?
	Eller er den mest relationsmæssig?
Respondent b:	Ja den er nok mest inspirationsmæssig. Der bruger jeg ikke Facebook så meget til sådan noget.
Researcher:	Så du har ikke været inde, hvis du nu kan lide Tuborg eller Carlsberg eller sådan noget. Eller et eller andet, og så like dem så du kan se hvad de laver?
Respondent b:	Jo okay på den måde. Jo det gør jeg. Men ikke i samme grad som Instagram for eksempel. Jeg syntes man for mere ud af at følge folk og sider på Instagram end Facebook. Det kommer selvfølgelig også an på hvad de poster. Men det er også.. på Facebook har du så også så mange

	venner og så mange ting folk slår op hele tiden. Så det er sjældent at man for det hele ud af sider man følger. Giver det mening?
Researcher:	Ja
Respondent b:	Det er sjældent at det hele kommer frem fordi der er så meget oppe på nyhedssiden.
Researcher:	Nu nævnte du Instagram, og der følger du så også folk, men ikke på samme måde som med Pinterest?
Respondent b:	Jeg tror mere at jeg bruger Pinterest til at lave mine egne opslagstavler. Frem for at følge folk. Måden jeg ligesom laver opslagstavler på på Pinterest, det er for eksempel. Altså der søger jeg selv på ting hvis jeg, hvis jeg selv har en ide om, hvad jeg vil nå frem til lige nu, så søger jeg selv på det. Men nej jeg tror faktisk ikke at jeg følger folk på Pinterest
Researcher:	Nej
Respondent b:	Men det er jo nok også noget jeg burde udforske lidt mere sikkert.
Researcher:	Du kan faktisk se det, hvis du trykker her, hvis du følger nogen. Jeg kan se at du følger faktisk 30
Respondent b:	Gud det viste jeg faktisk ikke engang.
Researcher:	Og så kan man også se pinnere osv. Så man kan sige at Pinterst det opfylder nogle andre formål så end Facebook og Instagram
Respondent b:	Ja det syntes jeg. Som sagt så bruger jeg Pinterest til at inspiration til noget jeg gerne selv vil lave. Jeg kan godt lide at lave.. jeg lavede selv alt pyntet til mine forældres sølvbryllup. Det syntes jeg er hyggeligere og mere personligt. Så det er sådan noget jeg bruger det til eller inspiration til.. altså jeg vil gerne have en tapetsvæg der hjemme, men jeg har ingen anelse om hvad det skal være for noget. Men det er jo sådan noget at man kan finde ud af på Pinterest, og alt muligt. Eller hvordan man indretter en meget lille altan. Jeg har en meget lille meget kvadratisk altan. Og det er jo sådan noget man kan søge på. Decorationg small spaces. Eller noget i den stil. Og så kommer der en helt masse forskelligt op. Ja, så jeg finder inspiration derfra.
Researcher:	Har du nogen dårlig erfaring med Pinterest. Noget du syntes er dårligt der i forhold til andre
Respondent b:	Nej måske har jeg ikke brugt det nok til rigtig at have en dårlig oplevelse med. Altså så skal det være hvis man er inde eller et eller andet kreativt man godt vil lave. Det kan måske godt være lidt svært nogle gange at finde frem til den præcise opskrift på hvad det nu end er. Nu skal jeg se om der er noget. Men oftest så ligger der jo også ret mange billeder på hvordan man laver lige præcis det. Og det kan jeg egentligt godt finde ud af bare ud fra det. Tror jeg. Men ellers så tænker jeg. Det ved jeg ikke.
Researcher:	Oplever du Pinterest er lidt ensformig eller noget snævert?
Respondent b:	jeg syntes ikke at det er snævert. Jeg syntes der er rigtig meget forskelligt. Og jeg tror ikke engang at jeg selv ved hvor forskelligt og bredt det er.

	Der jeg så i forhold til respondent A. Hun har jo mange flere opslagstavler end mig. Og har meget mere udforsket det. Så jeg tror ikke engang at jeg for det fulde ud af det. Så jeg syntes ikke at det er snævert.
Researcher:	Du bruger det aldrig som .. hvis du nu .. nu sagde du godt nok at din telefon ikke virkede så godt med det. Men du bruger det aldrig som sådan en slags tidsfordriv?
Respondent b:	Jo det gjorde jeg rigtig meget i starten. Mens jeg stadigvæk lærte det at kende. Fordi der blev jeg meget fascineret af alt det man kunne med det. Og finde frem til det.. det er jo både huse og pynt og mad og sport og der er jo det hele. Så det var meget tidsfordriv i starten. Ikke lige så meget mere. Men jeg kan godt mærke at når man går i gang med det så er det svært og stoppe igen. Så når først man har åbnet det så kan der godt gå lang tid med det. Så bliver man fanget af det.
Researcher:	Er der noget du savner på det? På Pinterest?
Respondent b:	Hvad kunne det være? Det ved jeg faktisk ikke helt. Det tror jeg ikke at jeg har tænkt over. Altså jeg har lavet en opslagstavle som både hedder .. en der hedder New York og så en der hedder Florida fordi min kusine og jeg skal tage østkysten over i USA til næste sommer. Og der sad jeg bare lige og søgte på sådan gratis ting. Sjove ting man kan lave i New York. Og der er det måske lidt for bredt, hvor jeg godt kunne bruge noget mere konkret. Så er det sådan noget 40 ting man kan lave om sommeren. Og så skal man ind og læse om hver ting, hvor jeg måske godt kunne tænke mig at der var sådan lidt mere.. sådan lige præcis denne ting er super god og lave i juni måned eller et eller andet. Men eller så tror jeg ikke rigtig det er noget jeg har tænkt over.
Researcher:	Så bliver det lidt mere snævert. Lidt mere målrettet måske.
Respondent b:	ja
Researcher:	Kan man sige det sådan.
Respondent b:	Ja det kunne da godt være
Researcher:	Så når du søger på et eller andet, så kommer der ikke for mange andre ting. Så er det mere helt specifikt
Respondent b:	ja men alligevel. Jeg tror også at det kommer an på hvordan man. Måske skal man også være dygtig nok til at søge på præcis det man gerne vil have frem. For ellers så kommer der rigtig meget forskelligt. Men ja
Researcher:	Du søger tit efter specifikke ting, men du kan også godt finde på at surfe rundt?
Respondent b:	Ja der kommer for eksempel en opslagstavle der bare hedder sommer, hvor det ikke er noget specifikt jeg har gået efter. Så er det bare forskellige ..
Researcher:	Du bliver grebet af det?
Respondent b:	Ja så kommer der bare en helt masse inspiration med alt muligt. Både mad og tøj og ting man kan lave, og det er sådan meget spontant at den lige blev oprettet.
	Og motivation den havde jeg heller ikke rigtig tænkt over. Det var bare sådan et billede med en eller andet motivations kurve der lige kom frem og så tænkte jeg at den kunne man jo godt lige. Så på den måde er det spontant tidsfordriv der lige kommer ind der.
Researcher:	Du syntes vel også at det er sjovt

Respondent b:	ja helt sikkert. Det er hyggeligt. Og lige da jeg var flyttet ind i min lejlighed, som jeg har boet i i et års tid, der var jeg jo meget inde og kigge på forskellige måder man kan indrette køkken på. Og den lille altan jeg har, hvad man kunne gøre med den. Fordi det er en et værelset, hvordan man udnytter pladsen bedst muligt ik.
	Hvordan man kunne indrette tøjskabet, og hylder og sådan noget.
Researcher:	Når du så finder dem her, er det så også noget du går videre til hjemmesiden.
Respondent b:	Ja det har jeg gjort meget med det der pynt igen. Fordi det var noget jeg skulle bruge. Meget af det her til lejligheden det har jeg desværre ikke fået udledet.
	Sådan et billede der med knappenåle i det er jeg ved at lave. Men det er jo egentligt bare ud af hovedet at vi fandt ud af hvordan man selv kunne lave det ik. Men det med pynten der var jeg inde og læse om de forskellige måder. Inde på hjemmesiderne.
Researcher:	Det er afhængig af hvad det er eller hvad? Kan man sige det sådan?
Respondent b:	ja og om hvor seriøs jeg er om at få det lavet kan jeg sige. Så hvis det bare er noget hvor jeg bare surfer lidt rundt så gemmer jeg det bare. Men hvis jeg skal bruge det til noget specifik. For eksempel sølvbrylluppet, så er jeg mere inde og kigge på hjemmesiderne. Og læse om det der.
Researcher:	Hvad så i forhold til Google. Kunne man ikke bare finde det samme der eller ? hvad gør forskellen syntes du?
Respondent b:	jamen det er jo ligesom at søge på Google kan man sige, men her på Pinterest kommer det frem. Der ser du det også med billeder med det samme og en lille overskrift frem for Google. Der er det bare en masse forskellige artikler og hjemmesider, og du har ikke rigtig noget billede af hvad der kommer frem. Så skal du direkte ind i billeder, men så er der ikke tekst om det. På den måde syntes jeg at Pinterest er meget bedre, der får du en meget kort beskrivelse af hvad det er med det samme
Researcher:	Så hurtigere og gå til simpelthen
Respondent b:	Ja nemmere at gå til
Researcher:	Finder du også ting fra nettet og pinner til Pinterest?
Respondent b:	Nej det har jeg faktisk ikke gjort.
Researcher:	Du vidste måske ikke at man kunne.
Respondent b:	nej. Det vidste jeg faktisk ikke. Altså gå Google eller ?
Researcher:	Ja, hvis du finder en hjemmeside så kan du faktisk pinne den til dit board.
Respondent b:	Nå nej, det vidste jeg ikke. Der kan man bare se.
Researcher:	Så lærer du noget nyt.
	Ofte hjemmesider, så har de sådan en pin it button.
	Eller sådan et share på Pinterest.
Respondent b:	nå ja
Researcher:	Der kan du gøre det.
	Og man kan også installere en pin it button på dit browser system. For eksempel, hvis du nu brugere Google eller Safari tror jeg måske også at man kan. Google så kan man få sådan en lille pin it button.
Respondent b:	Det vidste jeg ikke.
Researcher:	Nej. Er det noget du vil bruge hvis det var.

Respondent b:	Det kunne da godt være. Altså, ligesom, hvis man ser noget .. det ved jeg ikke.
Researcher:	Jeg kan vise dig hvordan det fungere. Jeg har den faktisk her oppe. Så er den bare installeret Så kunne vi gå For eksempel bare en hjemmeside her. Hvis man så vil gemme den, så er det bare Pinterest. Pin it.
Respondent b:	Nå ja det har jeg set med Facebook og alt det andet. Nej jeg har aldrig tænkt over det med Pinterest før faktisk.
Researcher:	Så bare du er logget ind, så kan du putte det på dine boards
Respondent b:	Ja .. ja det vil da være meget smart egentligt. Fordi på Facebook der kan også gemme nogle links. Men det er ikke ligeså nemt at få fat i dem. Nogle gange minder Facebook dig om at du har gemt dem her. Men egentligt så glemmer jeg det lidt at jeg har gemt det.
Researcher:	nå fra hjemmesiden af eller.. en eller anden hjemmeside eller fra Facebook af.
Respondent b:	Altså fra Facebook af. Men også fra en hvilken som helst hjemmeside af tror jeg. Hvis man vil gemme det til facebook. Men mest links .. en eller anden artikel.. for eksempel 'fit living', de har postet en eller anden opskrift på suppe, og så kan man gemme det link. Men ofte så svider jeg det bare ud. At man har glemt det. Hvor det gør man ikke på samme måde med Pinterest for der har du dine opslagtavler samlet.
Researcher:	Så det kunne egentligt godt være en meget god ide at pinne det, og så du har det.
Respondent b:	Ja hellere Pinterest, end at gemme det på Facebook. Det tror jeg.
Researcher:	Har du nogensinde købt produkter gennem Pinterest?
Respondent b:	nej
Researcher:	Kunne du finde på det?
Respondent b:	Det ved jeg faktisk ikke. Det kommer an på hvad det er. Det skal ikke være noget stort og dyrt tror jeg.
Researcher:	Nu tænker jeg i form at der er en reklame og du trykker videre på den, og kan komme ind og købe det.
Respondent b:	Nå nej det vil jeg ikke.
Researcher:	Det ville du ikke
Respondent b:	Nej det tror jeg ikke
Researcher:	Selv om det gik videre til h&m for eksempel Eller vil du være stødt over at finde noget der var reklame på Pinterest?
Respondent b:	Er der reklamer?
Researcher:	Ja det er der. Det er ikke så udbredt i Danmark
Respondent b:	Altså her ligesom der er ude i siden på Facebook eksempelvis
Researcher:	Nej det kommer lige som her. Du kan ikke engang se at det er en reklame mange gange.
Respondent b:	Nå dem her.

	Næ det vidste jeg ikke.
Researcher.	Ofte så står der måske prisen på det eller noget.. så kan man klikke videre, og så købe det.
	Men det er mest udbredt i USA
Respondent b:	Ja det tror jeg ikke at jeg har støt på egentligt.
Researcher:	hvad syntes du om ideen? Altså, hvis det nu var til det danske marked
Respondent b:	Ja det er jo ikke det jeg kommer på Pinterest for. Og blive inspireret til at købe alt muligt. Så det tror jeg ikke at jeg ville bruge.
	Så skulle jeg nok selv opsøge det hvis jeg ville købe det. På en anden måde.
	Det vil ikke genere mig at der var reklamer. Jeg vil bare ikke kigge på dem. Bare bladre forbi dem.
Researcher:	hellere ikke hvis det var noget du fandt interessant? Som du gerne ville have selv. Tøj for eksempel eller noget til hjemmet.
Respondent b:	Det tror jeg ikke. Jeg falder ikke så let for sådan noget.
	Det tror jeg ikke
	Nej det vil jeg ikke.
	Det tror jeg ikke
Researcher:	hvordan vil du sige at din Pinterest profil den er anderledes bygget ind din Facebook. Hvis man stiller de to op foran hinanden?
Respondent b:	Sådan, hvem jeg følger på Facebook
Researcher:	hvordan vil du karakterisere din profil
Respondent b:	Jeg tror faktisk at min Pinterest er lidt mere personlig. Men det kan også godt være at det bare er mig, men jeg har det ikke ligesom om at der er så mange der er inde og kigge på min Pinterest profil, som der er på min Facebook profil. Facebook det er meget åben for alle der vil ind og se hvad jeg laver. Hvor Pinterest der føler jeg at det er lidt mere.. det er jo ikke privat. Det er lidt mere personligt i og med at jeg også kan lave mine forskellige opslagstavler, og jeg kan kalde dem det jeg vil, og jeg kan bestemme hvad der skal ind på dem. Hvor Facebook, det er bare åben for alle, og det er ikke så.. altså det er ikke lige så hyggeligt.
Researcher:	Det er sådan dit eget lille rum det her.
Respondent b:	Ja det syntes jeg.
	Og den eneste hemmelige opslagstavle jeg har, det er den der hedder sølvbryllup. Fordi at min fare er også kommet på Pinterest og den skulle han jo ikke se.
	Men selv om det er åben og nogle gange kan jeg jo også godt se at folk er inde og pinne noget jeg har pinnet. Men stadigvæk så følger jeg at det er sådan lidt mere mit.
Researcher:	er det så fordi det ikke lige er dine venner der er der inde på Pinterest og så
Respondent b:	Ja der er nok ikke så mange af mine venner.
	Jeg ved min kussine er.. nå Nicoline er også
	Nej det er ikke så mange jeg kender.
Researcher:	Så det er det der gør forskellen eller hvad.
Respondent b:	Ja det tror jeg lidt. Og Facebook det er også, altså du ved, det er sådan kendte ude i periferien, som man måske egentligt bare er venner med

fordi man gik på gymnasiet med hinanden. Og Pinterest der vil jeg have det lidt mere underligt med, hvis venner også ude i periferien også var inde og kigge.. som jeg måske egentligt ikke gider at være venner med. Eller måske ikke lige har behov for at skulle se alt hvad jeg laver. Så der syntes jeg Pinterest er lidt mere personligt på den måde.

Researcher:	hvilke boards har du for eksempel lavet?
Respondent b:	Jeg har lavet en der hedder Christmas, en der hedder outfits. Motivation, clotcest wardrobe, fordi lige nu har jeg bare et stort skab. Jeg vil gerne have det sådan lidt mere specielt og uniquet på en måde. Og så har jeg en der hedder starbucks
Researcher:	starbucks
Respondent b:	starbucks
Researcher.	Hvorfor har du lavet de her boards? Jeg går ud fra at der er forskel på hvorfor du har lavet de enkelte?
Respondent b:	Sommer.. jeg tror jeg lavede den.. det var så inden sommerferien. Og den tror jeg lidt at jeg lavede fordi jeg havde håbet på at jeg skulle nå og lave alt det her jeg har lagt der ind. Og lave alle de her isdeserter. Frugtspyd og hvad der nu ellers er der inde. Men det fik jeg jo aldrig gjort.
	Så har jeg en der hedder growth it, men forskellige måder man kan så urter og sådan noget, og det har jeg faktisk lavet noget af det. Og måden hvor på de planter forskellige ting i æggeskaller og dåser og sådan noget. Det syntes jeg jo er meget hyggeligt, og jeg kan godt lide at gøre sådan nogle ret almindelige ting på en anden måde. Altså, at man planter det i en æggeskal. Frem for bare et eller andet.
	Og så har jeg lavet en der hedder til hjemmet. Hvor for eksempel, som neglelak hylle, hvor man har taget en gammel billede ramme og sat hylder i. Og det syntes jeg er hyggeligere end man bare køber nogle hylder og sætter op. Jeg kan godt lide at lave mine egne ting og jeg kan godt lide at det er anderledes og hyggeligt. At se på.
Researcher:	Så man kan sige at de her boards, de er en måde for dig at udtrykke dig selv på eller.. vil du sige det sådan?
Respondent b:	Ja, men der er også mange af dem der er sådan er mål. For eksempel kan man sige at motivation eller workout. Det er sådan forskellige udfordringer. Eller noget man ser op til. Eller noget man godt kunne tænke sig.
	Hvad var spørgsmålet?
Researcher:	Så du bruger det måske til at presse dig selv til at få nået nogle ting.
Respondent b:	Ja. især den workout
Researcher:	Så kan du se den og tænke nu må jeg i gang.
Respondent b:	Så en eller anden dag, så må jeg i gang med det der.
	Jeg har også lavet en der hedder tatooes, fordi jeg har en lille en på ribbenet, men kunne godt tænke mig mere. Og det er også sådan.. eller hvis jeg skulle ud og rejse eller et eller andet. Sådan en der sådan repræsenterer den rejse eller et eller andet.. det kan jeg godt lide og tænke over på forhånden, selvom jeg ikke lige skal have lavet den endnu. Men så har jeg en ide til det, og så lige pludselig så ved jeg hvad jeg vil have lavet. Så for jeg det lavet.

Researcher:	vil du sige at de er vigtige for dig de her boards.
Respondent b:	Der er nogle af dem der er vigtigere end andre. Der er nogle af dem jeg godt kunne undvære.
Researcher:	Hvad hvis du mistede dem? Vil du være ked af det eller?
Respondent b:	Ja det tror jeg. Ja fordi det er alligevel .. jeg har sat og søgt på de forskellige ting, og fundet frem til dem. Og ligesom lavet de her opslagstavler. Og der er mange af dem jeg rent faktisk har brugt. Og lavet forskellige ting ud fra det her, så det tror jeg at jeg vil blive lidt ærgerlig over
Researcher:	Så du ser dem også ofte igen.
Respondent b:	Ja det gør jeg, ja.
	Og der er mange af dem der også er på flere af mine opslagstavler
Researcher:	hvad skyldes det? Det er på flere og ikke bare på et?
Respondent b:	Jamen jeg havde en i starten. Jeg tror faktisk det var den første jeg havde lavet. Den hedder be creative. Og det var bare med alle mulige småting. Jeg godt kunne tænke mig at lave på et tidspunkt. Hvor nogle af dem så også kunne hører indenunder den der hedder jul eller christmas. Og så kunne nogle af dem også .. kunne jeg bruge til sølvbrylluppet. Og de var jo så også nød til at komme ind i dem også. Så derfor er de i flere.
Researcher:	Interagere du på en eller anden måde med andre brugere der inde?
Respondent b:	mest min kusine, men nok fordi jeg ikke bruger det nok, og jeg ved ikke hvem der følger mig, og egentligt så viste jeg ikke at jeg fulgte nogle. Men min kusine har jeg delt forskellige links med. Og vi skriver lidt beskeder til hinanden derinde. Men ikke så meget. Det er ikke så meget det jeg bruger det til. Det er mest bare til mig selv.
Researcher:	Så det er sådan en ekstra funktion eller hva? Bare sådan lige dejligt at man kan sende det til hinanden
Respondent b:	Ja det tror jeg
Researcher:	er det i forhold til hvis i nu planlægger noget sammen eller?
Respondent b:	ja for eksempel den der hedder. Mine opslagstavler der hedder Florida eller New York, det er jo sammen med min kusine. Så det er jo meget fint at man lige kan dele det med hende på den måde med det samme. Når man finder det.
Researcher:	Du er ikke inde og give et heart eller like til andre.
Respondent b:	Nej. Skal man ind på en
Researcher:	Ja
	Og så er der en der hedder syntes godt om. Og så viser du så at du syntes godt om den. Og du kan også godt lave en kommentar
Respondent b:	nej jeg har aldrig syntes godt om noget, eller kommenteret noget. Men det er ikke den måde jeg bruger det på. Det er meget til mig selv syntes jeg. Ellers så går der også lidt Facebook i den syntes jeg.
Researcher:	lidt Facebook i den.. nå ja
Respondent b:	Ja hvis man kan syntes godt om. Men det er fair nok, for dem der har lavet det at de kan se at folk anerkender hvad det er de laver. Nej jeg bruger den bare til mig selv. Og få ideer der igennem og blive inspireret
Researcher:	Blive inspireret af andre brugere

Respondent b:	ja hvad de laver af kreative ideer og sager. Hvad de går klædt i og sådan noget.
Researcher:	Så du er tit inde og kigge på andre brugeres profiler?
Respondent b:	nej ikke på den måde. Så tror jeg at jeg søger. Altså der er jo den der forside. Og hvis der er noget der falder .. nej det er .. eller relateret til ting jeg har pinnet er det ikke?
Researcher:	jo det er det.
Respondent b:	det er ikke nye ting?
Researcher:	så det er der du finder det?
Respondent b:	ja eller så også som regel så er det oftest så går jeg ind og leder efter efter noget specifikt. For eksempel for nylig har jeg lavet den her opslags tavle der hedder makeup, fordi jeg godt kunne tænke mig at blive bedre til at lære at lægge makeup. Udforskede det lidt.. og så er jeg direkte inde og søge på makeup tutorials, eller noget i den stil. Så det er nok mere at jeg gør ind og søger direkte på hvad det er jeg leder efter. Og hvad jeg skal bruge det til.
Researcher:	Så du er ikke den der går ind og følger mange? Eller følger du boards? Det er lidt det samme nemlig.
Respondent b:	det tror jeg ikke. Ikke så vidt jeg ved. Kan man se det?
Researcher:	Du kan se at hvis du har haft sådan et her, så står der som regel follow, så kan du trykke på det, og så følger du hele boarded.
Respondent b:	hele deres board.
Researcher.	Ja, alt hvad de har der inde i netop lige det board.
Respondent b:	nej det tror jeg ikke.
Researcher:	Men ville du gør det?
Respondent b:	det tror jeg sagtens. Det tror jeg lige at jeg skal hjem og lære lidt bedre at kende tror jeg. Det viste jeg slet ikke man kunne. Jeg tror generelt at jeg skal til at bruge det lidt mere kan jeg godt se på det hele.
Researcher:	Der er mange flere muligheder i det.
Respondent b:	det vidste jeg egentligt godt, det havde jeg lidt på fornemmelsen. Fordi, ja, jeg søger bare på ting og så laver jeg en opslagstavle og så lægger jeg ting ind. Det er det.
Researcher:	Dine venner, familie, kusine, og din far var??
Respondent b:	min kusine og min far er. Min far det er meget nyt og han for slet ikke meget ud af det. Han har kun lavet en opslagstavle tror jeg, der hedder tatoveringer. Han er gammel sømand så han har nogle stykker.
Researcher:	er det på grund af dig at han er kommet der ind? Eller har han selv fundet det?
Respondent b:	Det tror jeg ikke, jeg tror faktisk at han selv har fundet det, men du må ikke spørge mig hvordan. Altså, jeg har vist ham nogle forskellige ting der fra. Men umiddelbart tror jeg ikke at det har sat sig fast at det var fra Pinterest. Så lige pludselig tror jeg bare at han har opdaget det. På en eller anden måde. Og så har han tænkt.. det var sgu meget smart. Og så lige… men han er ikke inde og udforske på samme måde. Det tror jeg ikke.
Researcher:	Opfordre du andre til at komme på Pinterest?
Respondent b:	Ja det gør jeg faktisk.

Researcher:	Og hvorfor?
Respondent b:	ikke sådan fordi at vi skal følge hinanden og sådan ligesom instagram og facebook, men bare fordi at det er så smart at man kan finde så mange forskellige ting der inde. Og blive inspireret til at lave alt muligt.
	Men det er fordi at jeg godt selv kan lide at lave mine ting og mit pynt, og sådan nogle ting. Så det er meget det jeg bruger det til. Det har jeg sagt før. Men ja.
Researcher.	Har du noget at tilføje? Du har tænkt over ?
Respondent b:	ikke lige umiddelbart. Altså egentligt så syntes jeg at .. hvis Pinterest.. hvis jeg havde en bedre telefon, så tror jeg umiddelbart godt at jeg kunne bruge Pinterest mere end jeg vil bruge Instagram
Researcher:	hvorfor?
Respondent b:	forskellen er .. egentligt så er Instagram så nemt for du bladre bare. I de personer eller sider du følger. Men Pinterest så for man lidt mere ud af det syntes jeg. Og du kan gemme det. Altså tit er jeg blevet sur på Instagram fordi man ikke kan gemme det, eller zoome ind på et billede eller. Du kan lige det, og så kan du se hvad du har liket tror jeg nok. Men egentligt kan man ikke finde det frem igen, og tit så tager jeg screenshot af billederne og så ligger de inde i min kammerarulle og.. det er ikke lige så tilgængelig syntes jeg. Som Pinterest, hvor du kan gemme det og komme tilbage til det. Og gå ind på hjemmesiden og sådan. Så der tror jeg lidt bedre at jeg kan lide Pinterest frem for Instagram
Researcher:	Snakker du ofte med andre om Pinterest, eller de ting som er inden for Pinterest? Kommer det nogle gange til udtryk men veninder, venner, familie og sådan noget? Så falder snakken på det?
Respondent b:	Det tror jeg at det har gjort et par gange. Hvis jeg har set et eller andet, som jeg godt vil lave eller noget min veninde har snakket om. For eksempel, hun havde .. eller et eller andet hun havde snakket om at hun vil have.. så har jeg sagt at der er den der på Pinterest.. så har jeg vist hende det der igennem. Men ikke så meget på det sidste. Det var nok mere i starten da det stadigvæk var nyt for mig.
Researcher.	Så har jeg ikke flere spørgsmål
	Så vil jeg sige mange tak.
Respondent b:	Selv tak da

Appendix C: Respondent C

Researcher:	Så kan jeg godt begynde. Jeg skal lige høre hvad dit job er for det kan jeg ikke huske?
Respondent c:	Teknisk designer
Researcher:	Teknisk designer okay.
	Og hvor lang tid har du været på Pinterest?
Respondent c:	Hvor lang tid har jeg .. aahh jeg tror jeg har været i måske 2 år
Researcher:	2 år
Respondent c:	Ja
Researcher:	kan du huske hvorfor. Altså hvorfor at du kom på Pinterest?
Respondent c:	Ja absolutely. Det var fordi respondent A fortalte mig om det.
	Jeg så hende med.. jeg var på besøg og så viste hun mig det, og jeg syntes det var gevaldigt smart.
Researcher:	Ja hvorfor?
Respondent c:	Fordi at jeg gemmer mange billeder af ideer og sådan noget. Både men huse og have og hvad ved jeg. Og så behøver jeg ikke at gemme det inde på computeren…. I en mappe du ved, og så skal man klikke sig frem til det. Det gør man samlet. Det giver oversigt, det syntes jeg var smart.
Researcher:	Hvor meget tid bruger du på Pinterest
Respondent c:	Altså ugentligt eller?
Researcher:	Ja eller dagligt.
Respondent c:	Hvis jeg for nogle pins så pinner jeg dem. Jeg får det jo på min mail. Og så.. ja jeg går måske ind hurtigt hverdag.. meget hurtigt.. men jeg bruger måske det måske en gang i ugen en time eller sådan noget.
Researcher:	Er det så velovervejet eller impuls når du går der ind.
Respondent c:	Det er normalt meget impuls
Researcher:	Det er ikke en del af et morgen ritual.
	Eller du skal lige gøre det inden at du går i seng?
Respondent c:	nej. Det er hvis jeg går ind på min mail, så kan jeg se at jeg har fået et eller andet eller sådan. Nogle gange gemmer jeg gem bare, og nogle gange går jeg bare ind og tjekker dem. Det kommer lidt an på om jeg er på arbejde eller hjemme. Eller in the mode.
Researcher:	er det så computer, mobil eller tablet?
Respondent c:	Jeg har det på min mobil men den er lidt langsom når det kommer til det. Så jeg bruger det på min computer. Og arbejdscomputer.
Researcher:	Og arbejdscomputeren også.
Respondent c:	Ja lidt, hvis jeg sidder og venter på nogle programmer og som ikke virker, så kan det godt være.
Researcher:	Så lidt tidsfordriv eller hva?
Respondent c:	Ja og det er fordi at jeg venter på et eller andet tegne program, som ikke virker, eller den tænker eller sådan noget. Så ja det er tidsfordriv.
	Så gennemgår jeg min mail, og så kan jeg se at jeg for noget fra Pinterest. Og så går jeg måske og kigger på det.
Researcher:	hvilke medier bruger du ellers. Jeg tænkte sociale medier. Facebook, Twitter, og Instagram?
Respondent c:	Jeg bruger Facebook. Og så mail.. eller ikke noget andet.

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Researcher:	hvis du stilede dem op over for hinanden, Pinterest og Facebook. Hvordan syntes du så at de er forskellige fra hinanden? Hvordan vil du karakterisere dem?
Respondent c:	De er vidt forskellige. Jeg vil sige for mig er Pinterest en idebank faktisk. Som jeg kan gemme og komme til. Ting og sager som jeg har gemt. Jeg er faktisk ligeglad med om jeg for sent noget eller nu har nogle pinnet noget jeg har pinnet. Med Facebook så er de mennesker. Så ser man hvad de laver og sådan noget. Men der er selvfølgelig nogle ideer som kommer der fra. Som så kommer ind på Pinterest. Men man kan ikke gemme fra Facebook. Altså inde på Pinterest. Man skal gemme det på computeren først.
Researcher:	Man kan måske sige at de hænger meget godt sammen eller hva?
Respondent c:	Nej det hænger overhovedet ikke sammen.
Researcher:	Nu tænker jeg at vis du pinner noget fra Facebook eller hva?
Respondent c:	Man kan ikke pinne fra Facebook.
Researcher:	nå ja.
Respondent c:	Man skal gemme det på computeren først. Eller gå ind på.. jo hvis du har nogle. Hvis det er noget interview, så går du fra Facebook og så kan du pinne det. Men hvis nogle har smidt nogle billeder ind du vil pinne.. det kan du ikke på Facebook. Det kan jeg i hvert fald ikke.
Researcher:	Nej.. jeg tænkte en artikel hvis man ser den. Hvis man har det, og så pinner man det videre. Ja det kan man godt. Hvad vil du sige er specielt ved Pinterest? I forhold til andre medier. Hvad gør det så spændende?
Respondent c:	idebank vil jeg sige. Og man kan samle alt sammen ligesom at jeg skulle male min hoveddør. Så kunne jeg bare samle alt muligt af døre og tage fra og pinne. Så jeg for sådan en stor oversigt. Det er ligesom et kæmpe stort bibliotek vil jeg sige. Eller jeg bruger det som et bibliotek.
Researcher:	men kunne Google ikke også gøre det samme også?
Respondent c:	Det ved jeg ikke det har jeg ikke sat mig ind i.
Researcher:	jeg tænkte. Google så søger man også bare efter noget. Eller det kan man ikke sammenligne
Respondent c:	Nej jeg syntes at Pinterest, det er mere overskueligt. Vil jeg sige.
Researcher:	hvorfor? Hvad er det der gør det overskueligt?
Respondent c:	Det er tilgængeligt og nemt at bruge. Du kan nemt komme ind på det du har tænkt. Du skal ikke gennem alt muligt. Både de tegn de bruger og den skrift de bruger. Jeg syntes bare at den er overskuelig når jeg kigger på den.
Researcher:	Så det er i stedet for at kun få en søgning så kan du få flere på en gang. Er det det der gør det overskueligt? Kan man forstå det sådan?
Respondent c:	Ja, men også mit eget det er sådan mere gemt. Altså du kommer lige til kernen. Og selvfølgelig ser du hvad andre de har gemt, og det er nogle mennesker som ligner dig. Og hvad de samler på.. så har de samlet på det i forvejen, så det gør det faktisk endnu nemmere for dig. Syntes jeg.

Researcher:	Vil du opleve at Pinterest er lidt ensformigt eller snævert nogle gange?
Respondent c:	Det ved jeg ikke. Jeg har ikke udforsket det på den måde. Jeg bruger det måske meget enkelt , på den måde.
Researcher:	Så du føler ikke at det bare er det samme hver gang.
Respondent c:	nej nej, slet ikke. Ej det syntes jeg ikke. Nej slet ikke.
Researcher:	Er der noget du syntes at du savner på Pinterest? Et eller andet du syntes kunne være bedre
Respondent c:	Nej det. Jeg kan godt lide den knap, hvor man kan sætte op i sin, hvad hedder det det bord. Du ved, den knap, du kan have pin knappen
Researcher:	Nå pin it button der?
Respondent c:	Ja nemlig.
Researcher:	På hjemmesider eller?
Respondent c:	ja det syntes jeg er gevaldigt smart. Det var et fremskridt. Vil jeg sige. Da det kom frem. Jeg har ikke studeret det så nøje, om jeg savner noget ved det.
Researcher:	Når du går på Pinterest, søger du så direkte efter noget altid, eller surfer du bare rundt?
Respondent c:	det plejer at være meget tilfældigt hvis.. det er hvis jeg har pinnet noget selv. Og så kommer jeg ind på Pinterest, og så kan jeg se at nogen anden har.. altså man for altid noget ved siden af agtigt. Og så går man måske ind.. okay hvis man søger efter deserter så er der nogle andre boards ved siden af som man komme ind på.. altså det er meget tilfældigt hvor jeg ender. Altså jeg trykker på billedet som jeg syntes ser lækkert ud. Eller interessere mig. En nej jeg søger ikke.. ej det kan jeg ikke .. Jeg tror jeg er mere visuel, jeg klikker på billedet.
Researcher:	Det er ikke sådan så du går ind på Pinterest og tænker at nu skal jeg finde en kage eller et eller andet?
Respondent c:	nej.
Researcher:	Så det er meget sporadisk, kan man sige?
Respondent c:	Ja det er det. Jo hvis jeg kan huske at jeg har gemt et eller andet på Pinterest så kan jeg godt gå ind på søge det. Det er mere.. i hvert fald kagen de er helt klart lækkert. Det er opskrift bog.
Researcher:	Når du så finder de her pins, tjekker du dem så også ud. Du går videre? Altså klikker og kommer ind på hjemmesiden?
Respondent c:	Ja nogle gange gør jeg det. Det kommer an på hvad jeg syntes der er interessant. Så jo jo det kan jeg sagtent.
Researcher:	Surfer du så også rundt på den hjemmeside bagefter?
Respondent c:	Ja hvis det er valgt og interessant. Det kunne jeg sagtens.
Researcher:	Så det er ikke kun på Pinterest at du finder inspiration? Det kommer også ud af eller hva?
Respondent c:	ja. nej nej det er .. Pinterest er mere .. den holder om alle de hjemmesider eller billeder som man.. jeg har syntes at jeg har søgt på nettet hvad der er interessant og jeg vil gerne gemme det og huske det.
Researcher:	Så du finder også ting på nettet som du pinner.
Respondent c:	Ja det gør jeg.

Researcher:	Og det er så fordi at så kan du komme tilbage til det senere? Eller er der andre grunde?
Respondent c:	Ja kan komme.. og det er også nogle gange at man siger at det er smart og så aahh og så går man ned og så har man glemt det. Man kan pinne det der og så komme til det senere. I stedet for at jeg aldrig vil komme til det igen hvis ikke jeg havde Pinterest eller at jeg havde gemt det på min computer.
Researcher:	Har du nogle gange købt produkter gennem Pinterest? Eller bare lagt mærke til at der er reklamer der inde?
Respondent c:	har jeg det? Det kan jeg ikke huske om jeg har.
Researcher.	Nej
Respondent c:	Der er noget der siger mig at jeg har fundet noget igennem noget. Men hvad det var kan jeg bare ikke huske.
Researcher:	Men du vil ikke være afvisende for at købe noget igennem der, hvis det var?
Respondent c:	Nej slet ikke.
Researcher:	Hvordan vil du sige at din Pinterest profil ser ud? Altså i forhold til Facebook eksempelvis? Eller bare sådan generelt, hvordan din profil ser ud?
Respondent c:	jeg har ikke gjort noget ved den, jeg tror bare det er som man opretter den.
Researcher:	jeg tænkte mere hvad der er inde i din. Hvad karakteriserer din Pinterest profil, og hvor den så er anderledes i forhold til Facebook?
Respondent c:	Altså, Facebook er jo samlinger af.. hvis man sætter noget op af personligt. Du kan ikke gemme noget på Facebook, med mindre at du share med dig selv eller sådan noget. Eller på din væg eller sådan noget. Det er ikke til at overskue hvis der er noget du syntes er … Pinterest, så har du mapper som du kan gemme ting og sager inden i. Så Facebook er bare sådan en døgnflue agtig noget. Kig på avisen agtig. Pinterest er mere ligesom helse sider eller opskrift bog. Det er noget helt andet. Jeg syntes slet ikke at de ligner hinanden.
Researcher:	hvad karakterisere din Pinterest profil? Hvilke boards har du for eksempel lavet.
Respondent c:	mad. Alle kager . inventar vil jeg sige. Ideer til hus og have. Med selvfølgelig noget tøj tror jeg fra det også.
Researcher:	hvorfor har du lavet de her boards?
Respondent c:	fordi at det giver ideer til både hvad jeg vil .. hvad jeg for lov at lave om der hjemme ved Bo. Og så tøj stil.. altså det kan være islændinge sweater eller sådan noget. Det er noget stil som jeg kan få min stedmor til at strikke til mig. Så har jeg billederne af det. Kagerne, det er bare fordi det er lækkert.
Researcher:	så det er din interesse der spiller ind her?
Respondent c:	Ja absolut
Researcher:	vil du så sige at det er meget personligt. Din profil her.
Respondent c:	ja
Researcher:	Og hvad kan man sige. Vil du sige, at hvis vi kigger på Facebook. Er Facebook så mere personlig eller er Pinterest mere personlig?

Respondent c:	nej slet ikke. Pinterest det er personligt. Altså, de har hvad der interessere mig. Facebook er bare noget social medie som .. ej det.. Ej det er to forskellige verdener for mig i hvert fald.
Researcher:	Så de ting du pinner på Pinterest, det vil du ikke share på Facebook. Det vil være overskridende eller hva?
Respondent c:	Det vil bare ikke egne sig der. Jeg er heller ikke en der tager et billede og sætter hvad jeg spiser til morgenmad.. så vil jeg heller ikke sende videre nogle kageopskrifter eller sådan noget. Altså, jeg vil pinne dem og gemme det, fordi at.. men jeg vil ikke.. ej slet ikke. Og jeg tror også godt at man ved at Facebook.. de har jo rettigheder til at gøre alt muligt. Og du bliver også bombarderet med reklamer på der. Altså hvis du bare klikker på noget, så er det kommet ved siden af, så det er … ja Det er Facebook. Pinterest er meget mere, ligesom at du bare læser en bog. Agtigt noget. Og du kan bare klikke dig frem til dine interesser.
Researcher:	så det handler mere om dig eller hva?
Respondent c:	Ja. Ja det er mig i Pinterest. Facebook er mere.. ja .. jeg ved ikke .. ja. Se mig og se andre agtig. Og nogle nyheder der fra. Ja kontakt med nogle mennesker.
Researcher:	vil du så sige at din Pinterest profil. Er den vigtig for dig? Jeg kan også spørge på en anden måde. Vil du blive ked af det, hvis du mistede dem?
Respondent c:	Ja det vil jeg sige.
Researcher:	Ja, hvorfor?
Respondent c:	fordi at jeg ved at jeg har ikke gemt alle de ideer på min computer siden jeg fik Pinterest. Jeg gemmer på computeren det som jeg ikke kan pinne. Der er nogle sider som man ikke kan et eller andet bla bla bla kommer det med Pinterest. Nogle gange.
Researcher:	Ser du ofte dine pins igen? Tjekker du dem igennem igen?
Respondent c:	Ja. Det gør jeg fordi at jeg samler op i nogle bokse, mapper, måske fordi som jeg siger at jeg skal til at have malet min hoveddør. Eller fordi at jeg skal til at lave noget. Så laver jeg mapper i det. Så går jeg ind og ser overview. Printer det måske ud og går ned til farvehandleren for at vis de farver og den stil jeg havde tænkt mig. Det er sådan et inspirationsbord.
Researcher:	er der nogle pins du tjekker mere ud end andre.
Respondent c:	Det er meget forskelligt. Respondent A sender jo til mig et par gange. Så tjekker jeg dem men det er meget hvad jeg har gang i vil jeg sige. Fra tid til tid. Det kan være at nu hvor det bliver jul, så kigger jeg på alt mulig jule halløjsa. Så det er meget forskelligt.
Researcher:	Så afhængig af, jeg er tilbøjelig til at sige humør du er i, men hvad du måske lige går op i på det tidspunkt. Nu sagde du at respondent A sendte pins til dig. Per email eller over Pinterest?
Respondent c:	Det kommer i hvert fald i email. Og det er der hvor .. nå ja altså.. og det er der hvor jeg spontant går ind på Pinterest. Kommer tit fra. Og man for også fra Pinterest jeg for i hvert fald mails. Om noget der måske kunne

	interesserer mig eller der er nogen der har pinnet noget som jeg måske har haft eller har på mit board.
Researcher:	Men interagerer du så med andre brugere på andre måder end lige igennem mail.
Respondent c:	nej.
Researcher:	du liker ikke? der er jo det der lille heart tror jeg det hedder, eller like inde på siden.
Respondent c:	jo det gør jeg. Jeg kan godt follow. Er det det sådan noget der?
Researcher:	Der er follow men så er der også, men så er der også.. man kan gå ind og så kan man lave en kommentar. Eller man kan ligesom man kan på Facebook sige like til en post eller en pin her.
Respondent c:	nå.. jeg follower nogle men nej. Jeg tænker også at det er for tæt på. Det der er bare som inspiration. Det behøver ikke noget snak. I min verden altså.
Researcher:	Så det vigtige for dig, hvis man snakker interaktion, det er egentligt at kunne hente inspiration fra andre eller hva?
Respondent c:	Og gennem min egen. Altså gennem hvad jeg finder frem til andre steder.
Researcher:	deltager du i sådan nogle collaborative boards? Hvis du ved hvad det er?
Respondent c:	Nej jeg ved ikke hvad det er
Researcher:	Man kan få boards hvor man så kan pinne flere mennesker samtidig på et board.
Respondent c:	nå nej.
Researcher:	det kendte du ikke?
Respondent c:	Ikke hvad jeg ved nej
Researcher:	Man skal tilføjes.
Respondent c:	nå okay. Nej det eneste jeg gør det er at jeg follower nogle som jeg syntes er interessant.
Researcher:	Så du følger mange andre boards?
Respondent c:	nej ikke mange, men nogle
Researcher:	Kan du navne på nogle tilfældigvis?
Respondent c:	Respondent A. Men ellers ikke nej. Men der er nogle andre altså. Og det er måske i stil med..
Researcher:	hvorfor er de her brugere interessante for dig? Dem du så følger?
Respondent c:	Det kan være at de har fat i noget. Normalt vil jeg sige med indretningsmæssigt, havemæssigt, hvor jeg tænker at de har fat i noget som.. flere end et billede rammer mig. Så kan jeg godt se at vi har lignende stil eller jeg syntes at det er helt vildt interessant. Det kan være noget arkitektur huse eller et eller andet. Noget som jeg måske aldrig har tænkt over. Altså det er lidt forskelligt.
Researcher:	hvis de har en hjemmeside, tjekker du så den ud? Hvis du har lagt mærke til det. Så skriver de deres e-mail, nej deres hjemmeside. Så kan man se videre
Respondent c:	det ved jeg ikke om jeg har. Jeg har gået videre på nogle af de sider som hvor.. jo det har jeg. Jo det har jeg ja.
Researcher:	Hvor du så også igen .. ja for at finde inspiration eller hva?
Respondent c:	Ja eller for at fortsætte med det fordi at linket var der. Og se om der var noget mere interessant måske. Der fra.

Researcher:	har du venner, familie, andre som du kender som er på Pinterest?
Respondent c:	Min mor. Men jeg forbinder det ikke med personer, hvis jeg skal være helt ærlig. Det gør jeg virkelig ikke.
Researcher:	hvorfor ikke?
Respondent c:	jeg har fortalt dem på arbejde, og de viste ikke engang hvad det var. Men de er også alle sammen omkring 40 og op af. Der var ingen af dem. Altså vi var 13 på kontoret den dag, og der var ingen af dem der viste hvad Pinterest var.
Researcher:	nå. Ej det er heller ikke så kendt. Endnu herhjemme Så du opfordre faktisk andre til at komme på Pinterest?
Respondent c:	ja hvis de er sådan samlere som mig. Og hvis der er noget inspiration de skal hente så .. Det var ligesom Line der, hun skulle male os til halloween. Og jeg sagde at jeg havde bare de billeder fra Pinterest. Fordi respondent A havde sendt dem videre til mig. Det var sådan de fik af videre hvad Pinterest var.
Researcher:	Så det er situations bestem kan man sige?
Respondent c:	ja
Researcher:	Så er jeg ved at komme til enden i mine spørgsmål. Har du noget du har tænkt over i forhold til Pinterest. Noget du måske vil tilføje.
Respondent c:	nej. Altså jeg syntes det er. Jeg forstår ikke hvorfor at jeg for mail om, hvis der er nogen der har pinnet noget fra mig. Men det er sikker for at jeg lige skal .. som sådan noget likes agtigt noget. Jeg syntes bare at det er total urelevant for mig. Men det kan godt være fra andre altså.
Researcher:	hvorfor det? Er det fordi at. Det er så på grund af at du ikke forbinder det med sådan en slags interaktion.. social medie måske?
Respondent c:	ja det tror jeg er derfor
Researcher:	så det er din egen lille hule eller dameblad?
Respondent c:	Ja det er min bubbel der. Det er ligesom i gamle dage. Så var det sådan så at man hiv siderne ud af et modemargasin eller sådan. Og så gemte man inspirationer. Efterhånden havde man mange sider og klip og klister som man gemte. Men nu gemmer man det på computeren. Man hiver ikke ud af magasinet længere. Men Pinterest er så en afløser syntes jeg. Og også skide god fordi.. ja jeg kan selvfølgelig google noget, men jeg for meget mere samlet med det som jeg søger inde på Pinterest. Hvis der er en person der som dukker op. Altså de har de samme interesser, eller de har et eller andet. Det er sådan lidt ja.
Researcher:	Så tror jeg faktisk at jeg har fået det hele. Tusind tak fordi du ville deltage.

Appendix D: Respondent D

Researcher:	My first question is how long have you been on Pinterest?
Respondent D:	I've been since 2008
Researcher.	So since the beginning
Respondent D:	yes actually. Like basically since the first year that it came out. I was on it. I wasn't that active. I only signed on because my friends recommended it. And then I got into it a little later. Like I got more active and started pinning and posting, and following other people.
Researcher:	Can you remember why specifically you thought it was interesting?
Respondent D:	Like first they were on it because they liked a lot of fashion stuff, and they wanted fashion ideas.. and wanted to keep up with the fashion trends. And like being from Hawaii the fashion to be wasn't that important like I'm mostly in a bathing suit most of the time. So I didn't really connect to it in that way. But then I started looking at craft ideas for holydays like Christmas and thanksgiving and Halloween and all those little things. They have like really cool original ideas that you can make into like a craft project other than just buy a generic thing at wallmark or something. You can actually be involved, and decorate it however you want it. I got into the craft side of Pinterest before anything else. And that is why I got into Pinterest.
Researcher:	How much time do you use on Pinterest? From when you started and now also?
Respondent D:	I go there at least once a day. And it is usually when I'm between some break. Between class or I have already checked my email and everything I need to do, so maybe I go on there and look just for fun. And see what is going on. Or I see something that I like on TV or in a magazine, or when I'm surfing online and an add comes on and I click on it. And it's something interesting on that website that I like, then I go into Pinterest just to save the website, so I can look at it later.
Researcher:	Is it mostly impulsive or deliberately?
Respondent D:	I would say more impulsive that anything. It's not part of my routine, it's just when I do see something then it automatic ahh I should put this on my Pinterest so that I can look at it later. Reference it later.
Researcher:	Would you say that it is to pass time some times?
Respondent D:	I would say pass time for leisure. When I have the free time I'll go on Pinterest
Researcher:	So it's not like in the morning you have to check it like you maybe check Facebook
Respondent D:	yeah I would probably check Facebook before I check Pinterest. I will only do it when I have free time.
Researcher:	Which devices do you use. Like computer, mobile, tablet.
Respondent D:	Computer and mobile are my two main once. I don't really use it for tablet.
Researcher:	do you have a tablet?
Respondent D:	I do have a tablet. I guess most of the time that I am online and I think of Pinterest is mostly when I'm browsing something totally irrelevant. And then something will pop up that I think is interesting or that I like, and

then I'll go into Pinterest to save that site. And then when I'm on my phone I have the Pinterest app, so I go straight to the app and look at some of my follower… some of what I'm following. Like what is the new update. And I usually also go on there around the time that I have an itch to go shopping. And then I wish that I could go and buy some new boots or something, and then I go on Pinterest to get some boots ideas or whatever, sweater, like does kind of things. And of cause I get some ideas but that is not necessarily that I go out the next day and buy them. But it's nice to have this like shopping experience on Pinterest without really spending money. So you are kind of building an wardrobe, so maybe when you have the money or the time, some other time you can maybe open up your Pinterest and be like åhh yeah I like this boot, and it is this style and I go and find it since I'm already at the mall today or something.

Researcher:	Which social media sites do you use?
Respondent D:	well of cause Facebook. Yeah I would say that Facebook and Pinterest are my two main once.
Researcher:	And twitter and Instagram or?
Respondent D:	yeah Twitter and Instagram I only use for my volunteer job. And of cause a lot of my friends use snapchat. I don't really use shapchat. But they snapchat me a lot. So then I'm on snapchat sometime, like throughout the day when I have the time I'll look at a snapchat from a friend. But yeah mostly Facebook and Pinterest. Pretty boring.
Researcher:	how would you characterize the social networks. Like how would you characterize Facebook in comparison to Pinterest. What is the difference you think?
Respondent D:	I think Facebook to me is a more social network where I get to connect with my friends and they can connect with me, and see what 'm doing with my life. And on Pinterest, a lot of my boards are private. So they are mostly for me. There are some boards that are out to the public, so that other people can follow. But some of then are like, I wouldn't say personal, but I don't have a reason to advertise what I like, so I kind of keep it to my self. It's just like a more nicer platform to bookmark websites and bookmarks from. Like a craft websites and bloggers that I like. Like without having like a 1000 folders with a bunch of bookmarks with categories. Pinterest is just a nice interface to do that with.
Researcher:	What would you say. Maybe you already said it, but maybe you can expand a bit more about it. What do you thing is so special about Pinterest?
Respondent D:	Well I like that fact that they don't have a lot of advertisements like Facebook. They do have advertisement, but it's only if you click on that advertisement, meaning that you want to look at the product or want to buy the product, then you would click and go to the website. Versus banners and posters all over Facebook now.
	I'm following about 62 people and probably more every year. Those followers always stuff, obviously we have the same taste. Like I never follow anyone just because they post one interesting thing. It is usually that I see a couple of good things from them and then I understand their

	style and of cause I agree with them or I like it so then I would follow them. So I actually research a lot about them before I follow them. And that allows me to kind of choose the content that I see, and you don't have that option in a lot of other social medias, just who ever pays the most money they get their advertisement out there, versus here you are actually picking and choosing what kind of advertisement or followers you want to see. And what kind of products that they show that you actually enjoy. So it's a little more personalized experience.
Researcher:	I remember one respondent told me that it was like a big lady magazine, would you agree with that?
Respondent D:	No. Big lady like..
Researcher:	no no. like a magazine. Like an endless magazine for women that you can just.
Respondent D:	That is a good way to. A good metaphor for it to. My favorite part is that you can customize it. So you can customize a magazine that you subscribe to. You can choose how much you look at it every day. You don't pay anything. That is also nice.
Researcher:	Do you have anything negative or bad experiences with it, or anything that you thing is bad? That they could do better?
Respondent D:	yeah I have noticed that there are a couple of people, like companies that are advertising or target. For me it is GT.Max because I'm in the American market, or that is where my account is subscribed to. So now I'm getting a lot of advertisement. Which is fine, because it is not taking over my entire board, but when you click on it, you go straight to the website and you can add it to your basket and start buying stuff, which is a nice future, but there are other places that are scamming on it. Like they are pretending to be. Like oh this is a fashion blogger here and if you what to buy her dress you can click on this website, and then you click on the website and it takes you to this like sketch website, where they are asking for your information. Then you become unsure and what is real and what is not. And that is just now happening I have noticed. I haven tried anything of it and see if it is a scam or not, but some of it isn't really secure looking.
Researcher:	But do you like the feature that you can you can actually buy something? Is that good or?
Respondent D:	I think so. Especially because I also do a lot of online shopping. Because Denmark has crazy taxes and it's cheaper to by outside of Denmark if you can. So I like the feature of buying, I don't like idea that they might start advertising if you are not following them because they pay Pinterest or something. If I follow them, then I think it's okay, then I'm telling them that it is okay for them to advertise to me. If I'm not, then I don't want it showing up on my feed.
Researcher:	what do you think is the difference between the advertisement on Facebook and the advertisement on Pinterest?

Respondent D:	I feel like when on Facebook it is usually very general. And with Pinterest, maybe you looked at some blankets and then Pinterest will actually show you blankets the next time you come in from a different follower or form a paid advertiser. So it is still relevant to what you are looking for. Whereas Facebook. They might have looked at may data and said oh she may have looked at an article about shoes one time, and now they are going to take over my Facebook with a bunch of shoe adds, even though I might not have been looking for shoes, I might have been googling something for a friend. So sometimes the data isn't relavant in Facebook, whereas in Pinterest you are actually subscribing to the relevance of ..
Researcher:	So it's actually a nice function that .. to give you an actual opportunity to go and buy this
Respondent D:	yeah I like it.
Researcher:	Are there anything that you miss on Pinterest. Anything that you thought could be nice to have.
Respondent D:	No I actually don't think so. I think it's perfect the way it is. It's simple and there are not to many belts and whistles, and I think that is fine. I have been told that some people would like Pinterest to be connected to other social media. For example if you post something on Pinterest, you can maybe attaches it to your Facebook account, or Twitter and all that. In one go, like the other social medias are now working together. But like obviously for me, Pinterest is still a private thing for me, so I don't really care about being able to connect. But maybe at some point like I would start a blog, and then Pinterest would also be a new channel that I can use. But then I also have to load into Pinterest so that I can post to all the other ones in one go. Maybe that is the missing link between Pinterest and the other ones.
Researcher:	Do you look for specific content or do you just explore Pinterest?
Respondent D:	I actually just explore
Researcher:	So you never go like Halloween costumes or anything like that.
Respondent D:	I only might do that for food recipes actually. That would be the only time that I'm actually looking for something on Pinterest. Like oh I want to lean how to make pumpkin pie today. And I will type in pumpkin pie recipes. Then it will of cause pull up all the recipes. And of cause I pick the once that,. Like when you search Pinterest they show the ones that have the most followers and the most views. So you get the best of the best. In a way from Pinterst. And that is a nice feature build in.
Researcher:	And do you also check pin out that you have? Like if you see something, do you then click on it and move on to the home page?
Respondent D:	yes I actually do, because there are some pictures that look nice, and then you click on it and it's an article that has nothing to do with the picture. So it doesn't actually tell you how to make that product if it is a DIY project for instant. And then I just take it off because it is a useless website. It just mean that someone is trying to spam you. So I always check that it is the right homepage because once I put it on my board, then I can go back and look at it without having to dig though and try to find the real source.

Researcher:	And do you also check the website out? Do you only see this recipe and then move on, or do you ..
Respondent D:	No I also go on to the website to make sure that it is the right website, and I also make sure that it is something that I want to pin for my self.
Researcher:	I was thinking that when you go to the website. And you see this recipe. Do you also click on other things. Explore this website.
Respondent D:	no not normally. I just click it for whatever I want
Researcher:	Do you pin content from these websites? Do you find information from the web and then pin it to Pinterest?
Respondent D:	Yes I do. I'm subscribed to a couple of online interior design magazine. And if I see something that I like on that magazine. It's all online so if they have like a web where I get everything then I just pin straight from there to Pinterest. And they have, you know, the add on now
Researcher:	Yeah the pin it button.
Respondent D:	yeah exactly, so that also makes it a lot easier which is a nice feature.
Researcher:	because you can organize everything or some other reason.
Respondent D:	because then it's just one click and you don't have to copy and paste and log into Pinterest. So you just click as you go. So it's a nice browsing feature if I'm browsing for stuff for Pinterest.
Researcher:	Do you have any boards or anything Pinterest. Not from Pinterest, but from the pins.
Respondent D:	not of of Pinterst, but I did find something from Target once that I really liked. And because of that pin, I went out to target and bought it. So it was kind of an indirect. I didn't buy it directly from that website.
Researcher:	So you are not against the adds on Pinterest. You actually find it useful.
Respondent D:	no I think it's great. It's actually like a very interactive shopping magazine. At least for me.
Researcher:	How would you say that your Pinterest profile is different from you Facebook profile?
Respondent D:	oh that is good. I think for me that my Pinterest is actually more of my personality and my interests. And more of my hobbies. And my Facebook is really just usually about trips about.. trips I'm taking. I really don't post anything status wise on it. And when I do it's usually because I'm sharing a link from my clubs or social events.
Researcher:	So you don't like a lot of things on Facebook?
Respondent D:	I would say that Facebook is not as personal. I might upload a couple of picture of what I'm doing in my life. Oh I went on a trip to Paris. I put some pictures of Paris up there. But okay when you look at my Facebook you get an idea about, she has traveled here and here, but you don't know what I like. Like I don't have any information about movies or hobbies I'm into. That is also private anyway, so I have Pinterest for that. So you can probably figure out more about my taste and my personality through my Pinterest that my Facebook. And I also things that Facebook is .. the image of Facebook is more like.. it usually is a social .. social events are on Facebook. Maybe bigger social events like, I don't know, You got engaged. You got married. You went to Paris. You have these big life events maybe on Facebook, but you wouldn't

	know that she is really into garden making. You would not know that unless you go onto my Pinterest. It's like that information is not on there.
Researcher:	How would you characterize your Pinterest profile? What makes you you, you can say
Respondent D:	I think the main thing here would be interior design. Like I like ideas for making a nice home. And colour pallets. And furniture design, and that kind of stuff because that is mostly my entire Pinterest is about. Just ideas about how to decorate and build houses.
Researcher:	And like you said, it's you interest that is displayed here right?
Respondent D:	yeah exactly.
Researcher:	Are these pins important for you?
Respondent D:	I think so because I try to use a lot of the ideas that I see and really like. So it's my inspiration.
Researcher:	Would you be unhappy if I just deleted everything?
Respondent D:	yes I would. Now that I'm really into it. It took a long time to gather all the right kind of. And also making the right kind of names. And what categories. I would be very sad because it is hours and hours of my life.
Researcher:	do you often look at them again?
Respondent D:	yeah I do. Like when I usually add a couple of new pins to a board, and I will be like oh I haven't looked at it in a wile and what else have I else posted. I'll scroll down and check out the older post. And a lot of it I still like so I keep it, but sometimes I find one or two things that I don't know if I like any more and I'll delete it.
Researcher:	And you find new inspiration this way also.
Respondent D:	exactly. And I'm trying to keep my boards.. I have 35 boards, and I'm trying to keep it under 40 because I think that once you get past that it is just like you don't really end up using your boards, so I try to keep it in categories that I'm always posting in. Like food. And like just keep everything in like one food. And not break it up to desserts and like that so. I'm becoming because of my own criteria to keep it minimalistic so that I don't get lost in a bunch of boards. Then I'm really picky about what I actually pin. Like I really most like it to put it in my board.
Researcher:	And which pins do you mostly pin.
Respondent D:	Interior design pins.
Researcher:	That's because you are into it
Respondent D:	yeah and I also think that Pinterest has a really good material for that specifically like how to design a kitchen or an apartment.
Researcher:	Do you interact with other people on Pinterest. In any way
Respondent D:	only my first 8 friends that started me on Pinterest. Like once in a wile they will post something and I will be like oh that really looks good. One of my girlfriends that is like my size will pin something of the product, and she will also take a personal picture of it and sent it to me. Like privately on our board. And I will be like, oh can I borrow that dress. That will be like the only time that I will use Pinterest in that way
Researcher:	Do you write to each other on Pinterest? I don't know if you have seen that that is actually a possibility know ?

Respondent D:	Usually I will comment. But we share a private board, so no one else can see it. So it's kind of the same in that way. But no we do not use the messaging feature.
Researcher:	But do you comment on other pins like ..
Respondent D:	No just my friends.
Researcher:	What about the like, or I actually thing that it's a heart.
Respondent D:	I do. I do a lot of likes.
Researcher:	Why do you do that?
Respondent D:	I think. I don't know if they changed it, but as fare as I can tell when I like one or two pins from the same person, even though I'm not following them then they will though in one or two pins that they have gotten other likes for.
Researcher:	so it's mostly just to get more pins for your self, or because you want to say maybe cool pin or?
Respondent D:	yeah maybe just way it's a cool pin and then maybe say post something better or around the same next time and Pinterest will show it to me. And I will be like maybe I will subscribe to them like follower or just keep liking their stuff so that I can see what they are pinning next time.
Researcher:	One of my respondent noticed that.. or she thought it was very personal Pinterest, and she didn't notice really that you had all these followers, that really interacted in this way. Like with Facebook it was more direct. Would you say something like the same?
Respondent D:	yeah I would think so. Because it's not like when I see something that I really like. It's not like I notice who the user is. Like I'm not bias to who the user I s or if I seen them before.
Researcher:	so what would be different if it was on Facebook? You wouldn't share anything like this?
Respondent D:	no I wouldn't
Researcher:	And why?
Respondent D:	I just feel like Facebook is not the right place to share that with. That is not how I use Facebook anyway. Facebook for me is basically my photo album. That I'm able to share picture with other people and they can share pictures with me. And that is basically what I use it for. Other than to promote social events that I try to promote for my club or friend or I'm going to a concert and I want to see who else is going so I click I'm going to this concert so I can see which other friends are going. That is the only time I would use it in that personal of a way. Then everything else is not there.
Researcher:	So posting a pin or something like that on Facebook that would be strange
Respondent D:	I think that the people who do post a lot of hobby stuff, like especially about food. I have a weird thing about people posting about food on Facebook because it is like.. or at least Facebook through Instagram, or something like that. I Don't want to see that every single day, I don't care about what you are eating every single day. And if they bombard it with a bunch of hobbies or irrelevant stuff that I don't need to see every day, then I just stop following them on Facebook. And I don't want to be that person post, for me what seems like very personal and irrelevant

	information to people. Because if you post every single day about really not that important things then you lose followers, and people don't pay attention to your post as much or they don't even see your post. Or they unsubscribe to you because you are posting to much all the time. Versus on Pinterest, I can do that all day long. For me it doesn't effect that at all.
Researcher:	Do you participate in collaborative boards?
Respondent D:	I only have one, and that is the one with my girlfriend. She doesn't post that much on there because she has a lot of other followers obviously that are more public, but the once that she do post on there are usually the once that she bought something for before. Like she will post something like a dress that she saw on Pinterest and she will sent me a personal post of her in the dress. And she will be like, isn't it cute on me. And then you know, we kind of talk in that way, but that is about it.
Researcher:	Do you get inspiration from other users?
Respondent D:	Oh yes a lot. That is basically the only reason that I'm on Pinterest to get inspiration. And good ideas.
Researcher:	And do you follow a lot of users?
Respondent D:	I'm only following 62
Researcher:	Why not more and why not less?
Respondent D:	Because a lot of it is actually stuff that I'm already into, so I want to keep it down to below a 100. Because I feel that if I have too many following. I feel that if I'm following to many people then I feel that my content is not all that I want to see. So I actually will not follow the person per se. But I mostly follow on of their boards. And only one. And then I try to mix it up between different users in that way.
Researcher:	And who do you follow for example? Do you know them by heart. Or some of them
Respondent D:	Actually one of the people that I follow is my friends mom, and she has a ton of followers. And she is really into like arts and crafts. Sandy Miller is her name. And she has I think 500 followers. And she post a lot of stuff. Or she has even more. And she actually does a lot of this stuff her self to, Which I think is way she has so many followers. So she does a lot of arts and crafts. Sowing and. So does everything like that. And she is into this like rustic look. These kind of like farm house looks with the gardening stuff. And for some reason she has a lot of followers. She is actually on here more that on Facebook. She is like really into this. And I know her personally I meet her before. And we talked about Pinterest for like hours and hours.
Researcher:	So it is like a social topic or ?
Respondent D:	Yeah like when you meet another Pinterest person, like especially an active one like her. She wants to show you her boards, and she wants to show you where she finds stuff. And then she really likes to share that information. And it was not like she was pushing me to follow her, but of cause I wanted to follow her because she like talked me into like this is so cool. She is basically a homemaker, so she is a stay home mom. So she has a lot of time sometimes. And she also makes a lot of recipe

	food. And when I was over there last time, she made me like these amazing cookies, and I asked her where she got the recipe. Oh Pinterest. So she is really active in Pinterest
Researcher:	And do you follow any famous people?
Respondent D:	no. It's either personal contacts or random people that I see on Pinterest. I like what they are posting so I follow one of their boards.
Researcher:	Are your friends and family on Pinterest? You said friends?
Respondent D:	A lot of my friends are. My mom and my sister are not. They have an account but they are not really active. They never got into it. So I guess that it is either one of the other, you are either into in or you are not. And they were not.
Researcher:	Have you encouraged other people to use Pinterest?
Respondent D:	I have been trying to get Sebastian's mom into it. And her friends to arts and crafts. They actually meet up once a month and do a big arts an d crafts project. For the house, like making xxx for Christmas. baking something or yeah something.. weeding.. so yes they would actually be the perfect target marked for Pinterest, but they are just not that into it. I think part of it is the language barrier. Everything is mostly in English. They can speak and read English of cause, but they are more comfortable in Danish. There are not enough Danish post out there, so they are not that into it.
Researcher:	And why? Why do you tell people about Pinterest?
Respondent D:	I only tell people about Pinterest that I think will be interested in Pinterest. Other vice it is like I'm bringing up an irrelevant topic for most people. But if I see that they are into hobbies, or I see that they are into baking. Some of my friends are really into fashion and then I tell them that they should check out Pinterest because they have so many awesome bloggers and post out there that you can use as inspiration and ideas. I think that it is better categories that just doing a Google search. Because the stuff that you pull up are stuff that other people find interesting, so you have like a kind of quality filter in a way. Instead of like a random bunch of websites. You actually have a nice picture, and you usually have like an idea about the person you are following is like. And then kind of go from there.
Respondent D:	Do you have anything to add here at the end?
Researcher:	Anything that you thought about Pinterest that might be relevant?
Respondent D:	I haven't really looked at anything pasted the US marked, but I'm actually queries to see if they have like Spanish speaking branch, or Danish speaking branch. And I think that for a lot of people the language barrier is kind of the problem when it comes to more users in different countries. It would be interesting to see what is out there in that side of the market. Like the international market. Because I would like some Spanish recipes, but I'm not seeing that authentic Spanish, like home made recipes anywhere.
Researcher:	Have you tried to write it in Spanish
Respondent D:	yeah I actually thing that I was looking for this Moroccan cake that we have here. I wanted to find a recipe for it. Because the friend that brought it didn't actually know that her mom made it. So I was queries

because what is in it. Because it taste really interesting. And I couldn't find anything like that. And if I did it's probably in Arabic anyway. Then there is that language barrier on my side.

Researcher: That was all my questions.
Thank you for the interview.

Appendix E: Respondent E

Har været på pinterest siden 2010/11
Oprettede i forbindelse med at hun startede som Blogger (food blogger)

Før brugte hun det meget, men nu er det nede på max 1 gang om ugen.

Ca. 5-30 time. Men før hen kunne der nemt gå en time.

Det er for det meste velovervejet, og ofte om søndagen i forbindelse med opdateringer på bloggen. Nogle gange også på mobilen i forbindelse med notificationer i forbindelse med hendes blog.

Bruger hovedsageligt Computeren, fordi den giver et bedre overblik.

Facebook er personligt, og skaber ikke det samme visuelle overblik. Derudover er facebook alt for fyldt med personlige billeder og ikke med billeder/artikler der er inspirerende.
Instagram giver bedre inspiration, eftersom at dem hun følger deler en masse forskelligt. Men der er også en del personlige billeder.
Det gode ved Instagram og Facebook er at folk kommenterer på det der bliver lagt ud, dette ser hun ikke på Pinterest.
Pinterest er lidt for bred når det kommer til søgning. Søger man på food, får man en masse forskelligt, ikke noget specifikt.

Har ikke så stor betydning længere, eftersom at det ikke er et midie hun bruger så tit længere. Hun er alligevel forbundet til Pinterest, og lægger en del følelser i Pinterest.
Vil gerne opdaterer sin profil igen.

Hun bruger Pinterest, Facebook og Instagram.

Brugen Pinterest hovedsageligt i forbindelse med sin Blog. I starten var den dog lidt mere personlig end den er nu.

Hun bruger i forbindelse med at få mere omtale. Altså omtale omkring hendes blog.

Bruger Facebook og Instagram som et socialt netværk, men ikke så meget Pinterest i samme grad. Det er mest til at skabe backlinks.

Følger sine venner på alle medier.

Facebook er personligt, hvorimod Pinterest ikke forekommer så personligt.

Nej ser ikke de samme ting. Der er en god adspredelse. Gode grafiske billeder som der ikke er i forhold til andre medier. Visser en masse interessante aspekter.

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Food, travel og urban gardening. Disse er hendes interesser og også det hun har valgt at blogge om.

Udtrykningsvis fejler Pinterest ikke noget, men det er besværtigt at ligge noget ud, derfor bruger hun Instagram. Instagram er her og nu, hvorimod Pinterest er når du kommer hjem, og har tid til at lægge det på nettet.

Hun har et nært forhold til hendes boards, og føler at de er vigtige for hende. De er hendes interesse og det hun blogger om.
Hun tjekker dem ofte ud igen, og finder inspiration gennem disse.

(søgning)

Hun søger ikke så tit efter specifikke ting, men har brugt det i forbindelse med en opgave (fin røde mad ideer). Så hun bruger det specifikt alligevel, når hun skal finde noget.

(Andre Brugere){who: inter-individual, and inter-group differences among consumers}

Hovedsageligt omtale. Hun kan få backlinks denne vej. Derudover finder hun også inspiration gennem disse boards/pins.

Ja bliver inspireret af andre brugere.

Faktisk ikke så mange. Der er generelt en mangel på de brugere hun gerne vil følge (disse har ikke en Pinterest profil)

Hun følger andre madbloggerer samt venner der på Pinterest. Vennerne er mest for at sympatiserer med dem, ikke nødvendigvis fordi hun syntes alt hvad de laver er interessant.

Andre madbloggerer er interessante fordi der er inspiration at hente og fordi det generelt er kutyme at man følger en anden blogger, hvis de følger en selv.

Hun tjekker også deres hjemmeside ud hvis de har en.

På Pinterest kommer man lidt bredere omkring, men det kan godt virke lidt overskueligt nogle gange. Der er simpelthen for meget information på et sted. Instagram kan i modsætning grupperes efter interesse, så hun ikke for så meget information på en gang.

Familien er ikke på Pinterest men vennerne er. Se foregående

I begyndelse men ikke så meget mere. Det er ikke så nyt længere.

Hovedsageligt Mad pins, fordi det har hendes interesse, og fordi hun er blogger.

Hun køber ikke gennem Pinterest, men er ikke afvisende overfor det. Hun køber generelt ikke så meget..

Appendix F: Interview Guide

Introduction:

The respondents are introduced to the purpose of the thesis and the way the interview is going to be conducted. The respondent is encouraged to be as open as possible.

Introduction of respondent:

- Name
- Age
- Occupation
- Residence

Convenience and relaxation:

- **How long have you been on Pinterest?**

- **Can you remember what drove you to create an account?**
  - o Was it in connection to a certain event or because of a certain person that you joined?

- **How much time do you use on Pinterest?**

- **Is it deliberate or impulsive when you go on Pinterest?**
  - o Morning ritual or before you go to bed.

- **Which devises do you use to go on Pinterest?**
  (Mobile, tablet, or computer)
  - o Why do you use these?

Social network sites:

- **Which other social network sites do you use?**

- **How would you characterise these social network sites in comparison to Pinterest?**

- **What is special about Pinterest in comparison to other social network sites?**

- **Do you have any negative experiences with Pinterest?**

- **Do you experience Pinterest to be monotonous and narrow?**

- o **And in comparison with other social network sites?**

- **Do you miss anything on Pinterest?**

Information:

- **Do you look for specific content, or do you explore Pinterest instead because its fun?**

- **Do you check pins out that you have found?**

- **Would it not be easier to find this kind of information on for example Google?**

- **Do you pin content from the web to your board on Pinterest?**
  - o **What do you get out of pinning content to your site?**

- **Do you ever buy any of the products?**

- **Do you have anything against ads on Pinterest?**

Pinterest profile and use (enjoyment, entertainment and self-actualization):

- ▪ **How is your profile different that for example Facebook?**

- **How would you characterise your Pinterest account?**
  - o Is this a way for you to express your self?
  - o Could you do this on other social network sites as well?

- **Which kind of boards have you created?**
  - o Why?
  - o Are they important to you?
  - o Would you be sad if you lost them
  - o Do you often look at them again?
  - o Do you find inspiration through these boards?

- **Which pins do you mostly check out?**
  - o Way these pins?

Social interaction and community utility:

- **Would you say that you interact with other users?**
  - o **Do you 'heart' other users pins?**

- o   **Du you comment on other users pins?**
- o   **Do you participate in collaborative boards?**

- **Do other users inspire you?**

- **Do you follow other users?**

- **Do you follow a lot of people?**

- **Who do you for example follow?**
  - o   **Why are they interesting?**
  - o   **Do you check out they homepage if they have one?**

- **Are your friends or family on Pinterest?**
  - o   **If yes, do you follow them? And why?**
  - o   **If no, why?**

- **Have you actively encouraged other people to use Pinterest?**
  - o   Why?

Closing:

- **Do you have anything to add where at the end?**