

Developing loyalty with followers of digital influencers through Para social relationships

AN IN-DEPTH CASE STUDY OF THE
DYNAMIC PROCESS OF FOLLOWER
MOTIVATION, THE CREATION AND
DEVELOPMENT OF BRAND LOYALTY IN THE
ONLINE WORLD



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MSC. IN BRAND AND COMMUNICATIONS MANAGEMENT

MASTER THESIS
HAND IN DATE: 15.01.2018

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DEPARTMENT OF MARKETING
NUMBER OF STUS/PAGES: 177.812/ 80 pages

Executive summary

In the digital age, consumers control more and more of the communication, through platforms of which the individuals freely can express their opinions, consequently making it difficult for brands to steer the communication on their brand in a favorable direction. This challenging situation for brands can have devastating consequences, if the online communities across platforms sets to shift the agenda of what was intended from the brand. Therefore, this research takes a point of departure in digital opinion leaders, and their ability to influence consumers through relationships thereof. Typically, digital influencers are selected by brands based on number of followers in the desired target group. However, likes, shares and followership say little as to how the followers actually interpret their relationship to the digital influencers. Therefore, this thesis sets the objective to understand the nuances of this relationship, as to understand how this can contribute to brand loyalty. Upon selecting a digital influencer relevant to research, results of the netnographic pilot study of Cathrine Wichmand employed, exhibited numerous interactions between her and her followers. These interactions displayed a strong emotional connection, going beyond the proximity of observation from a distance, and emphasizing the need for theoretical constructs to enlighten the nature, and development of this relationship.

As called for by the observation of this social phenomena, the theory of para social relationships, follower motivations and brand engagement sufficed to the theoretical understanding of this. Furthermore, the interrelatedness of these constructs was revealed through in-depth interviews of six followers of Cathrine. This resulted in two models uncovering both the initial development of followership, and the Dynamic Para Social Relationship model, exhibiting enablers and conditions for developing and strengthening this relationship in contributing to brand loyalty.

Having established the interrelatedness of these constructs, a model for understanding the relationships of the digital influencer with its followers contribute to new nuances of what theoretically should be perceived as para social relationships. This further emphasizes how the strong emphasis on personal identification with the digital influencer supports the creation of brand loyalty.

Consequently, this thesis supports the existing literature on para social relationships with a dynamic model for understanding crucial factors for establishing these. Furthermore, this thesis contributes to the brand communication literature with the insight to employ digital influencers with a strong para social relationship to their followers, to be able to steer the communication on their brand in a favorable direction, and thus ensuring deeply rooted brand loyalty to their benefit.

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Chapter 1 | Introduction

Today, getting your message through in a media landscape, where you as a marketer do not longer control the messages or topic of conversation can have devastating consequences for the company brand (Keller, 1998; Aaker, 2014). However, by controlling the opinion leaders of the web, you are more likely than ever to steer the conversation in a favorable direction for your company's brand (Booth & Matic, 2011).

Opinion leaders, have also been described under the term "Influentials", in particular, in mass communication literature since it was introduced by Merton (1968) in his work on social structures. Common for this scholar and those before him, was the notion of opinion leaders as a natural part of the general public, typically with a specific expert area of interest and influence over their intermediate environment. Commonly in the marketing research context, the reason for exploring "Influentials" has been to understand how a "small group may accelerate or block the adoption of a product" (Roch, 2005, p. 110 in Watts & Dodds, 2007). As by doing so firms can minimize cost by optimizing their marketing communication towards a few, instead of the masses, creating a significant motivation for employing "Influentials" as brand ambassadors.

The benefits of employing this tool have also been widely acknowledged, as the notion of targeting consumers and target groups directly has increased in importance as the noise and user-generated content on social media emerged, and thereby created the shift in power of controlling the brand message from marketers to the public (Labrecque et al, 2013). In addition, up until the last decade physical proximity and face-to-face contact were a necessity for opinion leaders, but when the online sphere appeared, it changed the roles as personal interaction was now also mediated online, and thus making digital influencers the 21st century's opinion leaders.

The consumer behaviour and Marketing literature have instigated several attempts to understand consumer brand relationships, successfully finding links between consumer motivations and brand equity, based on brand attributes, loyalty in brand communities, and social media. However, most marketing literature have focused on the quantitative success of an influencer and brand engagement, establishing reactions, shares, and co-creation of content as indicators of digital influence on brand perceptions. However, a minor part of the academic community has started to consider the actual strength of the relationship between digital influencer and follower to form positive brand engagement and loyalty. The theoretical measurement for doing so, is called para social interaction, and is essentially an online relationship with a mediated persona, of which

followers perceive as a devoted friend. Originally, the theory was created with the purpose of predicting tv consumption (Horton & Wohl, 1956), however, today it is shown to have considerable influence on brand loyalty, through brand engagement and brand purchase intentions (Labrecque, 2014; Frederick et al. 2012, Lee & Watkins, 2016). Based on this, the following research objective and questions will be answered in this thesis;

1.1. Overall research objectives

How can digital influencers' relationship with their followers contribute to improved brand loyalty?

To understand the dynamics of the process, the following research questions will be answered;

- **What are the theoretical implications of the interrelations between digital influencers, para social relationships and brand loyalty?**
- **How are the motivations of a follower, and antecedents of para social interaction interrelated with brand engagement, and which affects do these have on establishing para social relationships?**
- **What is the relationship between followers and digital influencers, and what facilitators or restrictors might affect the creation of this establishment?**

In order to answer the questions above, this research will focus on the followers' perception of digital influencers, exemplified by the case of Cathrine Wichmand. Second, the theory of para social interaction and relationship will be outlined to create the foundation for understanding the relationship between digital influencer and followers, focused on the followers' point of view. Thirdly, the antecedents of PSI will be outlined in the extent fitting the online context, to understand the facilitators of PSI. fourth, the motivations and theoretical framework of brand engagement will be employed to understand how these correlate with para social relationships. Subsequently, the theoretical framework will be outlined to illustrate the interrelations between digital influencers, PSI and Brand loyalty.

1.2. Introduction to methodology

This research is possible when looking through the lenses of a social constructivist paradigm, as the social context of which is experienced is the value attributed to the online relationship. Furthermore, this study's is dual in its development, as it is explorative of nature, as the objective is to understand nuances of the online relationships, with the subsequent purpose of providing insights for future research deemed toward more generalizable purposes. The methods applied, are primarily qualitative, as employing netnographic analysis of the interactions available in the pilot case study of ROCKPAPERDRESSES, collecting theoretical structure for further development of degree of explanation, hence employing the inductive approach first. Upon creation, theoretical context was added, and in-depth semi-structured interviews with followers of a case influencer were carried out, adding the deductive approach to the methodological frame. Throughout, the abductive approach has been employed to continuously evaluate the process, findings, and understanding thereof. The in-depth interviews will shed light on the nuances of the antecedents of PSI and the nature of relationship, and underlying motivations between the follower and the digital influencer, whilst the netnographic results were employed to understand types of interaction, signs of PSI, antecedents, motivations and suggestions as to understanding this complex relationship. The six interviewees were selected to be as homogenous as possible, based on socio demography, in the age range 20-28, female, with a mid-or high level education, between final studies or first-jobbers, that have followed the blogger for a year or longer. Ensuring target group of case influencer and interviewees are aligned, subsequently ensuring validity of data.

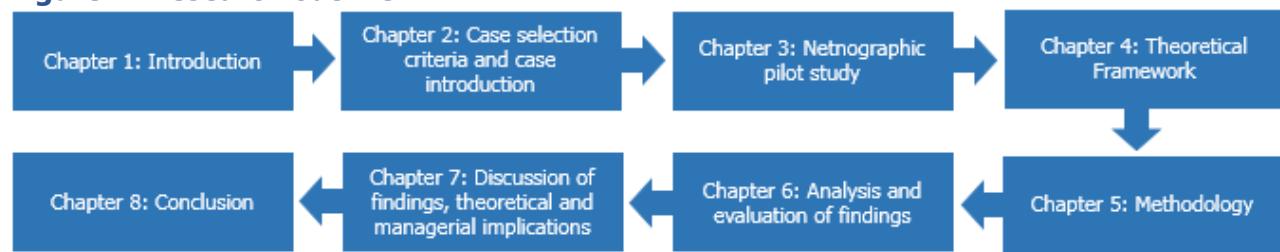
1.3. Introduction to theory

Research on para social interaction and relationships is the focal theoretical point of this thesis. Explicitly, the constructs and relations proposed later on, will be originated in online media context, adapting existing mass communication theory and consumer behavior in the form of para social relationships theory. Furthermore, the motivation for introducing this theme of theory is to justify a new way of understanding and fostering online consumer-brand relationships within branding, and the driver for a deeper understanding of consumer-brand relationships in the form of engagement and motivation theory. The perspective taken in the theoretical framework and this thesis in general, will therefore only undertake the perception of the consumer, and the value created from para social relationships, and any effect on overall brand engagement.

1.4. Research outline

This section will outline the structure of this thesis, in order to answer the research objectives set.

Figure 1. Research outline



Source: Authors own creation

The first chapter have provided the context of the research objectives, and underlined the curiosity of which this thesis takes it stand in the academic would, as well as introducing the research objectives, and introduction to methodology, and theoretical framework.

Chapter 2 will outline the criteria for selecting ROCKPAPERDRESSES as the chosen case to understand the relationship between influencers and their followers.

Chapter 3 will explain the results from the netnographic pilot study, and explain the nature of the interactions take place on the Instagram and Blog of ROCKPAPERDRESSES, to allow for guidance of selection of theory.

Chapter 4 Will focus on the theories applied in this research, and outline the key concepts of para social relationships, follower motivations, brand engagement, and brand loyalty. Once uncovered, these will be gathered in a theoretical framework, to suffice with the process of how para social relationships can be understood.

Chapter 5 outlines the research design appropriate for understanding the follower and influencer relationship, by introducing the scientific approach, and introducing the qualitative methods applied. Furthermore, the validity and reliability of the research will be discussed.

Chapter 6 the analysis will exhibit the findings from the in-depth interviews collected, the data will be structured by the theoretical themes previously introduced. Concluding upon the employed are evident.

In **Chapter 7**, the findings of the analysis will be discussed in relation to the theoretical framework and the research questions, and will upon conclusion be redefined and illustrated in a new theoretical framework of the relationship of the followers with the influencer. Subsequently,

the theoretical implications and future research will be described. Lastly, this section will contain the managerial implications of the findings.

Chapter 8, this chapter will sum up the conclusion of this thesis, by recapping the overall sum of the project, and the findings thereof.

Chapter 2 | Case selection and case introduction

This chapter will entail the selection criteria of selection, and the introduction of ROCKPAPERDRESSES, by explaining the circumstances for finding an appropriate case, and further explaining as to why in detail she is the case to study. As the purpose of this thesis is to understand the relationship between followers and digital influencers, it is of great importance to select a case with interactions to look into. Furthermore, the case of interest, will be used to understand dynamics of interactions, of which later on will be supported and understood through theoretical perspective, due to the inductive and explorative nature of the research design.

2.1. The criteria of a successful influencer

When further searching for a case to study the interaction between Influencers and their followers, it is important to exclude Influencers that were celebrities from tv, only belonging to a certain sub-segment (tech bloggers, mommy bloggers, etc.), as this will bias any signs of emotional involvement in terms of fandom and type of celebrity. This leaves the news room quite empty, as the general categorization of influencers is created based on quantitative measures or “best” within a certain medium, which upon research, to find the interactions available is number of likes, followers, and awards given based on the beforementioned (bloglovin.com, danskemodeblogs.dk, findbloggere.dk, arosbusinessacademy.dk (the creator of the blog awards), Guldtuben.dk). Success of an influencer is very much dependent of the quantitative measures as a sign of popularity, and not the depth, and nature of interactivity. Therefore, such measures are exclusively relevant in choosing the subject of digital interactions.

The volume of the comment section (regardless of social media platform) is a relevant indicator, as the number of qualitative interactions, is the subject for expressions and indicator of nature of the relationship between the Influencer and follower, which also goes beyond the choice of platform of the influencer, as seen in the table below, the comment section is the most widespread type of interaction across platforms.

Table 1: Penetration of daily use of digital platforms in DK and Interaction types.

Platform	Penetration of daily users	Primary Content type from Influencer to Follower	Interaction type from Follower to Influencer	Interaction type between Follower to Follower
Facebook	62%	Posts w. pictures/video/text	Like, Emoji expression, share, comment,	Likes, Emoji expressions, comments,
Youtube	17%	Posts w. video/text	Like, dislike, share, comment,	Like, comment.
Snapchat	15%	Posts w. Video/text	Direct response from follower to Influencer, not public (except from sc).	Not possible.
Instagram	11%	Posts w. Pictures/video/text	Like, share, comment, direct message (not public)	Like, comment.
Google +	11%	Discussion forums w. pictures/video/text	Like, share, comment,	Like, comment.

Source: Own creation, with statistics from Statista¹

As the comments section above established the first fitting criteria for selecting an influencer, the second criteria for finding an influencer suitable for studying digital interactions, is the types of interactions contra variety of posts. An influencer focused on a specific topic, will generate specific circumstances for posts, therefore variety of post content is a must, as researching interactions that can portray elements of a traditional friendship, work, social life, private life must be identifiable. As the Danish influencer scene is divided into specific genres of bloggers, it seemed difficult to find one generating the substantial amount of data sufficient for analyzing the digital interactions, whilst also portraying several aspects of life, and not being a celebrity. However, the Danish 28-year old influencer and blogger Cathrine Wichmand, is in fact this. In order to further understand the nature of the interactions on the platforms of Cathrine Wichmand, following will be an outline of few of the results from the netnography pilot test.

¹ Statista – Social Media usage in Denmark 2016, p. 11 (WEB1)

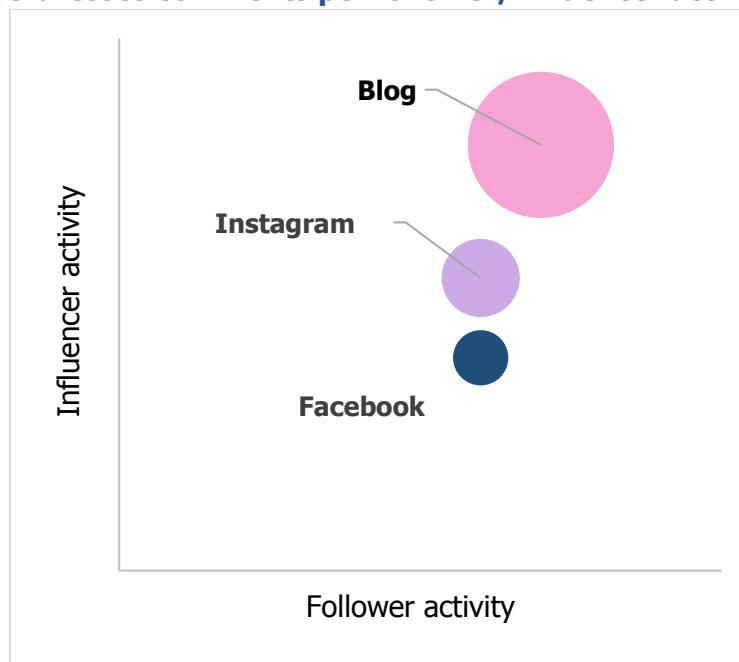
Cathrine Wichmand has been active in the digital arena since 2011, and have a background with media, radio and communication. She is 28, married and have a dog called Frida, and within the past year have transitioned to becoming a full-time influencer, active on her own blog ROCKPAPERDRESSES, Facebook, Instagram (stories and profile), Twitter, Google+, and snapchat (WEB2).

The type of posts she shares, is divided into categories (visible in posts), covering; "Fashion", "Beauty", "Decoration", "Out of office", and "Life". In that respect, the first three clearly indicated the topic of the content, where "Out of office" refers to travels, movie/tv, food and music/podcasts and "Life" refers to posts on love, fertility treatment, wedding, and work (WEB 2)

2.2. Platforms and interactions

Most interactions, are registered on the blog-site, Instagram and Facebook. The platform with most comments, is her own blog, where the average of comments per post is well above 10, including most interactions from followers to influencer, then from influencer to follower, and third part is interactions between followers. On Instagram, the average of comments per post is lower than on the blog, about 3 per post, but here the interactions are mostly from followers to influencer and among followers. Third, is Facebook, with fewer interactions per post than Instagram, with a high degree of follower to follower interaction. The level of influencer to follower and follower to influencer interactions is approximate the same. As illustrated, the size of the bubbles indicates the volume of data (comments) relative to platform. To clarify, the interactions on the blog are highly made by the Influencer and from follower to influencer, and to other followers. Instagram is the second largest pool of data, having mostly follower activity and lesser Influencer activity, whilst Facebook is the smallest pool of interactions between influencer and follower, and mostly follower to follower.

Figure 2: Rockpaperdresses comments per follower/influencer activity.



Source: authors own creation

The emergence of media personalities and connecting with them through social networks has introduced a new area of research on social media personalities. Generally, Social media is two-way communication and a more balanced relationship between media personalities and media users, but the latest research has indicated that interactions are still mostly one-way. Even though social media sites and influencers, like Instagrammers, allow followers access to the personal life of the media personality, the influencer still control the degree of reciprocity in the relationship (Stevers & Lawson, 2013).

As previously mentioned, the need for measuring the influence of an influencer, should not only be defined by the reach of the followers, but also the depth to how far they will follow. Cathrine Wichmand has both, with more than 10000 monthly visits to her blog and almost 42000 followers to her Instagram, this is a viable business case, that have been frequently referred to as a blog with long-time relationships, and incredible consumer involvement, thus making the value of brand relationships mediated here extremely relevant when looking at a case with positive relationship with brand engagement (WEB2, WEB3).

Chapter 3 | Initial results of pilot test

Two areas of the platforms were piloted, the Blog (WEB2) and Instagram (WEB3), as snapchat is not a public medium, it is only mediated from the influencer to the follower, allowing feedback from the follower to the influencer to be private among the two and therefore not relevant to research from a netnographic approach. Further, the volume of interactions available on Twitter, Youtube and Google+ is only sufficient for this purpose from influencer to follower, but not follower to influencer or between influencers. As previously mentioned, the two most voluminous platforms, Blog and Instagram, will be subject to this research, as these will provide valuable insight into the nature of the interactions, in terms of sentiment and nuances of the relationship established between the influencer and follower, follower to influencer and between followers. As briefly touched upon, the netnography pilot study showed increasingly high indicators of strong relationships between influencer and followers on the two popular platforms. Specifically, the indication of consumer engagement was particularly high in personal stories and sharing of private content, not related to clothes or topics of more materialistic nature. In particular posts on fertility treatment, her recent wedding (and planning thereof), received extreme attention, support and involvement from followers, expressing extreme love and emotional involvement in the relationship with the influencer.

Noteworthy, is the strong emotional bonds exhibited, i.e. in a follower comment on a post about the year that has passed on the blog and top 10 posts;

"Hi Cathrine,

I want to congratulate you, for all the lovely posts you publish. Because even when there are periods of time where your wedding has taken up a lot of space [on the blog], then you are still true to the blog and the subjects you usually write about, and therefore one is never disappointed when clicking onto your site. Keep sharing your thoughts on big and small, because it is truly inspiring! And, as other people also notes; its like I know you as one of my girlfriends. Its pretty funny. A while back I was biking along Gammel Kongevej, and a little pug caught my eye on the sidewalk. And what do you know, it was your Adam holding the leash. I was completely caught off guard, and wanted to shout "Hi!":) That was actually a pretty weird experience, because we are so many that "knows" you, and Adam (a bit) but none of you really now us.

Happy new year! "

(Appendix, P5_3)

Apparent is this extreme type of online "friendship" visible in the posts. The follower indication of feeling they have an extensive and personal relationship, knowingly that this is mostly one-sided and online-dependent calls for further explanation and theoretical underpinnings to be understood in detail. This example is just one of several from the results, explaining a deep emotional

connection with the digital influencer, and thus must be uncovered more in detail. Although uncovered in the exploration of the interactions on the blog, theoretical context must be deeper uncovered, in order to understand how this social phenomenon can exist, be created and what contributions it can induce in the branding literature.

Having introduced the digital influencer of importance, the next section will focus on the theoretical key points employed in this thesis, para social relationships and the antecedents thereof, the engagement levels of followers, and the nature of motivations behind their activity. Results from the netnography pilot study will be further exemplified and highlighted in the following.

Chapter 4 | Theoretical framework

This chapter will introduce the theoretical contribution used to understand the mechanisms involved in how influencers and the relationship with their followers can be understood. Firstly, para social relationships will be outlined and defined, to understand the details of this online phenomena. In addition, the antecedents and case examples will be explained, as to understand how these are interlinked. The second part, will focus on engagement levels, as to understand the nuances of consumer motivations, and how these play an important role in the influencer-follower relationship. The third part will focus on the possible brand outcomes of these types of brand-consumer relationships might induce, as to exhibit how para social relationships, engagement and motivations can interplay to increase overall brand loyalty from the follower towards the digital influencer. Lastly, the theories are summarized into a theoretical framework, illustrating the core of theories applied in this thesis, and their possible interplay.

4.1. Para social relationships

This thesis will undertake the theory of para social interaction (PSI), in order to investigate how influencers mediate brand objectives to consumers. The theory of PSI has gained popularity in the marketing literature in later years, as it has been employed to explain the relationship consumers engage in between people they only know based on their social media presence, and despite never having met them in person, still feel and engage in their online lives as would a friend in the real world (Horton & Wohl, 1956; Labrecque, 2014). In earnest, people believe they are engaged in a direct two-way communication conversation, feeling as though they communicate with "real friends" (Labrecque, 2014) Yet, these feelings are nurtured through carefully constructed mechanisms, such as verbal or nonverbal interaction cues, and are, in reality, mostly one-sided (Labrecque, 2014). In essence, this phenomenon, is defined in the marketing academic field as;

"An illusionary experience, such that consumers interact with personas (i.e., mediated representations of presenters, celebrities, or characters) as if they are present and engaged in a reciprocal relationships"

Labrecque, 2014, p. 135

4.1.1. Para social interaction in theory

Originally, the theory on PSI was created to understand the relationship between media users and media figures (from celebrities to fictional characters), and was a topic of interest within the mass media, as to explain the development of consumer relationships with media such as radio or television (Horton & Wohl, 1956). It was initially defined as the apparent face-to-face interaction

that occurred between media characters and their audience. While the audience is defined as mass media users, media characters include several types of figures (or personae) such as presenters etc. The behavior of a persona during each interaction event (e.g., television program, commercial, or interview) would enable the viewer to form an opinion about that persona, of which the viewer then carries into the next para social episode/interaction (e.g., Auter, 1992; Perse and Rubin, 1989; Ballantine & Martin, 2005). As with interpersonal relationships, these opinions/reactions then influence a viewer's feeling about the personas behavior, which will then affect the para social relationship with that persona (Alperstein, 1991). Apparent became the notion that PSI is considered a "friendship" with a media personality (Perse & Rubin, 1989) from which followers seek advice from media personalities as if they were friends (Rubin et al., 1985, As, Perse and Rubin (1989) describe the experience as individuals "feel that they know and understand the persona in the same intimate way they know and understand flesh and blood friends" (p. 60).

After the first decades of PSI research, the theory was employed in the search for predicting tv viewership based on newscasters, building upon the first theories, that relationship development with media personas was not a matter of sheer exposure duration, and was found to be developed in ways similar to personal, real life relationships being a functional alternative to interpersonal relationships (Rubin & McHugh, 1987; Perse & Rubin, 1989). Specifically, three similarities was found in which para social interaction resemble interpersonal friendships as para social relationships are voluntary, and often contain a personal focus. Second, both relationships provide companionship, and third, social attraction is an antecedent of both (Ballantine & Martin, 2005).

Already by then, the notion of a relationship developing over time, and the illusion of it was apparent. In today's context, the aspect of "An illusionary experience", can be transferred from the studies on television, to that of social media – as many digital media personalities are not in fact sustaining and communicating their identity themselves, but employ assistants and strategists to support this digital persona.

4.1.2. Para social interaction and brands

The past years, several marketing studies have tested aspects of PSI in several settings, some proving positive relationship between high PSI and its positive influence on branding objectives. On the larger part, these have been successful. The studies have been streamed into two directions, one focused on PSI and positive relationship to consumer attitude; Brand consumer

judgements (Ledbetter & Redd, 2016), Brand imagery (Xiang et al., 2016; Park & Lennon, 2004), and for Brand awareness (Chen, 2016). Furthermore, successful studies have shown the positive relationship between PSI and consumer engagement in online environments (Ballantine and Martin, 2005; Colliander and Dahlen, 2011). This thesis will follow the latter stream, investigating the relationship between consumer motivations for engaging on social media, and the antecedents thereof, and PSI relationships role in generating consumer engagement.

The last grand theoretical framework of para social interaction, was the “PSI scale”, a quantitative 29 item instrument to measure PSI (Rubin et al, 1985). Although having been modified by several theorists in the past two decades, the theoretical framework employed by Labrecque (2014), and Lee & Watkins (2016) manage to successfully demonstrate the antecedents, and presence of PSI in an online context, and exhibiting positive relationship outcomes on increased brand loyalty intentions, willingness to provide information (Labreque, 2014), and brand purchase intentions (Lee & Watkins, 2016).

4.1.3. Digital media para social interaction characteristics

The coherence between the brand objectives and para social interaction, differ a bit in the studies of Labrecque (2014) and Lee & Watkins (2016). Although they refer to the same definition of para social interaction, one study’s PSI antecedents have been modified to be applied in the computer-generated online replies in brand communities, to demonstrate theoretical guidance for marketers when trying to establish relationships in the online environment. The research established causality between antecedents of PSI and brand objectives, through three different study designs, whilst emitting PSI effects are damped considering computer-generated message cues, in contrast to human (Labrecque, 2014).

On the other hand, Lee & Watkins (2016) modified the para social antecedents to measure PSI in consumers of vloggers’ ability to change luxury brand perceptions. Their research showed the benefits of incorporating social media in brand luxury brand management, as a viable tool for altering brand luxury perceptions, as mediated through feelings of PSI.

In addition, all three scholars (Labrecque, 2014, Lee and Watkins, 2016) set the theory of para social interaction in the digital context. One being the aspect of illusions, for Labrecque it is the question of computers can in fact mediate the same feelings and friend-like relationship in their message cues online as humans, and Lee & Watkins exemplify this aspect by the questioning of

different vloggers influence, vloggers which are personas/characters “played” online by people, but emphasizing these personas are different from the real persona of the person “playing” them online.

Second, the notion of para social relationships is characterized by the development over time, presuming that several interactions over time will lead to a strengthened relationship, as attraction to a media personality increases as the number of rewarding “interactions” or repeat viewing increases (Rubin & McHugh, 1987). However, both studies (Labrecque, 2014; Lee & Watkins, 2016) argue one interaction (verbal and non-verbal communication) between personae and follower can unfold as a para social interaction, possibly creating a para social relationship over time between personae and follower.

Third, in line with recent applications of para social interaction theory to the online context, Ballantine & Martin (2005) and Frederick et al. (2012), note the importance of developing PSI outside the traditional media scene as PSI “can also be fostered through messages in an online environment, that are designed to bring the viewer closer to a mediated persona” (Labrecque, 2014, P. 135). Due to the tools available, in form of online tracking of IP/persons online, usernames, and two-way communication, both Labrecque (2014) and Frederick et al. (2012) argue that communication online are seemingly more two-way than in the traditional PSI sense (TV and viewer), yet due to the lack of real ID, and changing responders from the online persona, the communication is in fact more one-sided and can have an anonymous benefit.

Fourth, the nature of the one-sided communication is slightly updated, as new ways of communicating has been made possible online, which was not in the traditional measurement of PSI. however, the way of communicating is still based on message cues, and non-verbal (such as eye contact, body language) and verbal (addressing others and their presence). In the study of Labrecque, (computer-generated brand responses), the non-verbal communication is expressed through message cueing listening and responsiveness, whereas in Lee & Watkins (2016), the subject persona was a vlogger shown in video format, supporting para social interaction is found in both formats.

4.1.4. A case of para social relationships?

Para social interaction will be evident in the digital interactions if the post (from influencer) or comment (from the follower) will be of positive, emphatic, friend like wording and/or meaning character, as indication of feelings that they know and understand the influencer/follower in the same intimate way they know and understand flesh and blood friends (Appendix, P5_2; P5_4). This can also be expressed in positive interactions of advice mediated between influencer and followers, carried out in a friend like manner, as a sign of a para social relationship (Appendix, P1, P2; P1_1). Furthermore, the presence of PSI on the blog sites will be positively associated with engagement levels, where high degree of PSI will be positively associated with engagement (Appendix, P1_1; P3_1), thus possibly being mutually beneficial constructs. Increasingly the netnographic preliminary analysis has shown a high degree of para social interactions, leading to para social relationships – thus creating this case highly relevant to investigate antecedents of PSI in the online context of digital influencers.

Having explained the appliance and relevance of the theory of para social interaction in the digital arena, it is evident to introduce the antecedents thereof to understand the driving mechanisms behind these relationships. It must also be noted that even though para social interaction was originally created as quantitative measurements in many renowned studies (Labrecque 2014, Booth & Matic 2011, Rubin et al, 1985), these will be introduced as theoretical themes.

4.1.5. The antecedents of para social interactions and relationships

The four antecedents of Para social relationships are based on results from Lee & Watkins (2016) and Labrecque (2014) based on the traditional PSI measurement antecedents. In the mentioned studies, the constructs have been successfully updated to fit with the current media landscape, adapting the PSI measurement to the online atmosphere; social attraction, attitude homophily, perceived interactivity and openness in communication.

The first two antecedents, have been set forth in the study by Lee & Watkins (2016), introducing personal identifiers such as social attraction and attitude homophily. These two can be categorized as predominately psychological antecedents, as both are on the large part focused with the subjective notion of the follower and their perception of the mediated personae. Specifically, they are revolved around perceived similarities with the digital influencer, in terms of social life, and attitudes.

The latter two antecedents have been introduced by Labrecque (2014), and can be categorized as the process-oriented antecedents, as both perceived interactivity and openness in communication are found in the message cues, and induce para social interaction emotions in each interaction, comment, like happening between the influencer and follower. Specifically, these process-oriented antecedents are directly associated with the conversation, and thus also subject to influence from both influencer and follower, whereas in the psychological antecedents there is a higher degree of subjectivity from the perspective of the follower, which is less apparent to the influencer, and thus less possible to deliberately influence.

Subsequently, this study will focus on four antecedents of Para social interaction which have been proven to positively affect the strength of PSI in an online context (Lee & Watkins, 2016).

4.1.5.1. Social attractiveness

Social attraction to a media personality has been found to be a predictor of PSI (e.g. Perse & Rubin, 1989; Ballantine & Martin, 2005, Lee & Watkins 2016). This is based on the belief and trust in the media persona is like other people in the viewer's social circle (Ballantine & Martin, 2005), but also how well the viewer believes they know the personae (Perse & Rubin, 1989). And as Frederick et al. successfully defined the notion of social attraction in an online context. In this thesis, the theoretical definition will follow;

Social attraction is deemed when the follower perceives the digital influencer to appear "Social and approachable" and to be viewed "as someone they could have a relationship with and as someone who could actually fit within their everyday circle of friends"

Frederick et al., 2012, p. 495

According to para social relationship theory, the mechanism establishing the viewers opinion on familiarity of the persona, involved in this antecedent of PSI is derived from uncertainty reduction theory (Cole & Leets, 1999; Perse & Rubin, 1989). The basic assumption of uncertainty reduction theory (UTR) is that people communicate to reduce uncertainty and studies on URT in media consumption have proven that viewership is motivated by a desire to reduce uncertainty about social behavior (Berger & Calabrese, 1975 in Rubin & McHugh, 1987). Essentially, Perse & Rubin (1989) proved in their study on soap opera characters, that the more likely the viewer believes to be able to predict the behavior of the personae, the more likely PSI will occur, as they can predict and feel more comfortable with the personae's social behavior.

Challenged by relationship formation theory, the key argument is that the longer timespan the viewer has been exposed to the personae, the more likely PSI will occur. Yet, Rubin & McHugh (1987) found (employing McCrosky & McCains 15-item scale measuring social attraction), that social attraction was a more reliable antecedent of PSI than physical attraction and time spent with the personae. In addition, these results were confirmed in an online media context, when Frederick et al. (2012) deemed social attraction positively correlated with para social interaction, in a study on athletes' followers on twitter, than time spent with the medium. In addition, the results of their study contributed with the notion of the athlete in question, were able to break down the uncertainties often associated with relationships between media personas and media users (emotions, values and attitudes) due to an interactive nature of the personas twitter account, as a result appearing more outgoing and down to earth, in contrast to passive usage of twitter.

As previously noted, McCrosky & McCains 15 item scale measuring social attraction has been proven to support social attraction, and positive correlation to PSI. Recently, Lee & Watkins (2016) successfully proved this coherence in another online context, in their study on Vloggers and brand luxury perceptions on Youtube. Essentially, they employed instruments such as "This Youtube blogger could be a friend of mine" (Lee & Watkins, p. 5756, 2016), again confirming that if the viewer believes the personae is similar to themselves, and others in their interpersonal network, the more likely PSI will occur.

Seen from the case of ROCKPAPERDRESSES, it is very evident that the antecedent of social attractiveness is leading to para social relationships, stressing the number of rewarding interactions with followers, is perceived to be a great indicator of both para social interactions leading to para social relationships, thus increasing and prolonging the engagement of the follower. The further responses from followers highlighting the similarity between the influencers ability to be "down to earth", and "approachable" and "warm" indicates a high degree of para social interaction established by this antecedent.

As this antecedent have been tested in several decades of PSI research, and proven valid in an online media context, this study will explore this as one of four antecedents of PSI in an online context.

4.1.5.2. Attitude Homophily

Following the example of Frederick et al. in defining the online PSI antecedents, this thesis will undertake the following as the second PSI antecedent;

"Attitude homophily is (...) a sense of shared likeness based on similar attitudes and beliefs"

(Frederick et al., 2012, p. 484)

The term "homophily" was used to describe "a tendency for friendships to form between those who are alike in some designated respect," (as Turner, 1993, pp. 444, cites). Eyal and Rubin (2003, pp. 80) define homophily as, "the degree to which people who interact are similar in beliefs, education, social status, and the like". Meaning, the more a viewer sees similarities between themselves and a persona, the more likely they will interact frequenter with the person. As, through this connection and interaction, the viewer can, most likely, confirm their own beliefs of life and identity (Lee & Watkins, 2016). This means, in terms of PSI, that the more the viewer perceives to share similarities of beliefs with the media personae, the more likely they are to be willing to continue this valuable interaction. Decades of PSI research has identified attitude homophily as an antecedent to increased identification with a television character (Eyal & Rubin, 2003; Turner, 1993).

However, this antecedent is not only valid outside the digital arena, as Frederick et al. (2012), and Lee & Watkins (2016) both proved its relevance when measuring PSI in respectively Twitter and Youtube context. Specifically, Frederick et al. Appoints positive correlation between "active display of (...) thoughts, feelings and behaviors" and attitude homophily, and PSI (p. 495, 2012). In Lee & Watkins' study instruments such as "The Youtube blogger thinks like me" and "The Youtube blogger shares my values" (2016, p. 5756) was very much associated with PSI, meaning a very high importance of this antecedent presence in order to establish PSI.

Stressing this construct as a psychological antecedent, is rooted in the nature of the follower's activity on the different platforms of ROCKPAPERDRESSES, as frequent display of similar opinions and affirmations are positively associated with para social interaction, leading to longer and deeper engagement. Specifically, posts shared by the influencer is responded with likeness of the influencer, appreciation of attitude, and a shared sense of community, when discussing attitudes

and purchase preferences, followers are more likely to engage in the conversation, when they share similar attitudes as the influencers (Appendix, P1_3; P1_4; P4_1).

This study therefore proposes that attitude homophily will be a positive influence on PSI in line with PSI research done in the online context.

4.1.5.3. Perceived interactivity

An important part of para social interactions, is establishing a sense of interaction between the consumer and the personae. Whilst the marketing literature has established interactivity as an inherent part of the online environment, the link to para social interaction has emphasis on the perception of interactivity. This referring to speed of the response and the ability to communicate content that is related to a follower's prior message, in the sense that message features can heighten the perception of interactivity between influence and follower in an online context. Labrecque, defines the antecedent as; "being dependent on the user's perception of taking part in a two-way communication with a mediated persona" (2014, p. 136). Further, emphasizing the interactivity not being appointed to an interactive interface or technical features, but defined as;

Perceived interactivity is; "The content and cues within the message itself, which can be used to create an impression that the persona is listening to and interacting with the viewer in a timely manner"

(Labrecque, 2014, p. 136)

As in most social encounters, online or offline, PSI feelings should increase a sense of mutual awareness and increase attention to the mediated persona. In this sense, PSI is contingent on the notion of the viewer is aware of the persona, but also that the persona is aware of the viewer. In other words, PSI can be an outcome of perceived interactivity from the viewer, if the persona achieves to create the impression of listening and being responsive to the audience. In specific, Labrecque stresses the importance of creating messages which create elements to sustain the illusion of the two-way communication, and is communicated in a timely fashion (2014). In detail, questions such as "Brand allows me to communicate directly with it" were highly associated with increase of PSI in the study on computer-generated brand response (Ibid, p. 138).

As previously briefly touched upon, this is a antecedent that can be categorized as process-oriented, as also suggested by the findings from the netnography of ROCKPAPERDRESSES.

Positive affirmation of responsiveness in a timely manner and in line with previous engagement of the follower, is consistently exhibited throughout platforms (Appendix, P1_1; P2_2; P3).

As demonstrated by Labrecque (2014), the antecedent of perceived interactivity, successfully demonstrated a positive effect on PSI, which in turn increased the effect of higher brand loyalty and willingness to provide information, thus demonstrating an indicator of PSI in an online context.

4.1.5.4. Openness in Communication

Labrecque (2014) continued to successfully demonstrate another antecedent of PSI, as stressing the correlation between perceived openness in communication, specifically messages, from persona to viewer, defined as;

"Openness in communication (...) reflects the persona's selfdisclosure (...) such as sharing seemingly personal details, and establishing feelings of one-to-one relationship".

(Labreque, 2014, p. 143).

As Para social relationships are similar to real friendships, the trust and intimacy build between the two parties will build partially by revealing and sharing intimate details about themselves, This sense of trust and intimacy strengthens the emotional bond, as according to Auter (1992), the fourth wall has been broken down. Specifically, this refers to the persona, "breaking away" from the show and natural communication into a personal, revealing manner, that is designed to create the illusion of the viewer has learned something private, in an intimate setting, to make them feel as if they know the persona on a deeper level.

This antecedent also touches upon reducing uncertainty in the relationship and building trust, as previously described, employing self-disclosure to foster para social relationships. A key indicator in previous studies have been questions, such as "BRAND is open in sharing information" and "BRAND does not hold back information" (Labrecque, 2014, p. 138).

This openness to sharing information, in particular to sensitive subjects, are widely seen in the case of ROCKPAPERDRESSES, i.e. touching upon subjects as infertility, wedding, love and other private subjects. Furthermore, the followers responds with para social interactions when the influencer explicitly refers to her blog as "her home and theirs", creating a mutual sense of trust

among the medium they interact, as lining up their intimate frame for the friendships (see categories of case description).

4.2. Motivations and level of engagement

The theory of para social interaction is dynamic in the sense, that the digital influencer is able to affect the antecedents in a positive manner, thus creating higher PSI. However, according to Wallace et al. (2014), there is theoretical support, in understanding these dynamics in reference to brand engagement, defined as;

Brand engagement is "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific brand interactions".

(Hollebeck, 2011 p. 790, in Wallace et al. 2014, p. 33).

Building upon existing knowledge on online brand-consumer relationship research, the level of engagement involved from the follower towards the influencer, might also induce certain PSI facilitators. Within the marketing discipline, the motivations for engaging with brands have been widely researched, also in the online context. Therefore, the follower motivations will be described as in the framework of Muntinga, Moorman & Smit (2011), Tsai & Men (2013), and Wallace et al. (2014). All scholars focused on creating frameworks with the purpose of a greater understanding of brand-related social media use. First, to explain brand engagement, Wallace et al.'s definition (2014) will be extended with the framework of Muntinga et al (2011) and further employed. Their research concluded upon three levels of engaging with a brand; Consuming, Contributing and Creating and as drivers of consumers' online brand related activities, thus creating scale of engagement, in order to understand how different motivations, generate different engagement outcomes (Muntinga et al (2011)).

This section will undertake the theories on understanding the follower motivations involved in interacting on online platforms, with emphasis on brand ambassadors' pages, such as blogs, and Instagram accounts.

Consuming brand related content, is defined as "Participating without actively contributing to or creating content" (Muntinga, Moorman & Smit, 2011, p. 16). Further explained as the consumer online brand consumer relationship type of engagement with the minimum effort, as

nothing is co-created or instigated, but merely watched, read or used for own reference. The **Contributing** type of takes a bit more effort from the follower, and include both “user-to-content and user-to-user interactions about brands” (2011, p. 17). As the name of the type inhibits, this type of engagement is more involved and active in commenting, sharing and engaging with others content. The most engaged type, is the **Creating** type, who “represents the ultimate level of online brand-related activeness. (...) actively producing and publishing the brand related content that others consume and contribute to.” (2011, p. 17). In short;

Consuming brand related content is; “Participating without actively contributing to or creating content”

Contributing to brand related content is; “user-to-content and user-to-user interactions about brands”

Creating brand related content “represents the ultimate level of online brand-related activeness. (...) actively producing and publishing the brand related content that others consume and contribute to.”

(Muntinga, Moorman & Smit, 2011, p. 16 and 17).

To understand the strength of influence they actually have on the follower, it must be understood which motivations the follower initially has in order to understand which underlying motivations from the follower exists, and to which degree these might influence PSI antecedents, PSI and consumer engagement.

4.2.1. Remuneration

Tsai & Men found, in their study (2013) on motivations for engaging with social networking sites, that remuneration was the primary motivation for visiting brand pages, and entering contest (consuming brand related content), this motivation must be explained. Specifically, this consumer motivation is defined;

Remuneration is when consumers are motivated by “the search for rewards and benefits through contests”.

(Tsai and Men, 2013, p. 78).

Although this motivation is not the key driver in creating relationships with brands, it is a motivator that with benefits can be stimulated by marketers in driving brand awareness, and thus leading to higher potential possibilities for further contribution and creation with the brand, thus leading to brand engagement.

In the case of ROCKPAPERDRESSES, the remuneration motivation is highly relevant, as there are several active followers consuming content and commenting based on competitions posted (Appendix, PI1; PI1_1; P6_1). Thus, relevant to understand the dynamics of those motivated by this to engage, and how that contributes to nuances of consumer engagement, not yet uncovered.

4.2.2. Information

Another finding of Tsai & Men (2013), was that information-driven motivations contributed positively to brand engagement, however in particular when communication was mediated from brand responses from brand representatives. It is defined as;

Information-driven consumer motivation refers to “knowledge acquired through a seeking process, which includes the search for advice, opinions and exchange of knowledge”

(Tsai and Men, 2013, p. 78)

Their results further explain the motivation as a social exchange, emphasizing the notion of consumers gathering information from different sources in order to receive quality feedback on a product before purchasing. This leads to brand engagement in the sense, that if the motivation for consuming, contributing or creating content in an online media context, is rooted in search for information, human relationships and advice is key in order to increase the engagement level.

As noted form the netnographic results, the motivation of information seeking is well displayed on the blog of ROCKPAPERDRESSES (Appendix, P4; P4_1). The notion of consuming, but also contributing to the content and other followers search for motivation, seems to be positively related with the brand engagement, as comments actively engages other followers, inducing higher engagement as they are yielded to contribute to the conversation too. There is grounds to believe information motivated brand engagement will also contribute to PSI antecedents and PSI in this case, as expressions of attitude homophily (described above) is a common factor in expressing information motives, as the more similar attitudes are expressed in the blogposts (by

influencer or other followers) personal information questions are more likely to be well received, thus increasing overall PSI and brand engagement.

4.2.3. Entertainment

The follower motivation of entertainment is defined as;

Motivation of entertainment is “the relaxation, enjoyment, and emotional relief generated by temporarily escaping from daily routines”

(Tsai and Men, 2013, p. 77).

This type of follower motivation refers to the understanding of the followers own idea of what leisure might constitute, thus this motivation involves very subjective understandings. Further, the notion of entertainment, could manifest as aesthetic pleasure, a relief or understanding of personal situation, or even pure excitement, or passing time of fun or enjoyment (Tsai & Men, 2013). As the results of Tsai & Men (Ibid), marketers should focus on satisfying the needs of entertainment by posting relevant entertaining content, which in turn will foster higher engagement levels, thus creating a better possibility for the follower to engage in sharing or co-creating content for friends.

The three underpinnings constituting this overall consumer motivation is relaxation, enjoyment and emotional relief (Tsai & Men, 2013). Although, originally used in media research and by Shao (2009), among others, it is relevant to understand the coherence of type of entertainment and engagement level. The argument is predominately to favor entertainment of **relaxation** with quick fixes, such as quick cozy content easily consumed without high level of involvement (Shao, 2009). **Enjoyment** refers to a more aesthetically pleasing content of various format pleasing the consumer, with variations of time spent, this type of entertainment can lead to contributing type of engagement (Shao, 2009). Lastly, **emotional relief** refers to a concentrated state of mind, where the consumer is more likely to connect with the content on an emotional level, although depending of the sentiment of emotional relief; positive is related to contribution, whereas negative sentiment is related to consuming or flatlining in a sense (Shao, 2009).

In the case of ROCKPAPERDRESSES, the netnographic results emphasize a high degree of entertainment fostered engagement, thus noticing many different entertainment preferences among the audience, such as specifically emotional touching subjects (Appendix, P1_2; P2_2),

escapism (Appendix, P7_1; P7_2). Interesting, is the dynamic shown when entertainment is the motivation for engagement (contributing), then attitude homophily is not necessarily necessary in establishing a para social relationship. Thus increasing the need to dive further into the interplay between PSI antecedents, follower motivations and these in context of higher engagement level.

4.2.4. Self-expression

Another construct of follower motivation is that of self-expression, theoretically supported by Wallace et al. (2014) when understanding the dynamics of individuals self-representing on Facebook, in connection with brand love. They use the notion of engaging with a brand (in this case ROCKPAPERDRESSES), as;

"the perception of the degree to which the degree to which the specific brand enhances one's social self and/or reflects one's inner self"

(Caroll and Ahuvia, 2006, p. 82 in Wallace et al, 2014).

The emphasis in this motivation is primarily the individual need of as it is the result of interacting online in order to reflect the individual identity (reformulated to this context from Gilly & Schau, 2003, p. 387). Although originally uncovered in the need for communicating a digital representation of yourself online, this is also extremely relevant if the motivation for engaging online is rooted in trying to express yourself. Thus, making it interesting in the process of investigating online relationships in a friend like manner, thus establishing PSI.

In the case of ROCKPAPERDRESSES, the self-expression motivation can be difficult to find on the audience side, as often, the self-expression manifests itself as a kind individual expressing their own positive affirmation of the influencer (Appendix, P2_1; P5_3). However, self-expression from the influencer, is noted in all posts, thus creating a motivational affirmation of keeping to express herself from her followers. In most cases, self-expression is exhibited by positive confirmation from followers expressing they can relate to the influencer, thus positively exhibiting their own identity as similar to that of the influencer.

4.2.5. Inspiration

Is a rather controversial motivation, as little have been written and tested in the marketing literature in relation to the online context, and engagement in particular. However, a recent study proved it to be the most experienced motivation for followers to consume fashion blogs (Regout, 2011). In the context of engagement;

Inspiration consumer motivation is defined as “a breathing in or infusion of some idea, purpose, etc. into the mind; the suggestion, awakening, or creation of some feeling or impulse, especially of an exalted kind”

(Trash & Elliot, 2003, p. 871).

Trash and Elliot further explain that consumers get inspired when they sense a feeling of beauty, truth or divinity that moves them towards an important goal. In addition, consumers, are possibly inspired by mentors and role models, but can also aspire by own will. A further distinction of this motivation in relation to engagement, is the nature of involvement and energy necessary to be indulged. (Trash & Elliot, 2003).

Although rather unexplored yet, the netnographic results of ROCKPAPERDRESSES platforms, suggest this motivation is highly relevant. Explicit noted by several followers (Appendix, P1_4; P5_3; P5_4), the motivation of following an influencer due to continuous ability to inspire the followers, contributes to increased engagement in the sense of consuming, but also contributing and creating (Appendix, P8_1), i.e. the hashtag #onwednesdayswewearpink dedicated to a famous movie from the 00's called "Mean Girls", that is an actual line from the movie. This hashtag is the name of a "outfit" post shared from the influencer each Wednesday with colorful (pink) clothes items to wear. It noted by the followers, that this has even been followed by co-workers, wearing a pink item each Wednesday to memorize the movie, but inspired by this influencer.

4.3. Platform Affinity

Is described and often referred and agreed upon to;

“Deal with how much the media user likes the medium”

(Frederick et al. 2012, p. 484).

In other words, the notion of affinity is expressed in the existing medium and likeness, as employed in Frederick et al. (2012), the importance of ones use of twitter, and the enablement of PSI. In the online context, the results of their twitter-study contributed with the notion, that if the personae in earnest might not induce a high level of PSI based on the beforementioned antecedents, a high level of usage of a medium, in combination with a high importance of the given medium in the viewers life, contribute to engagement and thus establishment of PSI.

To determine how affinity might affect PSI, the followers' existing importance attributed to the medium used to access the personae must be uncovered. As with relationship building, it is assumed more time is better. In this sense, it is important to stress that affinity has a positive relationship with PSI, however – this is merely initiated by the follower and previous behavior, with little influence from the online personae.

4.4. Brand objectives

As previously touched upon, the relevance of PSI and motivations for engaging in consumer-brand relationships is rooted in the search for understanding its interrelatedness with follower loyalty towards the digital influencer. This section, will therefore define and explain the correlation behind the constructs leading towards increased brand loyalty (in the form of word of mouth and re-visit intentions), being brand engagement and brand attachment, in accordance with existing theory.

Having previously introduced the theory of brand engagement, as a result of consumer motivations, it is relevant to understand that brand engagement is understood as an action motivated by the followers' individual needs (Wallace et al. 2014). By understanding the relative passive role of the digital influencer in this part of the relationship, the follower's consumption and/or co-creation of brand related-content contributes to the followers perceived personal relevance of this, and thus adding to the relationship build. This means, the constructs of consumer motivations, and their relation to consumer engagement have been positively associated with relationship building between consumer and brands, by increasing the bond (*Ibid*).

4.4.1. Brand attachment

As brand engagement have been clarified as a relationship facilitator, it is relevant to understand brand attachment, when understanding the consumer-brand relationship, as it is;

"The emotion-laden target-specific bond between a person and a specific object"

(Thomson, MacInnis & Park, 2005, p. 77)

To further explain in this context, this bond, will not merely be mediated by creating brand-related content, but in any interaction with the brand, as the emotional aspect will not only be apparent in a moment, but also subject to reminiscence and general perception of several interactions (Thomsom, MacInnis & Park, 2005). As previously touched upon, the building of para social relationships have been successfully demonstrated to have positive effects on brand loyalty i.e. in the study of Labrecque (2014), consumer-brand relationship and Loyalty intentions were created through sense of feeling connected to the brand, as in accordance with the concept of brand attachment, and building strong and trustful relationships, of which in turn form loyalty intentions from the follower towards the influencer, and thus advice thereof (Labrecque, 2014), theoretically supporting brand attachment as a facilitator of brand loyalty.

In addition, increased consumer brand engagement have further been linked to brand attachment, which in turn leads to a higher degree of brand loyalty, by the measure of Word of mouth (Wallace et al, 2014), naturally leading the next concept to be explored to be brand loyalty, and the measures word-of-mouth and repurchase intentions.

4.4.2. Brand loyalty

Is defined as;

"In a marketing context, a relevant indicator of commitment is the extent to which the individual remains loyal to the brand"

(Thomson et al., 2005, p.78)

In consensus by the marketing academic discipline, Keller (2008) argues that loyalty "requires a strong personal attachment" (p. 72), fittingly describing the link between brand attachment is a prerequisite for brand loyalty. In essence, it is important to acknowledge that loyalty between a

consumer and a brand, in this case between a follower and a digital influencer, it is not sufficient to simply maintain a relationship, a certain form of attachment is key to facilitate loyalty (Keller, 2008).

In relation to the above, the role of the digital influencer, can hence be seen as the primary builder behind the relationships with followers, and through these, achieve brand attachment and loyalty. In line with Keller (2008), loyalty can be created by increasing the followers sense of integration in the relationship with a brand community, in this case – the platforms and sense of belonging to the community of the other followers. Overall, the predominant argument is brands should through relationship create a sense of personal attachment, which in turn leads to loyalty. The construct of PSI antecedents is seen to also aid in this relationship building, with the additional aspect of personal attachment (Labrecque, 2014).

4.4.2.1 Repeat purchase (Re-visiting)

To further explore the dominant line of Kellers framework for establishing strong brands, brand loyalty is to be detected by two indications; word of mouth (WOM) and repeat purchase (Keller, 2008, p. 72-74). As repeat purchase is an actual measurement of a certain product, this thesis will justify this indicator as the mere continuous consumption of content from the digital influencer, where the key is to understand if the followers actively seek out the digital influencers platforms. This is theoretically reasoned in Keller's (2008) understanding of repeat purchase, which is to choose the brand over other alternatives, which is the same behavior when actively, and continuously choosing the content from one digital influencer, over another. In line with argumentation above, repeat purchase will be redefined as re-visit, or re-visitation and will be defined as;

The intention and self-reported active behavior leading to re-visitation, and thus consumption of brand-related content, on the platforms of the digital influencer.

(inspired by Keller, 2008)

4.4.2.2. Word-of-Mouth (WOM)

Describes the indicator of consumers, in this case followers, and how all communication between these people intentionally communicate loyalty which is determined by the degree to which the followers level of attachment is high enough to recommend the digital influencer to other people (Keller, 2008). It is defined as;

"The flow of communication among consumers about products and services"

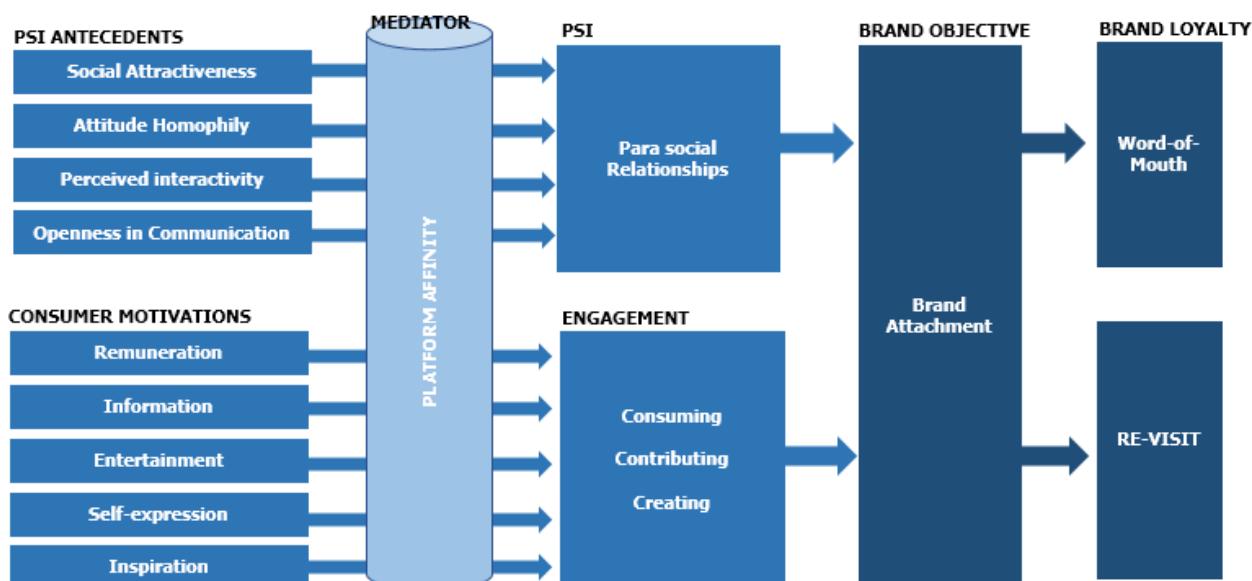
(Wallace et al., 2014, p. 34).

In specific, this indicator of brand loyalty will be understood as the self-report of having recommended the brand, ROCKPAPERDRESSES, to others, or the hypothetical intention of doing so.

4.5. Conclusion of theoretical framework

The following illustration is and outline of PSI and the antecedents in the context of the case of Cathrine Wichmand (ROCKPAPERDRESSES), and the theoretical constructs of follower motivations that might affect PSI, and/or brand engagement. Although this framework is rooted in the marketing literature and have separately been successfully tested, this specific theoretical framework is based on theoretical considerations, and have up until this thesis not been uncovered by applying it to a specific case.

Figure 3: Theoretical framework of interplay of para social relationships, motivations, engagement and brand objectives



Source: Authors own creation

Chapter 5 | Methodology

The following chapter will outline the methodology and research design applied in this research. First the research design will be introduced, along with the scientific approach, hereby a brief introduction of ontology and epistemology will be outlined, whilst introducing social constructivist as this thesis' standpoint. Subsequently, the case study approach will be explained in this context. Following, will be the methodological considerations made on netnographic and in-depth interviews. Lastly, will be reflections of the research quality, hereby validity and reliability.

5.1. Scientific Approach

All theories of knowledge must be subject to a logic of how perception of the world is like (ontology) for knowledge (epistemology) to be obtainable (Patomäki & Wight, 2000). The epistemology and ontology point of view of this thesis, is therefore outlined in the following section, to provide a deeper understanding of how this research takes place in the world. The focal point will be on social constructivism, with comparisons to positivism, to outline a clearer social constructivist stand. The second part will account for this research's reasoning, to explain how the purpose of the objectives have been formed, theoretical structures combined, and new knowledge created.

5.1.1. Ontology of this thesis

This section, revolves around the philosophical understanding of being, to exist, and what reality is, as in the basic notion as human beings, and their relationships (Porta & Keating, 2008). For instance, the positivism's ontology is that the world, and reality, exists objectively before us, based upon empirical facts, subsequently seeing the world like this entails, that only what is observed exists, without concern for human meaning creation (Brinkmann & Kvale, 2005). On the other hand, when the dynamic nature of relationships in the online arena must be explored, the emphasis on ever-changing, deep and underlying characteristics of social motivation in the digital brand literature, it is apparent that the fallacy of assuming that reality is easily detectable and uncoverable has to be avoided.

And in consequence of the theory applied and uncovered through the interactions analyzed, it is suggested that the social phenomena of para social relationships are not only created through interactions, but are also in constant flux of change and development. To further underline, the research objectives of this thesis calls for an explanation of the nature of these relationships, and challenging the way we understand these phenomena. Based upon the objectives, and nature of theoretical framework, this thesis takes a point of departure in the world being a social

construction, thus the meta-theoretical framework is to be seen through the lenses of social constructivism (Fuglsang & Olsen, 2004, p. 351).

In further elaboration of the stance, in social constructivism the subject is perceived to be an active agent (Delanty, 2005). This means, that social phenomena and the meaning ascribed, are conducted by social actors (Bryman & Bell, 2007). These phenomena take place in cognitive structures, which is how reality is defined, allowing social actors to define and redefine their world employing these, as will be done in this thesis. Indicating, the world is created by social reflective actors, socially constructing the world through cognitive structures. This is in line with the apparent notion of para social interaction, as to understand the world through cognitive structures online, by social actors as influencers and followers. Therefore, the constructs and cognitive structures and the social actors are evident to understand in order to understand the social phenomena of para social relationships, and be able to generate knowledge within the social media marketing paradigm, of which this research is reasoned.

5.1.2. Epistemology of this thesis

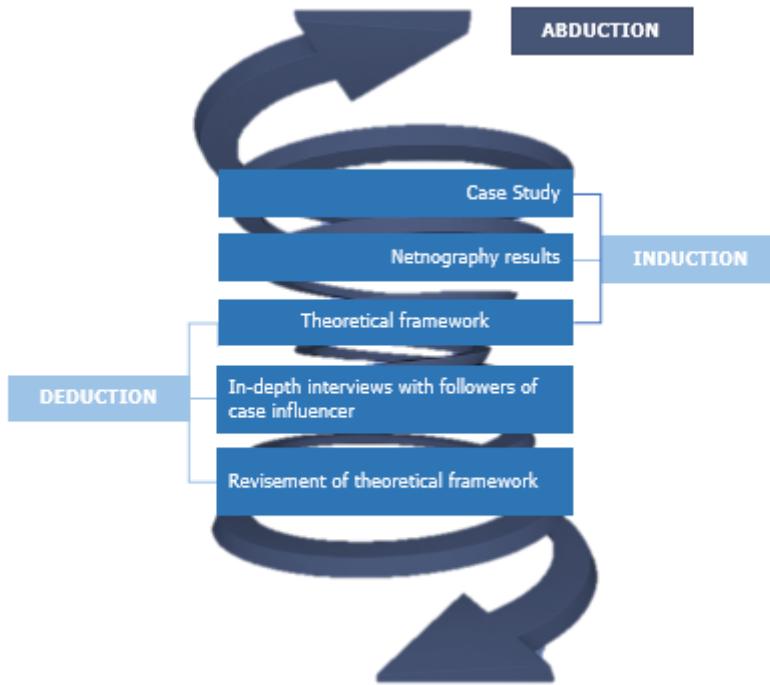
This section supports the underlying structure of how knowledge is created, what it is, and how we can know this (Brinkmann & Kvale, 2005). As this thesis is revolved on explaining the dynamic, everchanging nature of an online relationship, the purpose is not to obtain an objective truth, as in positivism, as the focal point to understand is the construction of the social phenomena (Fuglsang & Olsen, 2004). A crucial factor on this is the lack of point in phenomenon's that are exhibited. Understanding of meaning is not embedded in social phenomenon's, but established by the social phenomenon's recognized context (Fuglsang & Olsen, 2004). Through the means of this perception, a universal focus point is possible – a focal point of which it is possible to determine incidences can be considered to be true or false within the specific context. However, this is attainable through 'local truths' which exist in context always. Hereby, not understood as all is relative to another, but merely that the understanding is rooted in regimes. Combined with the notion of change "if the societal phenomena are historical and social creations, it means that they are also historical changeable" (Fuglsang & Olsen, 2004, p.349), this allows for a way of analyzing social phenomena, as necessary to understand the relationships online.

5.2. Induction, Deduction and Abduction

As this research is of the purpose to enlighten the meaning and behavior in order to define correlation between undefined concepts in a new context, it is evident to take an inductive approach, as the exploration of the netnographic study caters to the specific phenomenon unexplained (Brymann & Bell, 2007). The case of ROCKPAPERDRESSES uncovered a certain high

degree of constructs with theoretical similarities, thus establishing the grounds to revise theory upon the first methodological approach, Netnography. An deductive approach caters to further deepen the nuances of constructs discovered in the case description, as to further polish the results first detected, and to dig deeper into the consumers mindset on the digital platforms. Upon the first results from the theoretical and netnographic results, theory was thus incorporated upon the findings of the pilot study and used to build the theoretical framework investigated in the interviews. Thus, understanding the observations in the interviews in the theoretical sense, and being able to revise the existing theory with new insights as seen in the deductive approach. Furthermore, the in depth interviews were used to support this collection of uncovering constructs, as to understand the deeper motivational grounds involved in the online relationships of investigation. Throughout both logics applied, abduction have been integrated, to continuously create space to generate new ideas, as it is achieved through the process revisiting the phenomenon, defamiliarization and alternative casing (Timmermans & Tavory, 2012). First, after a process of revisiting and defamiliarizing the point of departure in the existing theory and knowledge on case influencer, an alternative casing was conducted in order to discover that the concepts and notions presented by ROCKPAPERDRESSES was sufficient to exhibit relations, upon review – another revising process of results continued, to structure the theoretical framework, of which the in depth analysis showed another use of abduction, lastly the understanding of results and theoretical grounds were revisited, in order generate a redefined model to describe the relationships of followers and influencer.

Figure 4: Research design, induction, deduction and abduction



Source: Authors own creation, inspired by Spens & Kovacs (2006).

5.3. Research design

As the research objectives of this thesis searches to deepen the knowledge on the relationship between digital influencers and followers, and their brand relationship, the netnographic case study approach was applied to understand the nature of relationships in a case study. What was initially uncovered, was that para social interaction theory, and motivation and engagement theory proved useful in understanding the structures evident. The theoretical framework was thus build from the structures found, and the existing theory on the subjects, in order to further deepen the research scope, and understand this social phenomenon. In depth interviews was therefore applied to understand the underlying mechanisms and motivations of the consumer in a digital context, and the para social interactions and antecedents thereof, in line with the research objectives of this thesis.

As noted in the theoretical section, most research on para social relationships have been carried out in the quantitative field. However, as qualitative methods are commonly applied in order to answer the "why's" and the "How's" in consumer behavior (Sagepub, 2013), this research design, in line with the research objectives, applied a netnographic study and interviews on a single case in order to provide more nuances of structures within the same context, and therefore not be testing hypotheses for a general truth, as predominately done in the quantitative methods. In

addition, "Qualitative research methods thus refer to the meanings, concepts, definitions, characteristics, metaphors, symbols and descriptions of things" (Berg, 2009, p. 2) allows these methods to explore and find meanings in structures not yet uncovered (Sagepub, 2013), allowing for the research questions to be fully answered by coming up with indications of real life patterns. It must further be highlighted, that para social interaction has, in particular, up to now not been subject to qualitative analysis, although previously been proven successful in a variety of contexts, in a quantitative setting (Labrecque, 2014).

The purpose of mixing qualitative methods, is in particular to be able to observe and uncover the structures of the online arena, of which this thesis investigates. Furthermore, as the nature of the theory applied in this thesis is engagement, motivations and para social relationships, it is evident, that a careful and explorative approach is taken, in order to access the information necessary to further develop the knowledge within this field.

5.4. Case study approach

The nature of the research objectives, the theoretical framework applied, and the philosophical stance reason the choice of methods applied, and in specific the case study approach. Firstly, the research objectives is revolved on the nature of the social phenomena observed online, combined with the search for an explanation of interplay among the actors, theoretical knowledge and concrete practical knowledge, which according to Flyvbjerg is coherent with the appliance of a case study approach (2006).

In addition, as previously discussed, the research design is build to understand underlying mechanisms and motivations of consumers in an online context, thus should be able to shed light on the construction, and antecedents of the social phenomena observed, in accordance with the social constructivist perspective. Meaning, that in order to be able to answer the research objectives, an in-depth case study is necessary (Flyvbjerg, 2006), since these emphasize complex factors and their links, and relationships.

As the nature of this thesis is to understand and explain the relationship in a specific online context, and the structures thereof, it brings about the apparent draw to apply a intrinsic type of case study, as the purpose, according to Stake is thus, to learn about the case in itself, and understand the structures within (1995). However, this thesis further searches to understand the brand relationships in the case of interest, thus further developing the case study taking an instrumental approach, when including the search for being able to explain the case phenomena within a theoretical framework (Stake, 1995). According to Stake, this is commonly a characteristic

feature of an explanatory study (1995), also explained by Yin (2003), as this case study is applied in order to investigate causal relationships. The approach taken, is consequently defined as being and intrinsic, instrumental and explanatory case study.

5.5. Netnography

Kozinets (2002) explains the purpose of this instrument as to be able to; "understand the discourse and interactions of people engaging in computer-mediated communication about market-oriented topics" (Kozinets, 2002, p. 64) thus allowing for the purpose of this thesis, a peak into the social world of the specific case study of ROCKPAPERDRESSES, through these lenses. Additionally, as previously mentioned, netnography was employed in order to understand the online phenomena and the interactions taking place. According to the intrinsic case study approach, this was carried out to explore structures and social actors, as emphasized in the social constructivist perspective. This instrument thus takes its initial justification the research design, formed by the research objectives.

In the digital era, much consumer behavior is predominately outspoken on digital platforms, thus bringing the communication online extremely informative in regards to the research topic of brand relationships (Kozinets et al., 2012). Furthermore, Kozinets et al. (2010, p. 89) argue that blogs "can contain rich entailed, longitudinal data about individuals and their consumption practices, values, and beliefs" (in Kulmala, Mesiranta & Tuominen, 2013, p. 20), thus establishing the nature of this research a valuable tool of information to uncover practices related to the online relationships between digital influencers and followers. In this research it is evident to understand the followers point of view, in order to understand the value of the relationships accredited to the digital influencer, and therefore their opinions and beliefs are key in understanding the motivations for engagement, thus allowing netnography as a key tool in answering the research objectives. Specifically, this is carried out by accessing the online communication, which is publicly available (Kozinets, 2002).

On a general note, netnography has been carried out in a variety of topics, as the internet seems to be a never ending source of, readily available with sender and transcribed. As this data is collected in an unobtrusive matter, and without interfering with the subjects of interest, it has been proven that online and content and comments are more genuine and honest (Xun & Reynolds, 2010). Therefore, the data obtained in this manner, provide a realistic and honest occurring behavior, although the notion of appearing anonymous is evident for the follower. In the social constructivist perspective, this is the notion of social actors interacting within cognitive structures, thus allowing meaning to appear in the world.

5.5.1. Netnography pilot test

In order to structurally approach a pool of data, one must do so with the research objectives in hand, and thus explore any themes and nature of object in its context. Specifically, this was carried out by understanding the different types of interactions within each type of blogposts created by the digital influencer. As noted in the case outline, the topics generated by the digital influencer, is used to form the themes and different types of interaction, in order to limit the pool of data to substantial variety included combined with sufficient exemplifications of interactions. This also entails the level of piloted data was limited to 25 interactions across platforms, as to understand types of interactions and thus generate theoretical framework thereof. As the research objectives set out to understand this type of relationships readily available, this is sufficient amount of data in covering the three types of interactions and platforms representative for the digital arena of a digital influencer.

The general specification of data, has been labelled by Posts, and the number in line of interaction analyzed. I.e. P1, stands for Post 1, subsequently naming the next interaction registered on the same post P1_1 and so forth. For each post indication, the post heading is shown – indicating the theme thereof, the date of the publication thereof, and the link to the post, in sign of general indication, proofing and the researcher's easily revision and access to the data as in accordance with the netnography methodology (Kozinets, 2012).

The structuration of data, was further described in types of interactions; influencer to followers ($I \rightarrow F$, typically blog posts, or Instagram posted on the platforms, but could also be comments of the influencer answering the followers in the various comment sections), follower to follower ($F \rightarrow F$, comment sections, where followers are interaction with each other) or follower to influencer ($F \rightarrow I$, where followers are directing their comments toward the digital influencer, specially directed to not necessarily adhering to replies from other followers). This type of identification and content arrangement, is in line with the proposed netnographic conduct proposed by Kozinets (2012), further suggesting and emphasizing stringent content analysis and interplay to display results of this integration of types of interaction, social cues and symbolic meaning. To further comply to the best practice of the netnographic approach, a short "What" (shortened to "W" in the appendix) statement was applied to each piece of interaction, such as the data is consistent in understanding the context of which the interaction was made. For instance, in the interaction P1, (Appendix, P1) "W: Blogpost describing the issues for an influencer in getting paid for posts, and which opinions that might be vocalized in the process", this post is further described as interaction type " $I \rightarrow F$ " readily understandable that the influencer is expressing the difficulties in a sponsored post setting,

already setting the scene for how the interpretation of the following sentiment explained should be understood. As noted, the sentiment described and is noted with an "S" in each interaction. It notes which emotional nature of the post is projected the interaction, and which perception is generally reached. To further elaborate on the example above, the sentiment interpreted in this blogpost is "Acknowledgement and appreciation of followers' advice, support and tips in relation to the start of the blog and new ventures".

Furthermore, the semantics of the blog posts have been analyzed and interpreted to the benefit of the social constructivist perspective, attributing meaning and sense to the world through these social constructs. Further, the notion on language has been beneficially interpreted in mother tongue, yet translated into English for the purpose of this thesis.

5.6. In-depth interviews

As the theoretical framework and philosophical perspective undertaken in this thesis argues that social phenomena can merely be understood to the fullest when looked upon in context, it is evident that the research methods must enable this in particular. This leads the research method of employing interviews naturally, as they offer insight of this contextualization (Brinkmann & Kvale, 2015; Brymann & Bell, 2007). Furthermore, the particular method of interviews offers; "situated aspects of human thinking, learning, knowing, acting and way of understanding ourselves as persons" (Brinkmann & Kvale, 2015, p. 15), thus theoretically in line with the research objectives of this thesis, as this will allow for deeper knowledge on the motivational reasoning by individuals, and how this interplay with digital relationships. Combined with the netnographic results, this provide a deep insight into the consumer mindset, being able to understand their identity by online traces, and also be able to understand the underlying motivations and understanding behind their behavior, in sum proving incremental to include interviews in the overall research design.

As the interviews are purposely employed to understand the life and world of the interviewees, semi-structured interviews are applied, to enable an interpretation of the meaning to the social phenomena (Brinkmann & Kvale, 2015). To further explain the semi-structured nature of the interviews, it is deemed of great importance to include an openness to changes of the themes and adjoining set of questions formulated within. To include this type of openness in the formulation of questions, and sequence of themes, will form a greater enablement of construction and reconstruction of understanding between the interviewer and interviewee (Brinkmann & Kvale, 2015).

5.6.1. Interviews and guide

The interviews were conducted based on a pre-defined interview guide – by which the essence of semi-structuration – allows for minor changes in practice, however – the theoretical formation and the interview guide employed can be found in appendix, (section 2). The interview guide is based upon the theoretical framework, operationalized by the social cues and studies upon the topics investigated. The correlation to which, is apparent from the interview guide, as the definitions and key points raised in the theoretical framework was of great importance to be exact, and thus employ in interviews when needed (naturally not outspoken). Furthermore, the semi-structured interviews were conducted following this guide, however, several questions and/or formulations of these, were adapted to the interviews, and thus not included in the original sequence of questions. This flexibility of question, allowed the interviewer to pick up on cues throughout the interviews, allowing for deepening of contexts and formulations (Brinkmann & Kvale, 2015). This also resulted in different in length of the interviews, ranging from 39-59 minutes. The interviews were transcribed into themes of content, in relation to the structure of the interview guide and theoretical framework, with the addition of new themes arisen during the interviews, due to the semi-structured and explorative nature of the method (Brymann & Bell, 2007). This approach was employed to deepen the understanding of the social structures and constructs, in order to further explore the social agents meaning attributed to their interrelationships, and thus uncover these potential patterns or lack thereof (Brinkmann & Kvale, 2015). For instance, the researcher was surprised by the importance of anonymity in the interviews upon request from the interviewees, as these structures previously have been theorized in the quantitative world, often by the use of Computer-assisted web-interviews, and thus not discussed in a deep conversation setting with face-to-face interviews. The finding was this situation was inducing relative signs of embarrassment and discomforts when touching upon the subject, due to the private nature and relative social frowned upon notion of engaging in online friendships. This situational aspect of the interviews, intensified the understanding and contributed to the trust and sharing of information when having been discussed, and thus allowing this theme to arise as a subject of importance, brought forward by the semi-structured interview guide, and allowing the researcher to pick up on social cues. Furthermore, this example, further emphasize the importance of context-based argument of the theoretical framework, and the social actors role.

The interviews were conducted in the interviewees mother tongue (Danish), to advocate a comfortable and relaxed atmosphere, meant to induce trust and honesty in the conversation (Brinkmann & Kvale, 2015; Bryman & Bell, 2007). In order to keep the consistency, the captures

of quotes from the interviews are translated into English, for the convenience of the reader – the original Danish wording is listed in the appendix. In addition, the interviews were all carried out face to face, meaning the construction and reconstruction of meaning were continuous and allowed for the interviewer to pick up of facial expressions and body language, along with tone of voice and general comfort of the interviewee, thus addressing and noting cues relevant in the sequence of questions. This also means, that body language and general wording and interpretation of the interviewees will be taken into the scope of the analysis and results, as already proven to address unexplored topics, with reference to the discomfort realized due to the nature of the subject as previously exemplified. In relation to this, the feedback of conducting the interviews in a comfort and face-to-face setting, allowed the interviewees to reveal and share they noted, they have not reflected upon before, nor shared in detail with anyone else. Some interviewees were even surprised upon reflection of their closeness to the digital influencer, when addressing the personal attachment, and thus revealing deep insights into digital relationships, previously not having outspoken.

5.6.2. The sample of interviewees

Due to a large personal extended network of the interviewer, it was relative manageable to identify and arrange for a homogenous group of followers of ROCKPAPERDRESSES. The screening of being in the key target group; having followed the case digital influencer at least a year or more, on at least two platforms on occasional basis, and being female, between 20-30 and in the final years of education or first-jobber was incorporated to consistently understand the dimensions of the case influencer in her context, with relative few abstractions to the target group, thus allowing for further nuances in the theoretical framework which could be excluded would stem from the background differences of the interviewees (Brinkmann & Kvale, 2015). The selection criteria for the participants, was defined by the theoretical landscape of the awareness of the case influencer – specifically in order to establish a deeper bond online, the theoretical framework suggest to have a substantial time spent with the medium. Although not defined in terms of specific length of relationship, a year or more was decided to have reasonable disposition of the case influencer for any relationship to develop. Further, the social attractiveness indicator is established by the notion of being able to view the case influencer as a part of ones personal network, due to similar circumstances, thus selecting respondents that have similar background, age, gender and personal life circumstances, i.e. first jobs, selecting a career, choosing education, marriage, babies and so forth. For the same reason, any celebrities was excluded from the case

selection, as the lack of identifiability with the persona online due to life circumstances, would provide lacking research circumstances for the theoretical framework.

The interviewees are exhibited in the table below, indicating the social and demographic circumstances of the participants. The name, occupation, highest level of education, personal situation, living region, age and gender is outlined. The criteria yielded by the theoretical framework is satisfied, as the sample is strongly homogenous, allowing for variation in motivational and personal identifiers reasoned in the attachment to the case influencer.

Table 2: Overview of the sample

Name	Occupation	Education	Personal situation	Following Case influencer	Region	Age	Gender
Nadia	Unemployed	Master	Single, living alone	1,5 year	CPH	28	Female
Freja Thomsen	Part time student in analysis institute	Studying Master	Single, living alone	1 year	CPH	27	Female
Marie Holm	Consultant in a large Danish Bank	Master	Married, living together with husband and kid	2 years	CPH	27	Female
Emilie	Consultant in a large Danish Bank	Master	Single, living with a roommate	1,5 years	CPH	27	Female
Signe	Head of Social Media in SEO start up	Master	In a relationship, living together	3 years	CPH	28	Female

Josephine	Procurement in large Danish Fashion platform	Bachelor	In a relationship, living together	2,5 years	CPH	28	Female
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Source: Authors own creation

5.7. Evaluation of data – Validity & Reliability

As outlined above, the research design suffices the research objectives and scope of this thesis, taking an explorative approach, employing inductive and deductive approach to uncover the theory and deep understanding of the themes in play in online relationships between followers and digital influencers. As mentioned, the netnography and in-depth interviews, are carried out in line with the philosophical stance of social constructivism, allowing the research to focus on the structures, constructs and interplay of social agents in order to uncover antecedents and a more continuous elaboration of the dynamics of these relationships. The sample criteria suggested by the theoretical framework has furthermore been satisfied by the interviewees participating. As further evaluation, the concepts of validity and reliability will be employed to measure the extent of possible errors in the research design (Schmidt & Hollesen, 2010).

To ensure high quality of the methods, Yin's (2003) four tests for case studies is used; Construct validity, internal validity, external validity and reliability. However, as Yin's construct of internal validity is dominantly used for quantitative research designs, Kvale's (1996) seven stages of validation will be applied to suffice for internal validity.

5.7.1 Construct validity

This measurement refers to the evaluation of which the variables employed are accurately depicting the constructs, prior to carry out the research thereof. It is further noted, that the theoretical constructs therefore are selected, and defined accurately (Yin, 2003).

In this research, the theoretical constructs were selected based upon the findings from a pilot study of the case. The inspiration for selecting the case, were therefore set from the standpoint of level and nature of interactions, subject to the netnography. By using the inductive method, to observe reality, and then revisit theory, to then create a theoretical framework to test with further methods, thus strengthens the validity of this research, as the theories employed are based on a systematic analysis beforehand.

To further evaluate the constructs employed, another dimension of this were the accuracy in depicting the theoretical concepts into the theoretical framework, for continued use in the interviews. According to Schmidt & Hollesen (2010), this type of validity is further emphasized as unobservable measure of observable phenomena – of which is rooted in the theoretical framework and definitions, for this research. For instance, in this research, the level of intentional re-visit and word-of-mouth is employed as a indicator of brand loyalty. However, as rooted in theory, these measurements are valid.

5.7.2 Internal validity

As previously mentioned, Kvæle's (1996) seven stages of process validation, covering the process from designing the study, interviewing, analyzing and reporting the findings. To comply with the transparency of the data collected, the appendix contains structured documentation of all objects analyzes in the netnography pilot test (appendix, section 1), as well as interview guide used in the in-depth interviews (Appendix, section 2), full length transcription of quotes from the interviews (Appendix, section 3) and the translation of the quotes used in the analysis from Danish to English (Appendix, section 4). Furthermore, on the back of the printed thesis you will find a pocket with an USB-stick where you will find the recorded interviews. It must be noted, that due to the importance of anonymity stressed by the respondents – the real names will only appear in the interview recordings, whereas the public version of this research will contain other names. The relevant stages of Kvæle (1996) to be employed in this research is interviewing, analysis and validating.

In reference to interviewing, Kvæle defines internal validity as "pertains to the trustworthiness of the subject's report and to the quality of the interviewing itself" (Kvæle, 1996, p. 237). This have been complied with, as in the interviewing stage – as during the interviews it was duly noted to fully understand meaning, and statements provided by the interviewees. As to enhance the parameter, the interviewer often asked the interviewees meaning behind statements, to understand the depth of their perception. It was further emphasized by the interviewer to ensure to understand all nuances of the interviewees, and thus stressed following up with why questions, as to cover unexplored themes. To further comply to this parameter, a semi-structured interview guide was employed to avoid asking leading questions. This interview guide was further rehearsed prior to the interviews, for the interviewer to be attentive and engaging throughout the interview, to further motivate the respondent to be explanatory, and be able to pick up on cues throughout. This further proved useful, as the concept of social desirability was introduced, in particular, when the interviewees revealed the deep emotional bond they have to an online character, as this was

relevant to pick up on for the interviewer – and make sure to the interviewee were keeping honest even though the topics of conversation were unorthodox.

The interview leads to the findings, however – the analysis of these must be carefully carried out in order to make sure the meanings of the respondents answers are interpreted correct. This analyzing stage, therefore refers to the evaluation of the logic behind the interpretation is sound (Kvale, 1996). In sum, the quality of data is based on the interviewer's ability to extract detailed descriptions of the interviewees, as there is a little room for error in interpretation as possible. This has been employed in the data collection, as both in the netnographic pilot study, but also for the interviews conducted, there is lengthy citations, to support for context and layers of meaning in the reporting.

The final stage is validating, and is closely linked to the interview and analysis of findings, as defined by Kvale (1996), this stage "entails a reflected judgment as to what forms of validation are relevant to a specific study" (p. 237). One way of validating the findings, and especially the results used to exemplify the research is to show the results to the interviewees, however, as this is time consuming, only one respondent provided confirmation of the interpretation of her contribution, without corrections. In addition, the interviews were analyzed over numerous plays, and thus the full understanding of the interviewees have been through a process of scrutiny for meaning, and reported with in a belief in that underclaiming is better than overclaiming.

5.7.3 External validity

Is defined as; "...knowing whether a study's findings are generalizable beyond the immediate case study" (Yin, 2003, p. 37). In this case study, generalizability would mean that the replication of study should take place within the same context, with the same research design, and thus be able to replicate the findings of this social phenomena, and interrelatedness between theoretical concepts, by doing so – it would be external valid. In social constructivism, the focal point is to understand the construction of the social phenomena (Fuglsang & Olsen, 2004), and not an objective truth as in positivism. Therefore, the scope of this thesis does now allow to have generalizability to all, yet ability to understand incidences and their ability to be true or false within the sphere of social phenomena, therefore within these limitations, the contribution of structural constructs, will be able to be replicated, although, due to the scope of this thesis, this objective was not possible to be carried out.

Furthermore, the scope of this thesis firstly emphasizes the pioneering of mapping these observable structures, and further understand the nuances of a fairly new theoretical construct,

combined with the online context, and therefore this study was crucial in order to continue further making the structures more contrasted, by in the long run, using a multi case method, and employ quantitative measures down the line to obtain high generalizability.

5.7.4 Reliability

The final measure, is a complex concept, commonly used in quantitative research. By ensuring reliability to one's research, means to have a high likelihood of being able to arrive at the same conclusion of findings, if another researcher were to employ the same framework to same case study (Yin, 2003) In short, it refers to the consistency of the findings displayed (Kvale, 1996).

This research persists to display consistency throughout the data collected. For the netnography, comparisons of categories were made on equal basis, and interactions were systematically investigated. Furthermore, the semi-structured interview guide allowed for some room, however, as the larger part of the questionnaire of is the same, and carefully constructed based on the theoretical framework, there will be little room for discrepancies. The sample criteria of the respondents furthermore were extremely homogeneous, again, ensuring for little personal differentiation from personal identifiers, of which the results could be colored by.

It must further be noted that the attention for elaborating on the findings in the analysis, and the lengthy display of quotations, leaves little room for personal interpretation, and thus guidance of how to identify key theoretical constructs in this research, will be apparent due to transparency in interpretation.

Chapter 6 | Analysis & Results

Given the theoretical framework, the methodological approach and the detailed case outline, the next step is to analyse the in-depth interviews from the followers of the blog ROCKPAPERDRESSES. As the purpose of this thesis is to understand the relationships between digital influencers and their followers, it is key to understand which motivations and interactions are interrelated in establishing this relationship. In addition, it is also important to understand how this relationship is maintained and developed, and what it can mean for the overall brand of the influencer, if succeeded. Through the antecedents of para social interactions and relationships, and motivations for following ROCKPAPERDRESSES, the level of brand engagement and para social interaction will be understood, and in turn, how this affects brand loyalty towards the digital influencer by word-of-mouth and re-visit to her platforms.

As the purpose of this thesis is further to deepen the knowledge on how the theoretical constructs above are interrelated, each construct will be analysed in the following section with respect to

which other constructs they reportedly effect, or is effected by. Hence, the analysis will be structured by theoretical themes, in order to carefully investigate each link to another. In consequence, the general findings, of which there is consensus from the respondents on, will be presented first, following nuances and exceptions, considered to be tendencies, as not exhibited from all respondents. Therefore, lengthy quotations will appear – yet this is merely for the reader to pay close attention to understand the interrelatedness nature of the themes, as the research objectives permit.

Firstly, para social interaction will be analyzed in terms of the presence of these relationships between the followers and Cathrine. Secondly, the antecedents of para social interaction will be analyzed to see if they actually do contribute to the establishment of para social relationships, and in turn how this are interrelated to the other theoretical themes of motivations, brand engagement, and brand loyalty.

6.1. Para social interaction and relationships – a time consuming affair

As noted in section 4.1., para social relationships have been employed to explain the relationship consumers engage in between people they only know based on their social media presence, and despite never having met them in person, still feel and engage in their online lives as would a friend in the real world. In earnest, people believe they are engaged in a direct two-way communication conversation, feeling as though they communicate with real friends (Labrecque, 2014). Yet, these feelings are nurtured through carefully constructed mechanisms, such as verbal or nonverbal interaction cues, and are categorized to be more one-way based on this (Labrecque, 2014).

As mentioned in section 4.1.3, para social relationships have received limited attention in an online context, yet, in line with previous studies, the characteristics of what a para social relationship is, and how it comes about, will be analyzed in the following section. As past theory suggests, a para social relationship exists when a follower exhibit a relationship with an online mediated persona and engage like they are close friends. Furthermore, this relationship will be developed over time, and will be consciously present in the follower's mind. It develops through the follower's perception of a perceived two-way communication with the digital influencer, primarily based on message cues.

On a general level, para social relationships were definitely apparent, in the sense, that five out of six respondents shared a very personally rooted relationship with Cathrine behind the blog ROCKPAPERDRESSES. As exemplified by one interviewee:

Josephine: "You kind of feel like you get to know her, she's kind of like a girlfriend, it might be that I'm not sitting around having a coffee with her, but I can recognize her way of writing, and actually feel like we have a connection. It is just from screen to screen. She does not know me, but I feel like I know her, and that is why I feel that we have a good friendship, because she shares so much of herself." (Appendix, 4.1.)

In this case study, it is evident that a para social relationship has been shared by a large degree of openness in communication from the digital influencer, but it also resonates with the theoretical characteristic of para social relationships. Meaning that the relationship is perceived to be two-sided, where the persona, in this case Cathrine, shares posts to her followers, of which the followers consume her message content, as one step in the process of creating this relationship over time, as also referred to as a process by the respondents of getting to know Cathrine. This is in particular the most frequent explanation of how the relationship between the followers and Cathrine develops over time.

The notion of relationship is further evident to go beyond the time spent on screen, or in front of the platforms where Cathrine is available as found in five of the interviews, as one interviewee explains:

Signe: "I want to know how she is doing, and how her life is working out, with her dog, her husband, and some of the treatments she is going through due to reproductive challenges – it might sound stupid, but I really want to know, because it is like a friendship, where you want to know your friend is doing good" (Appendix, 4.2.)

As exemplified in this quote, and supported by the other respondents, the respondent is engaged in this relationship beyond the physical proximity of the internet. This implies an understanding that para social relationships are very real to the followers. Not only are they communicating with Cathrine, but they also care and emotionally invest themselves in their para social relationship, exactly like real friends.

Although present in the larger part, one respondent exemplifies her worries as a cue for likeness to offline friendships;

Freja: "You kind of keep following, and hoping that something new is happening in their pursuit of becoming pregnant. We all hope that, and that is also a reason why we keep following, it is pretty entertaining to keep in the loop. It was a great wedding at least!" (Appendix, 4.3.)

From this understanding, it is shown that para social relationships are important for the respondents, enough to get emotionally invested in their relationship with Cathrine. However, whether this relationship is between a mediated persona and a follower, or two real people, does not seem to be the case with Cathrine;

Signe: "She is a real person, and not a brand to me, that's why I don't feel she's just noise, as the others [Other bloggers], but in a sense where I feel like getting her personal opinion on things. It [Her personal meaning] means something to me, but that's because I feel like she has some good opinions, and are very open (not politically), but in the sense that she has supported some good charity's through the collaborations she does. She wants to do something nice for others, and that is something that I can only support, as I have so much respect for doing something like that, which I am also trying to do in my life. You want to do something good, right? Then when you see her doing it, and make it all work, that makes you want to do it yourself as well" (Appendix, 4.46).

As described in this quote, there is little evidence suggesting that Cathrine is a mediated persona in the eyes of all the followers. The contributing factor to this is accredited to Cathrine's openness in communication and perceived activity. The perception of Cathrine as a person and not a mediated persona is evident from all the respondents who perceive her to be 'real'. As further explained by one respondent;

Signe: "I can identify with her values, because she is so real, and because it actually seems that she thinks about the things she does, and that it is not merely rooted in that she needs rent tomorrow. Of course she needs to get paid for what she does, but she manages to be honest and real whilst doing it, by being a person first of all, and then a brand" (Appendix, 4.8)

It is clear that the followers are aware of the monetary objective Cathrine has for sharing her life online. However, it seems that since the followers perceive Cathrine to exhibit a high degree of honesty, and sincerity, this monetary objective is not focused upon. This further connects to her openness, as one respondent puts it;

Marie: "She only advertises for something she feels like doing, and that is also what she is able to convince us about. It is because that [brand] fits with her story, and not just because someone came around offering her a lot of money to advertise for something. I think I perceive her as someone with a lot of integrity on her blog, as you feel like you get to see her diary. I think that exhibits a high degree of trustworthiness, even if it is visible for the whole world!" (Appendix, 4.9).

The follower(s) interviewed derives to the conclusion that Cathrine has a high degree of integrity, because the content shown is perceived to be selected according to be on brand with Cathrine, as well as her openness and sharing private details on her life. This does not suggest an understanding of Cathrine as a mediated persona either. In this case, the para social relationship is established, in part, by the followers' perception of Cathrine to be 'real' and not an illusion.

Furthermore, the data suggests that there are certain features of online relationships to be different from those with their offline friend, although not found with all respondents, one respondent puts it as;

Josephine: "My relationship to Cathrine is very friendship like – she shares, and I share, about fashion, life's up's and down's, there is just no one judging each other" (Appendix, 4.4.).

Related to the notion of the para social relationship being similar to offline friendships, there is an emphasis on the freedom associated with the anonymity of the follower;

Josephine: "I feel like it makes more sense to write to her if it's something personal, than if its related to clothes, interior design, or beauty products. In those cases, I do not feel compelled to comment, whereas I comment more in regards to subjects on life in general. I think I also use this in a kind of selfish way, to get answers on some of the things I feel. Not that I cannot share them with my friends, but because I feel like I am anonymous. If I tell an actual friend, her reply will be colored by the fact that she knows me, so with Cathrine I do not get judged as with my friends, because she does not know me. With her, I can get an objective view on an issue or opinion of mine. I cannot get that from my boyfriend, family or friends, because they know me" (Appendix, 4.5).

Connecting the personal nature and deep knowledge the follower has on Cathrine, is making it a safe forum to express herself:

Josephine: "You can say, it is kind of the ideal friendship, because I can be critical of her column, or posts, but in reality, she cannot, well she can be critical of my comments, but she cannot address me or my personality because she does not know me" (Appendix, 4.6).

This suggests that the motives of the follower engaging in an online relationship with Cathrine is different from 'real' friends. However, in terms of the explanation given, it can be derived that this

type of behavior is caused by the intimate friendship already established with Cathrine, and then developed in this direction.

A last finding, among the disconnect of consciously engaging in a para social relationship with Cathrine, due to the perceived knowledge of the lack of real persona, and the perception of Cathrine exactly being a mediated persona;

Nadia: [When asked about emotional relationships with RPD] "Personally, I don't have a relationship with these people, because due to the medium, I know I don't know them. A medium, is also a version of a person. [...] To me it's a source of inspiration, I won't call it on a superficial level, but on a more aesthetic level" (4.7).

In sum, the appearance of para social relationships between the followers and Cathrine seems to be established in the interview data, as five respondents perceive her to be a real friend. Primarily with the notion of Cathrine being a real person, and not a mediated persona. It is further acknowledged that their relationships have developed over time, and that they are strongly developed due to the followers' identification, and maintained through the perception of Cathrine's openness in communication and attitude homophily (further analyzed in section 6.1.2).

6.1.1. Social attractiveness – understanding your friends

As previously mentioned, this antecedent of para social interaction is based on the belief and trust in the media persona is like other people in the viewer's social circle (Ballantine & Martin, 2005), but also how well the viewer believes they know the personae (Perse & Rubin, 1989). In addition, the length of the followership has also been previously researched, finding that time spent with the media persona and para social relationships are positively correlated, conditioned by the follower perceiving the digital influencer to actually be social attractive. In relation to this, the quotes above clearly suggest that para social relationships between the followers and Cathrine have been developed over longer periods of time, but the social attractive component have not been uncovered in the findings up to this point.

From the interviews analyzed, the findings suggest that the perception of social attraction from all the respondents is there, but that it also correlates with the perceived attitude homophily, and identification of the follower's own self first. In line with other interviewees, this is exemplified by one respondent;

Emilie: [About why Cathrine plays a role in her life]: "It's the way she kind of opens up about her thoughts, and her everyday life that makes you able to relate to her on a completely different level and I think she offers me an insight into those that I have known who have had similar issues as her, so I can better understand them now. The reason as to why it's my favorite blog is this weird mixture of often being able to relate to her and her low-key way of being. With [posts like] "Here is something you can do this weekend" and things like that, this is on a level where I can keep up – not [posts like] "Now we're ready for the red carpet" – which is completely out of my reach, but in essence, things that I can relate to. Then there is the other sides [Cathrine], where I can recognize people that I know in her. So it is both the fact that I can identify with her, but also enabling me to reflect on what she says, as if it was someone I know. In that sense I also feel like I know her in a different way" (Appendix, 4.10).

Across all data, social attraction seems to be originated from the perception of familiarity, and the trust they have in Cathrine as a trustworthy person. As further exemplified;

Josephine: [If and why she believes Cathrine is someone that could be in her social sphere]: "Given that I have been following her for about four years so far, then I feel like I know her. Also because she is very personal in her posts, which is an active choice she has made, which gives an incredible insight into her life. And again, because of her values and who she is. She has chosen to put her whole life on display, available to everybody, anybody who wants to read, can go on her site and read and form an opinion on her. I think she as a person is a very outgoing person, she is a person with very familiar values, and has many friends, as one can also see from her blog, but also on her Instagram [you can see] that she's a person that is very well-liked and generally likeable both to those close to her, family, friends, but also to people that does not know her, but still has a sort of friendship with her" (Appendix, 4.11).

From this testimony, it is clear to see that due to the long relationship, and positive affirmation of others in social sphere, combined with personal identification, a para social relationship between this follower and Cathrine is maintained, as also found explicitly in the remaining interviews, except from one. The findings further suggest that personal identification and the process of establishing a relationship is mediated by time, but also due to the perceived openness in communication from Cathrine. To deepen the understanding on how these findings relate to the other antecedents, further analysis will proof of value, as the analysis of the antecedent attitude homophily will be analyzed next.

6.1.2. Attitude homophily – a person behind the screen

Theoretically, this antecedent means that the more a viewer sees similarities between themselves and a persona, the more likely they will interact more frequently with the person. Through this connection and interaction, the viewer can most likely confirm their own beliefs of life and identity (Lee & Watkins, 2016). In short, the more the viewer perceives to share similarities of beliefs with the media personae, the more likely they are to be willing to continue their para social relationship.

Emilie: [about shared likeness and common features with Cathrine] "If you know someone, actually, if you compare two people which both have the same clothes, and you really like one of them, then there is also a greater chance that you will like that clothes, than if it the clothes is on someone you really do not like. I think it is about the way she [Cathrine] expresses herself through the clothes, now I do not normally focus this much on this topic, but this was one of the things that I first noticed about her. Her posts about clothes, and that sort of stuff, but initially I really was not into the clothes, but I liked the way she expressed her personality through it, and that was what I liked, she was not just one of those [bloggers] that always wears the same, and stands in the same pose on pictures. I mean, there was a personality behind, and that's what I really liked about her. So that is also one of the great things, when I really got to know her through her posts" (Appendix, 4.12).

As displayed here, the follower initially was not too fond of the products and clothes, which Cathrine was showcasing. However, due to a personal identification with her through the message cues given by Cathrine, the relationship evolved due to perceived personal identification with Cathrine's display of her identity through her clothes, and therefore the relationship continued, and reinforced similar likeness and attitudes. Four other interviewees that exhibit a para social relationship also support this finding.

In addition, shared beliefs is very much considered to be an influential factor by five respondents, as exemplified by another respondent, emphasizing the values and beliefs of Cathrine associated with the establishment of their para social relationship;

Marie: [about shared likeness and common features with Cathrine]: "Well, she's married, and have a dog. And I am one those dog-people that even before I got my dog was a bit loco for dogs. Then I got a dog myself, and then I also became a bit more loco. And she loves her pup, and it's super cute. Also, she is almost my age, and married. I think it's a characteristic, and a characteristic for all those that I follow, that it is someone that are pretty much the same place in life as me, making them relatable to me" (Appendix, 4.13).

This outtake further deepens the knowledge on this antecedent, as it also emphasizes the personal identification with Cathrine, as an enabler of para social relationships, in line with findings from section 6.1. It was further found that this makes the followers relate to Cathrines life and strengthens the bond thereof.

6.1.3. Perceived interactivity – is she there for you?

As noted in the section 4.1.5.3, another key antecedent of para social interactions is establishing a sense of interaction between the consumer and the digital influencer through interactivity as an inherent part of the online environment. The link to para social interaction has emphasis on the perception of interactivity. This referring to speed of the response and the ability to communicate

content that is related to a follower's prior message, in the sense that message features can heighten the perception of interactivity between influence and follower in an online context.

The findings suggest that the interviewees perceive Cathrine as being interactive, both in terms of involvement, and committed to addressing their prior comments through message cues.

Exemplified by one interviewee and exhibited by four others;

Josephine: [about whether she feels noticed by Cathrine, and if so, then how] "About 4 years ago we were riding a wave where everybody thought they were going to be bloggers, but now I really feel like she is getting involved, and views it as more than just a job where she is trying to get more followers. So I actually believe she is 100% committed, and that is an expression of how she is as a person, as also seen in the followers she has are very really loyal to her too. Now, I am also one of those who comment [on her posts], and it is evident to see that we are many who comments, it's a lot and she replies honestly from her heart. It's a constructive dialog you are engaged in, about a lot of different subjects" (Appendix, 4.14).

As further exemplified by another respondent, this antecedent of para social relationships seems to be related to a sense of awe – as Cathrine is perceived to be semi-famous by some of the respondents;

Marie: [about whether she feels noticed by Cathrine, and if so, then how]: "In the beginning I thought it was a bit weird, because she is kind of famous, so I think I was a bit honored, I think. I think you feel a bit "chosen" in a sense, and then when she replies you back – she sometimes also remembers what you have written other times – because the more you interact, the more she is also present with you. She receives a lot of comments, on all of her blogposts, so I thought I was pretty impressive that she put such an effort into interacting with me, and not just in the sense to advertise for something, but also because she thinks I am doing something for her. I think that's a pretty great thing with her, and it's not something everybody can do" (Appendix, 4.15.).

Another finding of perceived interactivity is surely that the followers perceive their interaction with her as contributing to their relationship, in terms of how she appears to take the comments in, and replies in a personal manner – as also noted by another respondent – it seems the personal appreciation from Cathrine to her followers is valued across all interviews;

Freja: "She is good to get back to you in general, and I experienced a while back after I have commented, a post she wrote about how much she appreciates that you [her readers] supports her through tough times, and I thought that was lovely to hear that she reads those, and take it in" (Appendix, 4.16).

The data suggests that perceived interactivity is interrelated with the perception of Cathrine, in the sense that it contributes to the positive affirmation of attitude homophily. Hence, the followers all

positively recognize the personality traits about Cathrine, based on her active interactions with them, and especially when receiving comments back from her.

6.1.4. Openness in communication – sharing life's ups and downs

As noted in section 4.1.5.4., para social relationships are like real friendships, and the trust and intimacy built between the two parties are built partially by revealing and sharing intimate details about themselves. This sense of trust and intimacy strengthens the emotional bond by the display of natural communication in a personal, revealing manner that is designed to create the illusion of the viewer has learned something private, in an intimate setting, to make them feel as if they know the persona on a deeper level.

In the case of Cathrine, it must be noted that the findings from the previous antecedents show a high degree of trust, attributed to the perceived honesty and 'realness' from the followers' point of view, who exhibited para social relationships. The findings from this part of the analysis further support the notion – as the data suggests that all interviewees perceive Cathrine to share a great deal of personal, and intimate details about her life;

Signe: [About what she thinks about Cathrine sharing personal details about her life]: "What also appeals to me, is when something is hurting, when something is tough – because that's what's real, and she is actually able to talk about it openly, I think that's great. It makes her vulnerable and that type of vulnerability I find extremely attractive in her profile and her way of being. She is not a blogger, or influencer, she is a person, she is a friend" (Appendix, 4.17)

It is further clear from the data, that this openness to share intimate details, and especially details which are emotionally latent, are in particular contributing to the belief that she is a real person, and therefore a friend, among those in a para social relationship. It is further also noted that Cathrine is attributed positive personality traits based on the extent of sharing personal details as one respondent exemplifies;

Emilie: "For instance, this whole situation about she has a hard time becoming pregnant, and fertility treatment, well I have a sister who has too struggled a lot with it, but who did not share her experience about it, and that was very difficult for me, as I have never tried to get kids, or try to try to become pregnant, or how do you say.. Uhm.. I did not understand the situation she was in, my sisters that is, so when it became possible for me to read Cathrine's experience with it, even though I was later than my sister, then it gave me a completely different understanding of what my sister has been going through. So that have also, in a sense it brings me closer to her [Cathrine] I am not sure if this sounds silly, but you kind of feel that you know her, now I say "you", but by that I mean me, I feel like I know her [Cathrine]. (Appendix, 4.18)

As the quote emphasizes, the openness in communication, combined with the follower's ability to see similarities between Cathrine and their close social circle, contributes to the followers understanding that they actually feel they know her. The positive interrelation is also explained by the following quote;

Josephine: "She does not know me, but I feel like I know her, and therefore I feel like we have a good friendship, because she shares so much of herself" (Appendix, 4.19).

The data suggests that Cathrine is perceived by her followers to share personal and intimate details about her life, which in turn supports the followers perceived familiarity with Cathrine's person. It is further emphasized that due to Cathrine has shared her experiences about the sensitive topic being challenged in becoming pregnant and undergoing fertility treatments, she is accredited many positive personality traits, as she is opening up about a topic, which is commonly a very private subject. She does so even in off line friendships, and therefore receives extra admiration for sharing her emotions with her followers.

Freja: "Infertility is a massive thing, even though I am not thinking about becoming pregnant, then it is very interesting to get that insight, because you never know if something like that can happen to yourself, and it is also possible to often know many people that are going through the same, and therefore it is nice to be able to get such a close-up view on it. I think it is very courageous, especially, with things that are difficult to share with friends, she shares. I think it is very courageous, that she is sharing it to all us sitting out there and reads along" (Appendix, 4.20).

6.1.5 Conclusion of para social interaction and relationships

As noted in section 6.1., it was clear to understand that five of the interviewees were conscious about their perception of Cathrine as a friend, and that they were interacting in a relationship, similar in ways as real like friends do. One example, is they all knowingly have been in a process of 'getting to know her', which by all accounts has taken place over years, and are enabled by her openness in communication and perceived interactivity, both encouraged by Cathrine.

Secondly, the findings show that the interviewees in earnest believe they are communicating with the real person of Cathrine, and disregard the obvious monetary objective she has, due to a strong faith in the resonance between her perceived honesty and consistency in way of being. This is also interlinked with the notion of more positive perception of her beliefs and values, as consistent actions and messaging are found to be more trust-inducing, and therefore Cathrine is perceived as so. The findings further suggest a high degree of identification from the followers' perception, as a prerequisite for any further followership can persist, and are instigated by Cathrine's openness in

communication. The notion of being relatable is here key for them – as several interviewees stressed Cathrine in opposition to ‘many other bloggers’ that are popular, but not relatable to their own lives.

6.2. Follower motivations and level of engagement

As noted in section 4.2., brand engagement is an expression of the individuals’ contribution to the brand-related content either consumed, contributed too or created by the follower. Theoretically, it is supported that different types of motivations for following a digital influencer online will be associated with different levels of engagement, which in turn will contribute to the followers’ engagement of the brand. It is further noted, that the level of interacting is positively correlated by higher levels of engagement.

From the data collected, it is evident that para social relationships are related to contributing notions of engagement, as exemplified by one respondent, yet apparent for those in para social relationships;

Josephine: [How she feels about commenting on posts]: “She does not know me, but I feel like I know her, and that is why we have a good friendship, because she shares a lot of herself. So, if she writes a blogpost, either about a blouse, or a downturn in her life, or a upturn, then I can catch myself going onto the post, to write and comment, about my own experience or something, and then she takes the time to write me back. It’s kind of like this relationship, that you actually feel like you know a person, you don’t really know” (Appendix, 4.21).z

The respondent denotes that the sentiment carried by the para social relationship between the follower and Cathrine is the motivation for interacting with the influencer. In turn, it is also present across all the respondents that this mode of interaction – when rooted in sentimental values – is reinforced through the response by Cathrine. As also noted from the interviews that this sense of meaningful interaction seems to be further rooted in the relationship built over time. As exemplified by this respondent;

Marie: “It would be pretty tough for me to unfollow Cathrine, in comparison to others, because you have a kind of phase out, if there is someone you stop following, because it might be someone you feel you have a connection with. In addition, you have invested time in her [Cathrine], as it is something of myself I’m giving away, and they are giving something of themselves by writing blogposts, and I am giving something of myself by commenting, maybe they give something of themselves by replying on that or one of the other comments given on my comments [by the others]. But you actually do give something of yourself, so it’s not without costs to just unfollow, if they all of the sudden do something you do not like” (Appendix, 4.22).

This emotional investment noted from the respondent is one of the important findings and supported by all respondents. It suggests a positive reinforcement of para social relationships, causing followers to contribute too, and create brand-related content, which in turn is positively interrelated with brand engagement, when Cathrine replies, which then positively affects the followers' perception of Cathrine. To further deepen the understanding of the followers' motivations and the possible ways this is related to para social relationships with the influencer, the next steps will look into the five follower motivations; Remuneration, Information, Entertainment, Self-expression and Inspiration.

6.2.1. Remuneration – freebies anyone?

Remuneration is rooted in the motivation of the follower to consume, contribute or create content with the incentive of participating in competitions or other draws for their own gain. The finding from the interviews, do not support a positive association with brand engagement for the interviewees, and was actually looked down upon as one person noted;

Josephine: "No, I have actually never participated in competitions, because I feel like it's the kind of involvement that is only motivated by the chance of getting something for free. So I only get involved to understand something, to get inspired" (Appendix, 4.23).

Across all the respondents, remuneration is not a motivation found for engaging on Cathrine's platforms by the followers.

6.2.2. Information – sharing is caring

The follower motivation Information is characterized by the follower consuming, contributing too or creating brand-related content, with the motive of obtaining knowledge – searching for advice, opinions or exchange of knowledge (Tsai and Men, 2013). Highlighted by the respondents were the travel guide posts on Cathrine's platform, another was the personal content, and her posts on her and her husband's experiences with fertility treatment. The travel posts were mostly motivated by the need to get tips on things to do in other cities, which were tailor-made to the likings of the followers, emphasizing a perception that Cathrine is able to write travel recommendations that work for the followers, due to her attitude homophily, and shared likeness;

Emilie: "I think she is pretty good at writing travel posts/guides, because it is not all of "Maui-beaches", you can only afford to go to if you pay 2 millions, but [She] focusses on – anything from places in Europe, but also "What to do in Århus in six hours" and that kind of thing, way more down to earth. Maybe I am repeating myself, but it is really these things that makes her relatable, and off course she sometimes travel to more expensive destinations, but that is also the case for the rest of us. It might be that you do not spend that much money in general, but sometimes you are allowed to buy something a bit pricier. But that is also relatable, when it's [the destinations and budgets] are not on a level where no one can keep up. I mean, she is more like one of us mortals, than other blogs are in a completely different league. The others [bloggers] are not necessarily fake, or untrustworthy, if you actually believe that that's how their lives are, they are just way less relatable, in the sense that you have a hard time identifying with them, as if they don't get you as much [as Cathrine]. (Appendix, 4.24).

Although the travel blogs, and the motivation for searching for information seems to be highly interrelated with perception of identification, attitude homophily and social attraction, there is little support in favor of contributing, or creating behavior related to these. However, consumption of these as well as the search for old travel posts are common, according to the data.

The other topic of interest, and sought after was the posts on fertility treatment, which were motivated by the followers need for understanding people in their social circle, or other people better, emphasizing the personal angle that was not typically to be found online – or even something one would talk about with 'real' friends, as exemplified;

Marie: [About finding support in Cathrine's posts on fertility treatment, as the respondent's brother and wife are going through the same] "You just understand it better when there's a face behind the story, and you know her in advance, then you also have a lot of empathy, you practically feel the same as she does by seeing [reading] her go through it [Fertility treatments]. So it helps a lot in understanding what it actually is they [Brother and wife] are going through, but at the same time this does not seem as "superior" to others, as many of these bloggers can [try to] appear as" (Appendix, 4.27).

This entails one testimony relating the follower's search for motivations with the brand engagement by consuming her content, relating positive emotional bonding through the availability of openness in communication, and the ability for Cathrine to be perceived as social attractive, as she is interchangeable used as reference for the respondent's close family. Another respondent further supports this exact combination of motivation, as she used the posts to understand her sister's reproductive challenges better through the posts of Cathrine;

Emilie: "In relation to one of the first posts about her [Cathrine's] problems about becoming pregnant, was when I realized how much this [problem] actually means [to people]. I mean, naturally you are able to understand it means a lot, but this was one of those where I got a point of view that I have not gotten before, I don't remember exactly what she wrote, but it was truly an eye-opener in how it can affect the start-up phase, and how much it means in relation to how you feel about yourself, and things like that. Uhm, I think I wrote, I didn't even ask her anything, I just thanked her for being so open about this [topic] and that it meant a lot to me, because it made me understand my sister a lot better." (Appendix, 4.28).

The motivation for reading personal posts, and the search for understanding people in the followers' social circle is very relevant. As previously established, it is also noted that consumption of the platform is dominantly derived from consuming posts – and even old posts – and/or writing to Cathrine in order to express gratitude.

Another finding from the follower motivation for seeking information is that the respondents show a high degree of trusting the recommendations from Cathrine;

Signe: "She is definitely on the same level as the recommendations I get from my closest friends" (Appendix, 4.25).

Further supported by the understanding of high degree of perceived identification, openness in communication, and the para social relationship between the follower and Cathrine;

Signe: "She delivers quality [posts], it is not just something she just whipped up, and because she is writing about topics other than trends and news, some of her posts are more long-lasting, and if I were to be in a situation where I might not be able to get pregnant, well then I would probably re-read all the blogposts on the topic, as I did when she wrote about moving in with her husband [back then boyfriend] – there are some things you re-read when it becomes relevant to your own situation, receives guidance and insight. She is great at sketching her feelings and how she is, so it is pretty easy to relate to. That makes it like a close friend that's saying they feel the same way, or they have experienced the same thing, which makes it rather easy to relate to. You are not alone, because you have someone to share it with" (Appendix, 4.25).

The connectedness the interviewee displays above is said to be caused by the quality of content, and the specific personal topics she writes about in a way that is easily understood. Combined with the social attraction to Cathrine, and attitude homophily, it is suggested that the followers' para social relationships are positively affected by seeking information of a personal nature.

6.2.3. Entertainment – becoming a follower

The motivation of entertainment in the context of understanding why the followers interact with Cathrine is based on three sub-categories of entertainment; relaxation (section 6.2.3.1), enjoyment (section 6.2.3.2) and emotional relief (section 6.2.3.3.). Relaxation is associated with

the need for quick fixes, such as quick cozy content easily consumed without high level of involvement. Enjoyment refers to a more aesthetically pleasing content of various format pleasing the consumer with variations of time spent. This type of entertainment can lead to contributing type of engagement. Lastly, emotional relief refers to a concentrated state of mind, where the consumer is more likely to connect with the content on an emotional level, although depending of the sentiment of emotional relief; positive is related to contribution, whereas negative sentiment is related to consuming or flatlining in a sense (Tsai & Men, 2013). The three types of entertainment motivations will be analysed respectively in the next three sections.

6.2.3.1. Relaxation

There is a clear tendency in the data supporting that the consumption on Cathrine's platforms are motivated by the need for relaxing. This is especially seen on posts on the blog related to clothes and "lighter" topics, in combination with the pictures posted to Instagram which are perceived as pleasing, whilst having the function of working as a teaser for updates on the blog, as exemplified in the two quotes below;

Freja: "It's just really cozy to go to the blog, it's a nice relaxing way a waking up in the morning"
(Appendix, 4.29)

Josephine: [About in which situations she is on Cathrine's platforms] "It is typically at night, when I get home from work, then instead of turning on the TV, then I just start looking on the ipad, at different blogposts, Instagram posts, and insta[gram] stories. You can say it is like a newspaper, it is just a different type of news, where it is much more relaxing, especially when you have been at work all day, then it is really that way I can calm down and destress" (Appendix, 4.30)

As exhibited by the quotes above, there is little involvement associated with this type of motivation, as the need for not having to interact with anybody is a clear objective from the followers' perspective.

6.2.3.2. Enjoyment

As enjoyment is expressed by the aesthetics in particular in regards to the pictures on the blog, and Instagram. Furthermore, it is expressed that because it looks appealing, yet relatable the overall enjoyment with following Cathrine is established. As exemplified here;

Marie: "You are a bit impressed by the lifestyle, she lives at Frederiksberg, has this really cute dog. It is just really cozy, you know? They post beautiful pictures. I find a common ground with them [Cathrine and her husband], because they are in the same situation as me" (Appendix, 4.31).

The respondent furthermore expresses a sense of lifestyle admiration, due to the overall aesthetics and characteristics of Cathrine and her husband's life. In addition, it is noted by the respondents, that when being motivated by enjoyment, there is little involvement, except for short expressions at the most, and furthermore most connected to the medium Instagram, as seen in the following quote;

Signe: [On Instagram] "I'll comment with emojis, hearts, coffee, smileys, just to express that I think it is a really beautiful picture. Visually, she takes beautiful pictures. It is very obvious that it is a photographer that takes her pictures, and that she cares about the aesthetics, but it is not too much. There are some instagrams, where they are too over-thought, where everything has to be pretty things, pretty brands, and same filters. But she is able to have high-quality pictures that looks good, whilst making you feel like there is room for other things too. It might also be a picture where she looks silly. I feel like there is room for something more than with others [bloggers]" (Appendix, 4.32).

It is clear that the blog is also considered to be amusing, yet not linked to contributing too, or creating content, when the motivation is enjoyment in particular.

6.2.3.3. *Emotional relief and escapism*

From the interviews, it can be derived that two aspects about Cathrine is evident when followers show signs of seeking emotional relief and escapism; the longer, more serious posts, and the need for changing the current headspace they are in. As noted by one respondent;

Emilie: "Cathrine, in particular, well – in all the time I've been working at the bank [1,5 years], I have had quite a lot of transportation time, and during that time I have tried to work on the train sometimes, and that just creates this space where you do not get out of it [Work], I mean, you don't really relax, when you then get home. Whereas.. Well if you in general do something that is not work-related in particular, and maybe read some of the more serious posts, well then you get right off of work and back to leisure time" (Appendix, 4.33).

This exemplifies the interrelation between needing the longer posts, in order to be able to change headspace, and thus express positive affirmation between the active search for longer posts in particular, to be able to do so. Also, noted in understanding that Cathrine has created 'a universe' that is possible to dive into, when needed to destress;

Josephine. "After a long day at work, it is nice to get home and relax, and just turn off your brain, forget all the stress, forget about the deadlines [...] so that is where I really turn off my brain, and then relax by get wrapped into this universe" (Appendix, 4.34)

Although noted by the respondents that emotional relief is associated with long and personal posts from Cathrine, there is not evidence to support any contributing or creating brand-related activities

based on this, as the respondents mostly remain in a consuming state when this motivation is present.

6.2.4. Self-expression – the ideal friendship

As outlined in section 4.2.4., self expression is a follower motivation, positively correlated with contributing and creating content, to either express one's inner or social self. Whereas the inner self-expression refers to living out your own identity, possibly anonymously, the social self-expression is motivated by the need to receive social esteem or social recognition. The two sub-categories will be analyzed separately as two different constructs below.

6.2.4.1. Inner self-expression

The respondents are in general in consensus of Cathrine's platforms supporting self-expression, as they are able to relate to her. They perceive themselves as being able to experience and be exposed to the same things as her, and thus they understand and express themselves by consuming her content. It is also noted that the aspect of anonymity was of importance, in relation to receiving feedback on one's inner ideas;

Josephine: "I feel like it makes more sense to write to her if it's something personal, than if its related to clothes, interior design, or beauty products. In those cases, I do not feel compelled to comment, whereas I comment more in regards to subjects on life in general. I think I also use this in a kind of selfish way, to get answers on some of the things I feel. Not that I cannot share them with my friends, but because I feel like I am anonymous. If I tell an actual friend, her reply will be colored by the fact that she knows me, so with Cathrine I do not get judged as with my friends, because she does not know me. With her, I can get an objective view on an issue or opinion of mine. I cannot get that from my boyfriend, family or friends, because they know me" (Appendix, 4.5).

This further emphasizes that the context for being able to experience this type of inner self-expression is conditioned by the notion of identification, and perceived shared attitude homophily, and para social relationship in terms of the intimate setting the follower perceives it to be situated in.

6.2.4.2. Social self-expression

The notion of self-expression in the followers' motivations, and actions consequently are dominated by the underlying motive to be associated with Cathrine's brand, and recommendation, as a sense of validating their social self through hers. As exemplified by one respondent;

Signe: "When I "like" something [A post] on Instagram, then people can see what I have "liked", and that reflects back upon me. Then, when I see what she [Catrine] "likes", then I am also more likely to "like" it, based on her recommendation" (Appendix, 4.35).

This quote denotes that the act of liking is considered to be a rather passive act of engagement. However, in the sense of the motivation is to be viewed consequently show others that she likes the same as Cathrine, and expect in turn social recognition. This means that it can be considered to contribute to content. This is further correlated with the precondition of the follower's perception is positive about the recommendations, and overall brand of Cathrine's, and in particular to attitude homophily, as likeness and shared taste must be achieved before this motivation and interacting with Cathrine can exist.

6.2.5. Inspiration – becoming a rolemodel

The motivation for seeking inspiration is a rather unexplored follower motivation, as also explained in detail in section 4.2.5. It particular the emphasis of actions caused by perception of beauty, truth or divinity that moves them towards an important goal is key (Trash & Elliot, 2003). In the data collected, it was clear that the fashion-universe Cathrine is showcasing receives a lot of materialistic motivated consumption from the followers. However, it is clear that the inspiration she, in particular, offers to her followers, is perceived to be the personal courage of hers that manifests itself with her followers. As one follower explains;

Josephine: "It might seem a little silly, but I actually feel like I've gotten more self-confidence after reading her blog, and that it makes me make some choices, some decisions, that I haven't dared to do so before. For instance, if she has a pair of boots, that I might have always considered to be a bit much, or tacky, then by seeing this girl, who is basically a totally normal Danish girl, a beautiful girl, that have made me, on several occasions, [feel] that I too have been able to get out of my comfort zone" (Appendix, 4.36).

Furthermore, the perceived attitude homophily, identification and social attractiveness of Cathrine positively affects the followers reason for becoming inspired by her, again emphasizing the personal inspiration she is perceived to be. Here another example thereof;

Signe: "She is a real person, and not a brand to me, that's why I don't feel she's just noise, as the others [Other bloggers], but in a sense where I feel like getting her personal opinion on things. [Her personal meaning] means something to me, but that's because I feel like she has some good opinions, and are very open (not politically), but in the sense that she have supported some good charities through the collaborations she does, she wants to do something nice for others, and that is something that I can't help but support, as I have so much respect for doing something like that, which I am also trying to do in my life. You want to do something good, right? Then when you see her doing it, and make it all work, that makes you want to do it yourself as well" (Appendix, 4.46.).

Although the fashion aspect of Cathrine's blog is mentioned by the respondents, the personal inspiration she is considered to be by her followers is stronger, and thus activates another sense of involvement, going beyond the rather shallow inspiration of trends and fashion in general.

6.2.6. Conclusion of Follower motivations and level of engagement

It is clear that the follower motivations; Information, Entertainment, Self-expression and Inspiration are key for the interviewees. Across all motivations, level of brand engagement was most frequent when instigated by seeking information, in particular to personal issues – related to Cathrine, and other people in the followers' social sphere. An interesting finding was the followers' indication of reinforcing the friendship with Cathrine, by reading about her private life, feeling closer to her, to then write her, and in turn of that receive comments from her, being perceived as reinforcement and a further enabler of their para social relationship. It was further found that Cathrine herself is perceived to be an active agent in constructing the relationships with her followers, accredited to the responsiveness and openness in communication, thus allowing the followers to access her private thoughts and feelings, as well as, allegedly, appear to honestly and devoted to the interests of her followers'.

6.3. Platform affinity – is it Instagram, or me?

Platform affinity is a mediating variable introduced to understand if the respondents are over actively engaged with a certain medium (Frederick et al. 2012). Therefore, any relationship between follower and influencer will simply be a result of the follower's appreciation and perceived importance of engaging with a medium, and therefore interact with Cathrine, or the platforms have an enabling or restricting influence on the establishment of para social relationship, it is further explained in section 4.3. From the interviews, there is a tendency towards certain mediums that are in generally, more preferred. Here in particular Instagram is the preferred medium (of all social media), and the platform of which all the respondents by far spend the most time on weekly, which is a minimum of half an hour a day and up to an hour and a half for some few respondents. It is further noted that Instagram is the first thing all the respondents look at after waking up in the morning, associating the medium with 'Waking up', as noted by two respondents;

Marie: "The first thing I do in the morning is to check Instagram, lying in bed and checking Instagram" (Appendix, 4.38)

Signe: "In the morning, when I wake up, the first thing I do is to reach for my phone, and I just think Instagram is the medium that is the easiest to comprehend, as it's not that text-heavy, making it very easy to digest in the morning" (Appendix, 4.39)

This allows for the understanding of Instagram as a medium to be associated with the motivation of relaxing, as it is interrelated with down-time and passive involvement, suggesting the followers to have a special affinity for the medium, when motivated by relaxation. On the other hand, the data suggests different motivations to be associated with the blog, as explained in the following

quote;

Josephine: "The blog is much more elaborate, that is where you can make the "book/novel"[Long]-posts, where you can comment, and where you can start a discussion, you receive feedback, you don't have that on the Instagram [of Cathrine]. So the blog is where [personal] inspiration and the value sets meet, where you can have a dialogue on the screen. Instagram on the other hand, inspires me more in terms of clothes, and shoes and "wow, you look good today", so that is more my eyes that gets inspired, [...] where the blog is more in-depth and more personal. So the blog is personal, where Instagram is more fashion-oriented" (Appendix, 4.37).

This quote exemplifies the unanimous notion among the respondents very well, as the blog is inherently associated with time for reflection and understanding longer, complex and private posts. The motivation for reading those, have previously been found to be associated with the need for understanding ones close ones, and social sphere more in depth, and was found in the section on motivation for brand-related content being information, and in particular in the shape of personal advice. Distinct for the blog is further the engagement and level of involvement in content, and contributing to content in combination with the information motivation, and based on this parameter, also in particular with the blog.

6.3.1. Conclusion of Platform affinity

It is clear from the findings, that the likings of Instagram is apparent, and to a certain degree very high. However, this does not contribute to level of engagement in particular with Cathrine, only on an aesthetically, superficial level. However, the blog is positively interrelated with engagement and high involvement, based on the personal involvement of the followers' and Cathrine's perceived openness in communication, and attitude homophily.

6.4. Brand attachment – the emotional bond

This level of analysis is the first parameter of the thesis' brand objectives, employed to understand the followers' level of attachment to Cathrine as a brand, and, in particular, what they attribute this to. Brand attachment as a concept is outlined in the section 4.4.1, but in short is to understand how and if, there is an emotional bond between Cathrine and her followers, perceived by the followers entirely.

Based on the interviews, it was relatively late in the interviews, that the interviewees opened up for their emotional attachment to Cathrine, although designed that way, by the interviewer, it was evident that the respondents felt surprised, and a bit embarrassed by honestly depicting the level of emotional attachment. However, they all displayed emotional attachment, as one depicted;

Emilie: [Do you consider yourself emotionally invested with Cathrine, and if so – how?] “Because, it has kind of gotten deeper, than me just sitting around reading about her, there is a level between being a passive reader, to us actually creating an actual relationship. Uhm, it kind of just got real there. Without making it sound like a grand love movie, but in a sense, you are able to sit a read all sort of stuff, but the relationship was created when you realize it’s a real person. One thing, is naturally, that she writes about [all] these feelings, that is just not something you do. You don’t find that on the blogs that are merely clothes” (Appendix, 4.40).

From this quote, it is apparent that there is an emotional attachment, and that became acknowledged by the respondent herself when interacting with Cathrine. However, the nature of the interaction was predominately motivated by personal information, and the perceived openness in communication and attitude homophily with Cathrine. This in turn reinforces the perceived para social relationships between the followers’ and Cathrine, suggesting an interrelatedness between level of brand engagement and para social relationships, positively affecting brand attachment. As also previously exhibited,

Marie: “It would be pretty tough for me to unfollow Cathrine, in comparison to others, because you have a kind of phase out, if there is someone you stop following, because it might be someone you have feel you have a connection. In addition, you have invested time in her [Cathrine], as it is something of myself I’m giving away, and they are giving something of themselves by writing blogposts, and I am giving something of myself by commenting, maybe they give something of themselves by replying on that or one of the other comments given on my comments [by the others]. But you actually do give something of yourself, so it’s not without costs to just unfollow, if they all of the sudden do something you do not like” (Appendix, 4.22).

In addition to the first finding on this parameter, this quote further suggests a positive reinforcement of para social relationships, causing followers to contribute too, and create brand related content, which in turn is positively correlated with brand engagement, when Cathrine replies. This then positively affects the follower’s perception of Cathrine, involving the concept of perceived interactivity in the process of establishing brand attachment too.

6.4.1. Conclusion of Brand attachment

The main finding on the followers’ level of brand attachment, is the clear support of its existence among the respondents, but more interestingly found to be conditioned by the followers’ perception of Cathrine’s openness in communication, attitude homophily, leading to reinforcement of para social relationships in combination with contributing levels of brand engagement, especially when the motive is personal information.

6.5. Brand Loyalty – faith in kindness

As described in section 4.4.2, brand loyalty is the overall brand objective of where this analysis is to outline the followers' relationship with Cathrine contribute to a positive enhancement of re-visitation and word-of-mouth. The interviews reveal that the followers are loyal towards Cathrine as a brand, accredited to their perception of her being real, and honest, unlike many other bloggers, one respondent explained;

Josephine: "Now, I am in a four-year old long relationship with her, and in the beginning it was much more like "What can you do, what do you actually want, god you're annoying", I actually used to think that. But as I started to recognize many of our shared values, then I started to find her quite legit, and even though I sometimes agree with her, and sometimes I don't, I actually feel that the foundation is there. She is able to be objective, and honest – and not just a "Moneymaker", even though that is something she is [...] It [the posts] is coming from her heart, and that's why I feel loyal [to her], when she writes about sponsored products, or whatever – her experience of her trip to Paris [is the same] (Appendix, 4.41).

It is evident from this quote that the interviewee's trust towards Cathrine is built over several years, and hence, their learned shared values were perceived to be in earnest a friend rather than a "Moneymaker". This in turn is rewarded by loyalty and trust towards Cathrine, even when reading posts that are written based upon a monetary objective from Cathrine.

Signe: "I trust in everything she writes, in everything she writes about herself, but also about brands, and that kind of thing. I know that when you make a living of it [blogging], then you [Cathrine] have to accept to do some things, but I think she has a transparency in the brands she is collaborating with, where I am able to see her shine through. I think it's very real, and therefore it seems even more convincing [...]. I also think she is able to make the collaborations, she does, more trustworthy, as she also often has an angle which in some way not seems so bought [the expression bought is referred to when a company buy ads from bloggers, without the blogger have any relation to the brand]" (Appendix, 4.42).

From these two quotes, it is clear that the followers persist to grant Cathrine with a high degree of trust, as seems to caused by the in-depth understanding they believe they have. Here, it is also important to note that the relationship build over years, mediated by common values, is crucial. Brand loyalty will further be analyzed in terms of re-visitation and word of mouth.

6.5.1 Re-visiting – I just need to see if something new has happened

Re-visiting is explained in detail in section 4.4.2.1., but refers to the intention or self-reported re-visitation of Cathrine's platforms as an indication of loyal brand behavior. When asked about re-visiting, and the persistence to keep following and actively going on to Cathrine's platforms, there was consensus across all respondents on the comparison between Cathrine as a friend, and social attraction. This suggests that it is merely due to the emotional attachment provided by the para

social relationships the followers have, as said by one respondent;

Signe: [Why she keeps re-visiting the blog] "She just seems like a good person all in all, that you can feel, and that is why you want her to do well, and keep keeping up with what she is up to" (Appendix, 4.43).

The emotional sentiment is clear from the quote above, as in the interviews in general. Another finding was the level of personal identification, and attitude homophily with Cathrine, which in turn contributes to the para social relationships with the followers, and in the following quote is linked to becoming a personal inspiration;

Josephine: [Why she keeps re-visiting the blog] "She has become a great inspiration to me, as I can lean on her decision making. I can identify with the way she decides [on what to do in life]. We share the same values in my opinion, that's why she is an inspiration, its because I can identify with her, and keep following her" (Appendix, 4.44).

Mainly, these two tendencies were visible from the interviewees in relation to re-visiting, it was further noted in the introductions of the interview, that the respondents' goes actively onto Cathrine's across platforms.

6.5.2. Word of mouth – the online member of your friend cycle

The last brand objective is word of mouth, contributing to the understanding of the followers brand loyalty through the sharing of information, or recommendation of Cathrine to their networks. For a more detailed description, see section 4.4.2.2.

In general, the interviews did not support a large amount of word of mouth being instigated by the respondents. Some respondents noted they actively engage in conversations about topics read on Cathrine's blog, to share with colleagues, or social sphere, at least when thinking on overt conversation. An interesting finding was one respondent noting that she had received links to Catrine's blog posts on the fertility treatment, from her brother's wife. Her brother's wife used it as a means to communicate what she was going through and how she was feeling in her own process of fertility treatment, and encouraging her closest to read those instead of talking to her about it, as it was too hard to express for her;

Marie: "When I have followed Cathrine as long as I have, then it's really tough to hear [read] what they are going through, but I think that.. However, it was also just really nice somebody experience it [and writes about it]. I think in line with the digital age, where we are all on our phones in an online universe, then we might not always get to talk about these kind of things [fertility treatment], so we seek sometimes other places when we need to tell the story. For my brother's wife, this was a way of explaining others what she is going through without needing to find the words herself, which might be difficult when you are experiencing something as hard as fertility treatment" (Appendix, 4.45).

Although, this was an interesting finding, this was not exhibited by the person that actually shared the posts, but in turn – the presence of word-of-mouth would have been a very interesting finding – as the context of speaking through an influencer is very fascinating. However, it was just this one interviewee explaining that it was done.

6.5.3. Conclusion of Brand loyalty

Brand loyalty from the followers toward Cathrine is found to be mediated by the brand attachment created by the personal identification and attitude homophily, leading to strong friendships. The respondents further denote a high degree of trust towards Cathrine, caused by their long-time relationship with her, and brand attachment. Re-visitation is the most common form of expressing the loyalty towards Cathrine, which in turn also is instigated by the emotional bond, and friendship the followers perceive to have.

6.6. Conclusion of analysis & results

The key finding from this analysis is to confirm the presence of para social relationships among five out of six respondents, these exhibited the notion on this relationship being one-way, yet two-way due to acts of engagement, merely being online, and describe emotional bonds with Cathrine, equally to real life friends. It was further confirmed, that these relationships are developed over time, and that the instigation of these are heavily relied upon the follower motivation of enjoyment and relaxation, often experienced on the platform of Instagram. In addition, it was further conditioned by the initial impression of the followers' perception on whether or not they could personally identify with her, for various personal reasons, and if they could easily perceive her to be social attractive and or exhibit attitude homophily.

Furthermore, the maintaining and development of the relationship is interrelated with the followers' strong faith in the resonance between her perceived honesty and consistency in way of being. This is also interlinked with the notion of more positive perception of her beliefs and values, as consistent actions and messaging are found to be more trust-inducing, and therefore, Cathrine is perceived as so. The findings further suggest a high degree of identification from the followers'

perception, as a prerequisite for any further followership to persist. This is instigated by Cathrine's openness in communication, and the notion of being relatable is here key for them – as several interviewees stressed Cathrine in opposition to "many other bloggers", that are popular, but not relatable to their own lives.

The findings further denote the follower motivations; Information, Entertainment, Self-expression and Inspiration are key for the interviewees. Across all motivations, level of brand engagement was most frequent when instigated by seeking information, in particular to personal issues – related to Cathrine, and other people in the followers' social sphere. An interesting finding was the followers' indication of reinforcing the friendship with Cathrine, by reading about her private life, to feeling closer to her, to then write her, and in turn of that receive comments from her, being perceived as reinforcement and a further enabler of their para social relationship. It was further found, that Cathrine herself is perceived to be an active agent in constructing the relationships with her followers, accredited to the responsiveness and openness in communication. Thus, allowing the followers to access her private thoughts and feelings, as well as, allegedly, appear honest and devoted to the interests of her followers'.

The main finding on the followers' level of brand attachment, is the clear support of its existence among the respondents, but more interestingly found to be conditioned by the followers' perception of Cathrine's openness in communication, attitude homophily, leading to reinforcement of para social relationships in combination with contributing levels of brand engagement, especially when the motive is personal information.

Brand loyalty from the followers toward Cathrine is suggested to be mediated by the brand attachment created by the personal identification and attitude homophily, leading to strong friendships. The respondents further denote a high degree of trust towards Cathrine, caused by their long-time relationship with her, and brand attachment. Re-visitation is the most common form of expressing the loyalty towards Cathrine, which in turn also is instigated by the emotional bond, and friendship the followers perceive to have.

Chapter 7 | Discussion & reflections of findings in relation to the theoretical framework

In this section, the findings will be discussed in the context of the theories employed, emphasizing how the interrelations between motivations, antecedents of para social relationships are interrelated with brand engagement and what this means for establishing the para social relationships, as in accordance with the second research objective of this thesis. The reflections provided here, will in turn be redefined in two models in the end of this chapter. The reflections will be structured by the research objectives, to align topics found in the analysis – and in turn guide the emphasis on what is relevant to understand the overall research objective.

7.1. Para social relationships, does the definition still stand in online relationships?

First, the para social relationships exhibited to fit with Labrecque's notion of the relationships being mediated online and in causal relation to brand objectives, however – as well as emitting that para social effects are damped considering computer-generated message cues, in contrast to human (Labrecque, 2014). The findings support the notion of human perception of the responses, in particular, that when they are perceived to be not only human, but also emotional – and made by a real person – they were emphasized to contribute to brand objectives, in particular brand attachment, and re-visiting. This reflection, were suggested by the correlation found between the followers' strong faith in Catrine, is in fact a real person, and not a mediated persona – and that there is no difference between her online- and off-self. This is further in contradiction to all three scholars (Labrecque, 2014, Lee and Watkins, 2016) as Labrecque argue computers can mediate the same responses as humans through message cues, but have not taken into account the crucial follower perception of believing they in fact believe they interact with a person – faith in sincerity, is a pre-requisite for developing para social relationships, and is the first major finding of this thesis.

On the other hand, Lee & Watkins exemplify this aspect by the questioning of different vloggers influence, vloggers which are personas/characters "played" online by people, but emphasizing these personas are different from the real persona of the person "playing" them online. The findings suggest that the followers trust in the authenticity of Cathrine, and are convinced she is a real person, which in turn is said to be the prime motivator for engaging with her, as well as contributing to the brand objectives of re-visiting and brand attachment. A finding, contradicting Lee & Watkins note on the knowledge of the follower understands the persona they interact with is not a real person, is actually found in the analysis, to be a reason for disconnect of para social relationship

with the influencer. As this correlation, was found, when the follower in particular was primarily motivated by aesthetic inspiration to follow Cathrine, it can be denoted, that when the motivation is as such – the need for personal identification is not as great – as it is when being motivated by the need for personal information. On the other hand, Lee & Watkins primarily focused their research on luxury brand perceptions, where para social relationships contributed to enhance luxury perception of a brand through the association of an influencer – of which the initial motives for following for their study participants might have been different than in this case study, and thus not seeing identification as a precondition for establishing this relationship.

7.2 Conditions of para social relationships

To further explain the concept of preconditions for following the influencer, it was evident that the notion of relationship with the follower did not just come over night – but was developed over a process, like real friendships, this is in line with para social relationship theory of Labrecque and Lee & Watkins, where para social interactions can occur instantly (verbal or non-verbally) possibly creating a para social relationship over time between personae and follower. From the data it was clearly inferred, that the para social interactions had certain pre conditions, as one crucial finding was that initial attitude homophily and social attraction were to be apparent upon first recognition of the influencer – or it would not result in followership, among those were the initial motivation was entertainment – enjoyment and relaxation – and emphasized as the prime motivations for starting to consume the content of Cathrine. This was further demonstrated by the respondent not engaging in para social relationship with Cathrine, as her motive for following were purely aesthetic and superficial, and not personally identifying herself, or others in her social circle, with Cathrine. Supporting, the second finding of para social antecedents and follower motivations interrelate in the initial stages of followership, and underlining the need for preconditions of the influencer, as not in line with Labrecque (2014) and Lee & Watkins (2016).

Another significant finding of the para social relationships exhibited, were the support of Frederick et al's (2012) argument, that in an online context – para social relationships in terms of communication, are more two-way, due to the possibility of the comment section and email. However – it was also noted theoretically, that due to the lack of real ID, and possible changing responders from the online persona, the communication is in fact more one-sided and can have an anonymous benefit. The findings, uncovered this aspect, and contributed to the understanding of the relationships are in fact to be perceived as two-way communication, as the notion of "real" relationship with Cathrine, was established when the influencer responded to the followers'

comment(s), emphasizing perceived interactivity as a crucial antecedent of para social relationships. This was further found to be moderated by the understanding of the follower perception of openness in communication, as many expressed, they would not write her - if they did not already have an in-depth understanding of the influencer, attitude homophily, social attraction and reason to write. This reason was often found to be instigated by the motive for personal information, personal inspiration, or inner-self expression, which then in this correlation, are motives to be developed after social attraction, attitude homophily, perceived interactivity and openness in communication have been confirmed with the follower. This correlation between motives and antecedents, and re-definition of para social relationships, further deepens the understanding of what enables, and constricts the relationship, in turn for establishing relationships leading to brand loyalty with the influencer, as searched for in the third research objective.

In addition to the motives found to positively guide consumption and contributing, leads to the understanding that some motives were not inducing para social relationships, and in turn appeared to be restricting such behavior. For one, the motivation of remuneration, was not a motivation found, and theoretically, have supported engagement with brands. In this case, it was noted that participating in competitions, were frowned upon, as it was considered to be for followers that only persisted their own selfish monetary objective – and therefore was not something a para social follower were involved in – because they knew the influencer too well. This in turn, emphasize the notion of the faith and involvement the followers believe to have with Cathrine, as they truly believe she has their best interest in mind, when she herself is posting sponsored content. Not originally outspoken in the literature of para social relationships, a finding like this suggest that when wanting to levitate the influencer for brand purposes – competitions does not lead to increase para social relationships.

Enabling motivations however, were previously discussed in relation to the antecedents of para social relationships, however – the sub categories suggested different motivations. The motivation of information for instance, is regarded to need for advice – and especially due to the openness in communication from the influencer. Which in turn seemed reinforced trough communication with the influencer – as the motivation for personal information were not considered to be a motive for the respondents, when they compared to other bloggers, that display lifestyles they cannot identify with, and/or is not considered to be engaged with their followers.

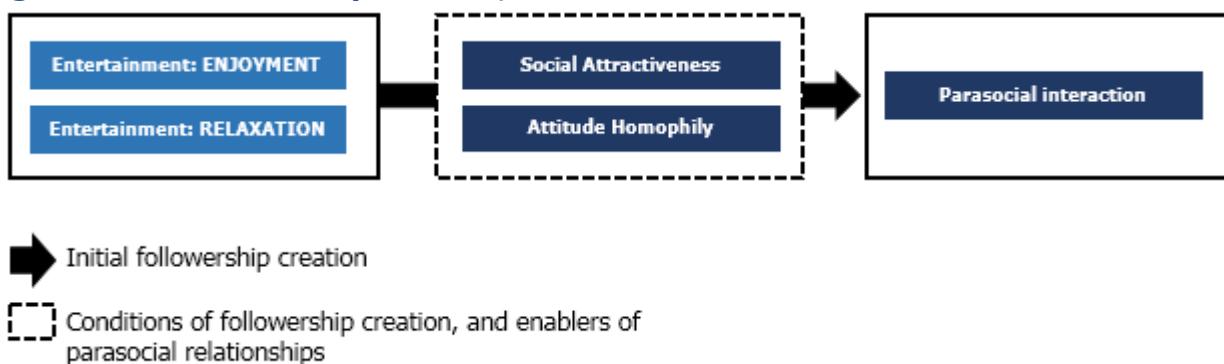
As the main findings have been clarified from the initial theoretical framework, the next section will introduce how the findings suggest the relationship between followers and influencer is interrelated, developed and maintained, and contribute to brand loyalty, through a revised theoretical framework.

7.2. Redefining the theoretical framework

Based on the research carried out, the contribution of this research will suggest a redefined theoretical framework for understanding the relationship between followers and digital influencers. The findings from the analysis of the followers of the ROCKPAPERDRESSES, and Cathrine Wichmand proposes to understand the theoretical constructs to be correlated in a dynamic process developing over time, identifying pre-conditions, main enablers, of para social relationships, supported by the understanding of which motives are interrelated to these, and how this contributes to brand loyalty.

First, the finding of how the followership, and later, on para social relationships, were uncovered in the data, as illustrated below, the motivations enjoyment and relaxation were found to lead to para social interactions – and followership, if the influencer was perceived by the follower to be social attractive, and share attitude homophily, upon initial meet. This, further emphasizes the finding over development of these relationships over time is relevant.

Figure 5. The followership creation, from non-follower to follower



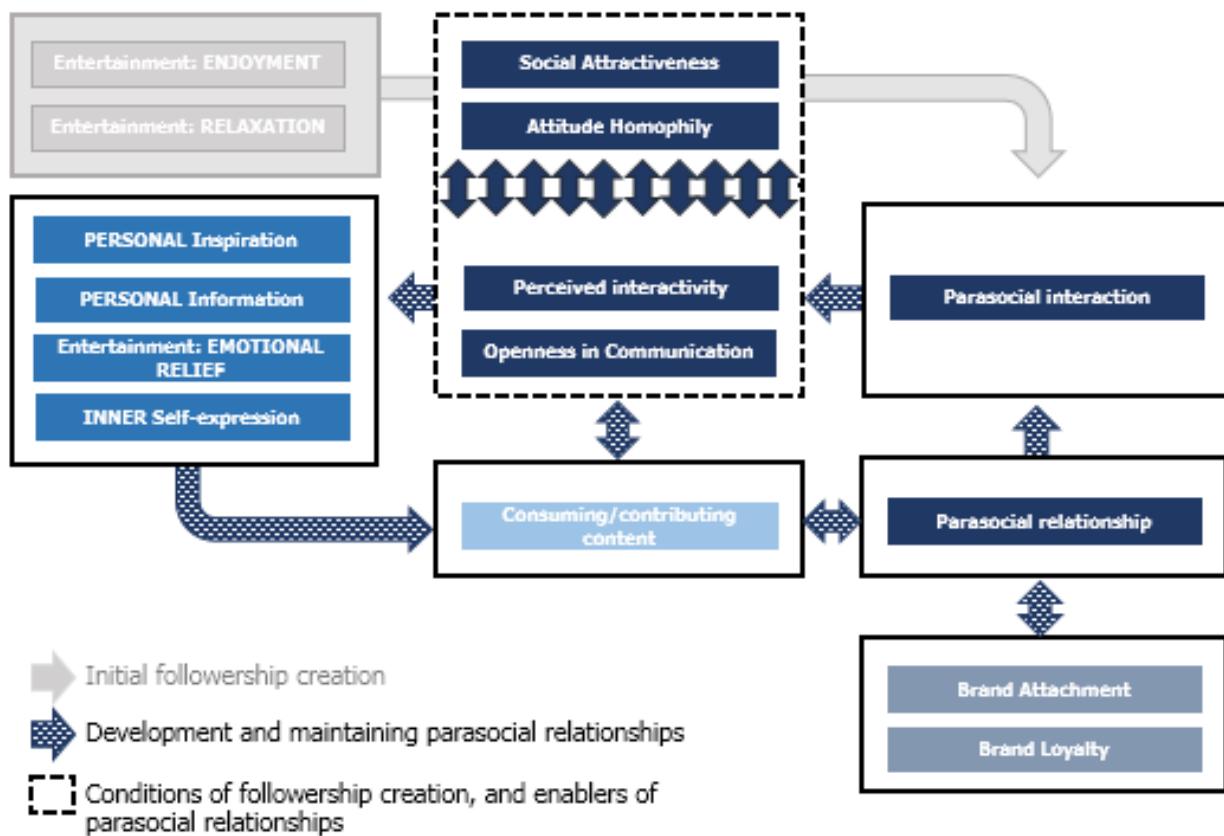
Source: Authors own creation

Second, this research suggest that after initial para social interaction(s) have been made, the dynamic process of creating a relationship between the influencer and the follower can take place. As found in the analysis, this relationship is developed over time, and therefore the process of influencing factors, have thus been illustrated in a continuous process as visualized by the loop starting with para social interactions, needless to say the beforementioned model comes first, over time being involved in the next. By further consumption of the influencers posts, the follower will perceive the influencer to also attain perceived interactivity and openness in communication, by reading posts and comments. In combination with strong identification to social attractiveness and attitude homophily, and therefore the follower will be able to direct their attention directly to further consumption or contributing to the influencer's content, which will lead to para social relationships.

Another adjoining link was the understanding of motivational engagement, as it was found that the continuity of this process then takes place, when the follower motivations are personal inspiration, personal information, entertainment in the form of emotional relief, and inner self-expression. If one or more motivations are present with the follower, this will further induce consumption and/or contributing behavior that will lead to para social relationships. It was further found that para social relationships, were a strong contributor to brand attachment, and thus loyalty – which in turn lead to re-visit and kick-starting the cycle all over again, and contributing to a stronger para social relationship.

Lastly, It was found that para social relationships further induced the notion of para social interactions – causing the follower's to naturally keep updating themselves, or receiving notifications on updates, leading to starting the circle again, in return leading to further strengthening of the bond.

Figure 6. Dynamic Para Social Relationship model (DPSP)



Source: Authors own creation

7.2.1 Proposing the Dynamic Para Social Relationship model (DPSP)

As the overall purpose of the study is to understand how brand loyalty can be improved through the follower-influencer relationship, this study has contributed with the exploration, and identification of the interlinked factors involved. To clarify, through understanding the process of creating initial followership, it has been identified that the two entertainment motivations of enjoyment and relaxation, contribute to the first initial para social interaction with the influencer, although conditioned by the followers' perception of social attraction and attitude homophily, which emphasizes the display for the influencer to exhibit this, in particular on platforms used for enjoyment and flat filing (low involvement).

By answering the second research objective of this thesis; how the motivations of a follower, and antecedents of para social interaction are interrelated with brand engagement, and which affects these have on establishing para social relationships, the DPSP-model unfolds the relationship the motivations of a follower is apparent in this case, as four motivations were emphasized, however, before these motivations were possible for the followers, interactions and consumption, should provide the follower with the understanding of the influencer being open in communication (share personal details), and interactive in communication (responding sincerely, in a timely manner, and

personal). If these are not registered, it is very unlikely that the respondents will contribute to the posts, as these antecedents show to be positively correlated with the social attraction and attitude homophily, which are the initial creators of emotional bond. Then when the motivations occur, the emotional involvement will lead to further consumption or contributing to the platforms, and when this is then returned with a response from the influencer, further emotional bond will be established – in particular para social relationships, which due to the friendship established results in brand attachment which in turn foster re-visiting, and thus brand loyalty.

As the interrelatedness of motivations of a follower, and antecedents of para social relationships, and brand engagement have been outlined and explained in the DPSP model above, with respect to the enablers and restrictors in the process have been noted, the second and third research questions of this thesis been answered. In the following, the first research objective will be answered, by enhancing the theoretical implications.

7.3. Theoretical implications

Firstly, this study has contributed with a model that can explain the way a brand loyalty can be achieved through the relationship between a follower and influencer. This was done by exploring the up till now, quantitative instrument, of para social relationships – and adding to the complexity of this construct of digital arena, specifically adding to the understanding of the construct to be two-way, as the relationship between influencer and follower is reinforced, when communicating via message cues online.

The second theoretical implication found in the results of this thesis, is that para social relationships are positively affected by the followers' perception of the influencer is a real person, and not a mediated version, as in literature up until now. This understanding, further contributes to the engagement displayed by the followers, leading to para social relationships, brand attachment and brand loyalty – and therefore this must be enhanced when continue to deepen the learning on this area.

The third theoretical implication, is the huge impact different motivations play in the process of establishing para social relationships. Entailing, two motivations (enjoyment, and relaxation) are key in establishing para social interaction, whereas personal information, emotional relief, inner self-expression, and personal inspiration is key motivations for higher levels of engagement, and creating para social relationships. Another contribution in relation to this, is the interlink with para social antecedents, as all four play a vital role – and are to be perceived from the follower before

higher levels of engagement can take place – whilst social attraction and attitude homophily are to be identified already by initial interactions, in order to establish para social interactions.

This thesis further contributes with the case specific context of an influencer with a high degree of personal identification of her followers – thus providing a qualitative sample which is commonly found in the influencer environment, and thus can be adjusted to similar contexts, in further research on the topic.

7.4. Further research, and next steps

Having exhibited how relationships between influencers and followers, can contribute to brand loyalty, this section sets out to discuss further research and next steps of the Dynamic Para Social Relationship model. The point is to learn how this model should be tested to validate and generalize it, making this online relationship instrument more robust.

The Dynamic Para Social Relationships model, developed in this thesis, is based upon the discussion of findings of a specific case study. Consequently, this calls for recommendations on how to further research this, with the purpose of validating DPSP, and making it more general applicable. First, from a methodological perspective, this research focused on the case of Cathrine Wichmand, and her blog ROCKPAPERDRESSES on the platforms of her blog, and Instagram. To strengthen the replicability and validity of DPSP, further research should focus on the other platforms used by ROCKPAPERDRESSES, other bloggers, and other digital influencers. Focusing the scope, or expanding the scope of research will validate how and if this model is relevant in other contexts, and by doing so, the depth and breadth of DPSP is enhanced, by increasing the generalizability (Bryman & Bell, 2007). Furthermore, the motivations exhibited in the model could further be explored by introducing the concept of personal psychology, to understand the underlying personal characteristics, and the interrelatedness with these, possibly understanding the psychology involved for followers engage in relationships online. Another interesting extension of the research, could be to involve the influencers own perception of the relationship with the followers, as to further deepen the understanding of how the instrument of DSPS could be made practical to employ for all influencers.

7.5. Managerial implications

To further exhibit the applicability of the findings of this thesis, this section will outline the managerial implications of the online relationship instrument, DPSP.

Firstly, by employing the DPSP model, brand managers are to understand the dynamics of which influencers are able to establish para social relationships with their followers, and thus be subject

to high brand loyalty. As recognized in the findings, these types of relationships exhibit a high faith in the influencer, and in the notion of having their best interest in mind, however – this is also the case for sponsored content – to which the followers' completely disregard the influencers monetary objective for. Therefore, the selection process for finding an influencer to collaborate with, should be assessed by the conditions stated from the model.

This further entails the objectives of the brand collaborators, as the followers further perceives all brands to be relevant to the influencers attitude and values – therefore marketers should carefully select influencers as their brand ambassadors if they have credibility in being a user of the brand. If not, it is noted that brand collaborations are not subject to the same faithfulness and acceptance from the followers, consequently both influencer and collaborating brand will suffer in brand attachment from this.

Lastly, from a marketer's perspective it is key to understand the consumers of which they are targeting, and when identifying influencers followers as possible consumers – it must be stressed that quantity of followers, not necessarily trumps quality of followers. Influencers with a high degree of para social relationships, have very high brand loyalty, and therefore the endearment of recommendation from a para social follower, will be much more likely to obtain, than an unengaged follower.

Chapter 8 | Conclusion

This research took a point of departure in the case study of Cathrine Wichmand, a successful digital influencer, of who have been working as such since 2011. The first step for understanding digital influencers with their followers, were exhibited through carrying out a netnographic pilot study of the interactions on two of her platforms, her blog and Instagram page – of which revealed a high degree of emotional bond, and a high degree of follower involvement. This was further employed in carefully constructing a theoretical framework of which, the theories of antecedents of para social relationship, the antecedents thereof, follower motivations and brand engagement were set to correlate with the brand objectives; brand loyalty in the shape of re-visiting (her platforms) and word-of mouth.

The analysis of interviews employed to investigate this framework, revealed the interrelatedness of these theoretical constructs, resulted in redefining the theoretical framework, proposing the Dynamic Para Social Relationship model, of which is able to display how digital influencers relationships with their followers are maintained and developed through the creation of para social relationships which in turn positively contributes to brand loyalty with the influencer.

In doing so, the theoretical implications were found to reshape the para social relationship emphasis to be more two-way in nature, established in a higher degree due to the perception of the influencer being a real person, and uncovering two follower motivations (enjoyment and relaxation) were key in creating the first step of followership, whilst identifying the four follower motivations (personal information, personal inspiration, emotional relief and inner self-expression) to be key in further strengthening the para social relationship and brand loyalty.

It was further found that the theoretical antecedents of para social relationships, are not equally enabling for developing para social relationships, as the followers perception of the influencer being social attractive, and similar in attitudes (attitude homophily) were emphasized as a precondition for the initial followership to persist. In relation, it was found that the follower perception of the influencer is a continuous process, of which the follower, increases the personal identification with the influencer, by further consumption of the content displayed leading to stronger relationships with the influencer.

Consequently, the contribution of this research has provided the insight into how para social relationships contribute to brand loyalty, and have provided the marketing literature with pioneering theoretical suggestions of interrelatedness of constructs in the process. By doing so, the conditions for developing this relationship have been outlined, in combination with the identification of enablers, and restrictors for this social phenomenon to persist.

Finally, by uncovering the conditions, enablers and restrictors of this process – marketers should employ this insight when evaluating digital influencers as their brand ambassadors, as these findings suggest that followers with a strong para social relationship to the digital influencer, will disregard the monetary objective of sponsored posts – and in turn truly believe the recommendation of the influencer is motivated by having their best interest in mind. This medium therefore, provides the key to directly speaking to the brand's target group, and consequently decrease any unattractive noise on social media, whilst being able to steer the conversation in a favourable direction for the marketer company's brand. Thus, supporting the employment of the 21st centuries opinion leaders; digital influencers in the search for increased brand loyalty.

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1. Pilottest- Netnography

Three areas of the platforms will be piloted, Blog, Instagram and Facebook, as snapchat is not a public medium, it is only mediated from the influencer to the follower, allowing feedback from the follower to the influencer to be private among the two and therefore not relevant to research from a netnographic approach. Further, the volume of interactions available on Twitter, Youtube and Google+ is only sufficient for this purpose from influencer to follower, but not follower to influencer or between influencers. As previously mentioned, the three most voluminous platforms, Blog, Facebook and Instagram, will be subject to this research, as these three will provide valuable insight into the nature of the interactions, in terms of sentiment and nuances of the relationship established between the influencer and follower, follower to influencer and among followers.

1.1. BLOG

P1

P: "Penge i blogs og podcasts, hvorfor?" – 09/11/2017

L: <http://rockpaperdresses.dk/2017/11/penge-blogs-og-podcasts-hvorfor/#comments>

I: I→F

W: Blogpost describing the issues for an influencer in getting paid for posts, and which opinions that might be vocalized in the process.

S: Acknowledgement and appreciation of followers' advice, support and tips in relation to the start of the blog and new ventures"

9. NOVEMBER 2017
ARBEJDE

Penge i blogs og podcasts - hvorfor?

Jeg har aldrig nogensinde prøvet at lancere noget nyt på den måde, som vi gjorde det i går. Jo, der var engang i november 2011 (16. november 2011 for at være præcis – er der nogen af jer, der læste med dengang? (udover dig, far), hvor jeg startede bloggen?). Men kan man kalde det en launch eller på godt dansk lansering? Det er måske lidt voldsomt med tanke for, hvor lidt genlyd det gav dengang at starte bloggen fra sofaen (som jeg stadig arbejder fra til tider).

Det var vildt – jeg vågnede klokken 05:00 for at gennemgå ~~indholdet~~, som der blev arbejdet på hele natten. Der er stadig en del rettelser osv. til det, og jeg er meget taknemmelig for jeres skarpe øjne, endelig kom med flere rettelser og ønsker til sitet.

P1_1

P: "Penge i blogs og podcasts, hvorfor?" – 09/11/2017

L: <http://rockpaperdresses.dk/2017/11/penge-blogs-og-podcasts-hvorfor/#comments>

I: F→I

W: Example of sincerity and authenticity is positive related to accept of affiliate links. Follower and influencer discussion about the mediated reality portrayed.

S: Indication of parasocial relationship in terms of appreciation of the influencers sincerity, openness and intimacy in her presence on platforms (relates mostly to Labrecque's concept on openness).

plan. Når nogen starter som blogger, så har de ofte nogenlunde samme liv og bekymringer, som læseren har, og man er i øjenhøjde. Når bloggen bliver populær, ændrer det sig. Der er events, der er samarbejder, måske til dels ny omgangskreds, og bloggen bliver oftest mere lukket – her står din jo i skærende kontrast til andre – men mest af alt tror jeg måske, at de flotte, mere polerede billeder gør en større forskel end de andre ting. Og måske sker der også et disconnect der? Når man kender processen og arbejdet bag, står det klart, at flotte billeder ikke siger noget om noget som helst. De er bare en kunstnerisk bestræbelse. Men som modtager vejer det visuelle tungere end ordene, tror jeg. Jeg stoler mere på, hvad jeg kan se, frem for hvad du fortæller mig med ord. Det er i hvert fald den konklusion, jeg ender med, når jeg ser bloggere fortælle om angst, sorg efter dødsfald, kropshad, barnløshed, skilsomme, depression, stress, etc. og der stadig er folk, der sidder og sukker, at alting bare er alt for poleret (nu tænker jeg også på alle de mange avisartikler, der kobler unge kvinder psykiske helbred til sociale medier). Så til en vis grad tror jeg ikke, at det med nærværen og intimiteten er noget du 100% selv kan styre over, selv om du helt klart lykkes bedre end mange andre på den konto.



Jeg er 28 år, "mor" til #rockpaperfrida, Adams kone, tidligere radiovært, serie-podcast-film-aficionado og glimmerentusiast. Og så er jeg mig selv.

Jeg er born and raised i provinsen men skal slæbes ud af Frederiksberg en dag.

Det bedste i livet er i det små, og det forsøger jeg at fange i ord og billeder. Så herinde får du det dybeste til det yderste, glimmersko og hundepoter, ferier og film.

"Livet er i farver, så jeg ejer ikke andet"

Tak fordi du læser med!

Cathrine Widunok Wichmand

P1_2

P: "Penge i blogs og podcasts, hvorfor?" – 09/11/2017

L: <http://rockpaperdresses.dk/2017/11/penge-blogs-og-podcasts-hvorfor/#comments>

I: F→I

W: Example of parasocial relationship broken by "too high number of sponsored posts". Definition of two types of bloggers; One that has pure motives and wants to write and share their world, the other one "selling themselves for cool cash".

S: Follower response indicating a friend like association with the influencer due to sharing of her private life (relates to Labrecque's openness in communication).

APPENDIX

 **ANNE H SIGER:**
Hmm.
Jeg kan måske godt genkende det der "jeg troede vi var veninder" .. Eller noget der minder om, ihvertfald. Det var enormt charmerende med blogs i starten, at mange startede det som en hobby og et sted, hvor de delte ud af deres tanker. Det er det jo for flere vedkommende stadig, omend de får penge for det nu. Men det føles lidt som om det mister sin uskyld? Det er så mega svært at sætte ord på, men jeg synes at nogle blogs (herunder din) giver mig indtryk af at de deler ud af sig selv af lyst, og at andre sælger sig selv for cool cash.
Som sidebemærkning får jeg lige lyst til at understrege, at jeg fuldt ud forstår og bakker om de sponsorerede indlæg. Selv bladrer jeg bare forbi hvis jeg ikke er i humør (Og hvad er egentlig forskellen på dem, og de sider i damebladene med tøj og makeup?) Jeg synes bare nogle bloggere klarer sig mere elegant igennem reklamerne end andre..
Spændende indlæg og fedt du har mod på at tage snakken 😊
16. NOVEMBER 2017 KL. 15:03


Introducing my startup: PODLAND
Det her har jeg glædet mig til/ikke troet på/drømt om/hørt mærket omkring i måneder. At skubbe den lille baby, som var en idé, der blev...
● ○ ○ ○

ARKIV

P1_3

P: "Penge i blogs og podcasts, hvorfor?" – 09/11/2017

L: <http://rockpaperdresses.dk/2017/11/penge-blogs-og-podcasts-hvorfor/#comments>

I: F→I

W: followership/Parasocial interaction established due to openness, and authenticity.

S: Indicator of social attractiveness, as the follower aspire to be as the influencer based on personality traits common to that of the influencer. Further engaged by the notion of attitude homophily and likeness in perception on the matter.

 **MIA SIGER:**
After reading the dozens of comments, I feel compelled to leave a comment. First of all; awesome blog! I only discovered it a few weeks back through another blogger I follow, and I am bowled over by your authenticity and your ability in all aspects of being a strong, independent woman who has managed to build a brand from her own capacity to be herself and create a career from what you love doing the most. Each and every time I open your blog, I am inspired. And after reading a number of your older posts going back, the feeling hasn't dissipated, whether your posts or content has been sponsored or an advertisement. From the quality of your posts and the strong foundation you've clearly build through solid and consistent photography and branding, the effort of the material shines through regardless. Cathrine, you have nothing to worry about. There will always be people who don't agree with the way in which we market ourselves, whether this be in a workplace in the traditional sense or as independent entrepreneurs. As a blogger, you put yourself out there because your brand is YOU and huge respect to that!

POPULÆRE INDLÆG

 **Hvis ikke jeg selv orker mig, hvem gør så?**

 **The Hunger Games of getting pregnant**

P1_4

P: "Penge i blogs og podcasts, hvorfor?" – 09/11/2017

L: <http://rockpaperdresses.dk/2017/11/penge-blogs-og-podcasts-hvorfor/#comments>

I: F→I

W: Parasocial interaction established due to expert/attitude homophily

S: Indicator of social attractiveness, as the follower aspire to be as the influencer based on personality traits in common with the influencer. Also, the strong emphasis of being inspired as a motivator for the follower to be enganged is highly present.

APPENDIX



RIKKE SIGER:
Hej Cathrine!
Sikke et fedt indlæg. Dejligt at høre sådan en velformuleret og dejlig kvinde udtale sig om emnet. Jeg har vildt meget respekt for dig og synes virkelig du begår dig på en sofistikeret måde i medieverdenen. Tillykke med din nye business! Når jeg bliver "rigtig" voksen vil jeg være ligeså dejlig som dig!

11. NOVEMBER 2017 KL. 20:00

P2

P: "Kvinde er kvinde bedst" – 27/06/2017

L: <http://rockpaperdresses.dk/2017/06/kvinde-er-kvinde-bedst/>

I: I→F

W: Blogpost describing the difficult process of not experiencing a successful fertility treatment.

S: Appreciation of followers existence and followership indicates acknowledgement of understanding of followers time spent. Token of acknowledgement of parasocial relationships.

Men det har givet mig så meget. Der er så mange af jer, der de sidste måneder har skrevet til mig. Skrevet jeres historier, mails, kommentarer, instabeskeder, ligeså sorgfulde og svære som vores, og hvor jeg har været den tredje i verden til at vide besked, foruden jeres læge og jeres partnere. Jeg har grædt med jer, og til tider har det også været tungt at bære jeres historier med mig også. Men det tunge bliver opvejet af taknemmelighed. For I har fået mig til at føle mig mindre alene. Jeg føler mig mindre alene ved, at jeg har delt, og I har delt. Vi er mange i sorg, og vi er mange til at løfte.



Jeg er 28 år, "mor" til #rockpaperfrida, Adams kone, tidligere radiovært, serie-podcast-film-aficionado og allmenneskets elskede. Om et år kommer min baby.

Så jeg er taknemmelig for de sidste seks måneder med jer. Hvor omsorgsfulde I har været overfor mig. Men også særligt overfor hinanden. Når nogen af jer har delt jeres historier, så I været så gode til at nære omsorg for hinanden. Støtte, dele jeres erfaring. Komme med opmuntrende ord, kærlighed, omtanke.



Introducing my startup: PODLAND

Jeg kunne tude ved tanken, og jeg har tudet! Det er så smukt og fint. Det er på alle tænkelige måder kvinde når kvinde er bedst. Det elsker jeg jer for. Og jeg elsker det her hjørne af nettet. Så bliver en blog noget større og stærkere, end en URL og #OOTD's. Det er jeg taknemmelig for. Det er så stærkt.



Velkommen til jeres og mit nye hjem

Tak fordi I gør jeres til at det her et trygt sted at dele det inderste og dybeste. Både for mig men også for jer. Tak for at give hinanden og æhå, som man nu kan gøre det på internettet. Varmen stråler ud af blålysende skærm. I gør en forskel for mig, men jeg ved også, at I gør en kæmpe forskel for hinanden. Tusinde tak.



To soothe a broken heart



MINE FAVORITTER



P2_1

P: "Kvinde er kvinde bedst" – 27/06/2017

APPENDIX

L: <http://rockpaperdresses.dk/2017/06/kvinde-er-kvinde-bedst/>

I: F→I + I→F

W: Blogpost describing the complicated process of not experiencing a successful fertility treatment.

S: Support and understanding of the influencers situation from the follower; indicating parasocial relationship, as share of mind extends the borders of time spent with media.

METTE SIGER:

OG tak for dig ❤ du er helt fantastisk, dig og Adam er helt fantastiske. Hold op, hvor har jeg tænkt mig på dig (og Adam) den sidste lille uges tid. Jeg har læst dine seneste inlæg med tårer i øjnene og har slet ikke vidst hvad jeg skulle skrive, fordi jeg sjældent smider en kommentar og fordi der er så mange søde kvinder, der har skrevet så fint til dig.

Jeg ønsker Jer alt det bedste og jeg ønsker jer en skøn kæresteferie, som venter lige om hjørnet. Det er så vigtigt at få gode oplevelser sammen i alt det dårlige man gennemgår. Det har vi også gjort, og det giver lige lidt ekstra omsorg for hinanden og energi til at møde udfordringerne.

Rigtig god ferie og tak fordi du deler ❤ jeg hepper helt vildt meget på jer og at det en dag lykkedes for jer 😊❤

27. JUNI 2017 KL. 23:53

CATHRINE SIGER:

Du er så kær, Mette. Tusinde tak for de så søde og varme ord. Nogen gange behøver man ikke sige det store, tanken og klemmet i hånden, hjerte-emojen – den kan sige det hele.

Jeg håber, I er kommet på den anden side? Jeg krydser! KH

28. JUNI 2017 KL. 23:31

P2_2

P: "Kvinde er kvinde bedst" – 27/06/2017

L: <http://rockpaperdresses.dk/2017/06/kvinde-er-kvinde-bedst/>

I: F→I + I→F

W: Blogpost describing the difficult process of not experiencing a successful fertility treatment.

S: Support and understanding of the influencers situation from the follower; indicating parasocial relationship, as the ability to move the follower in a personal relatable manner to the extent of crying indicates severe levels of empathy invested from the follower.

APPENDIX



HEIDI KJELDGAARD SIGER:

Kære søde dig.
Hvor er det smukt og fint skrevet , jeg er så berørt af dine ord og tårer fylder mine øjne, men på den gode måde. Ønsker dig og din mand masser af lykke og kærlighed fremover. Jeg er Sikker på I snart får den længe ønskede baby

Kram fra mig

27. JUNI 2017 KL. 21:46



CATHRINE SIGER:

Kryds alt hvad du kan Heidi! OG tak for at græde med mig. Det rører mig rigtig meget og dybt ❤ KH

28. JUNI 2017 KL. 23:38

P3

P: "OOTD: Mustard Monday + see Alona Vibe's work" – 02/10/2017

L: <http://rockpaperdresses.dk/2017/10/ootd-mustard-monday-see-alona-vibes-work/#comments>

I: I → F

W: Blogpost describing OOTD (Outfit Of The Day), and her new collaboration with a photographer contributing with pictures to the influencers work.

S: Excitement about the new collaboration with the photographer, and detailed explanation about selected femmes involvement with her styling of the jacket they are paying her to promote, detailed insights to the process about creating the look. Involving and detailing the regularities of an unusual situation compared to the followers life, brings implicit attention to possible creation of PSI as it shows understanding of lack of insight from the followers point of view.

Så Alona og jeg sås i sidste uge og skød lidt sennepsfarvet, som jeg altså er ret hooked på denne sæson. Den varme og lidt mørke gule tone Selected havde valgt, at jeg skulle sætte fokus på frakken – derudover måtte jeg selv freestyle. Det endte med et ret fint outfit, synes jeg. Med et par mørke grå/sorte-ish jeans, whaaat! De er til gengæld et par af mine favoritter. Dejligt løse og bløde.

Og så har jeg kæmpe optur over, at Alona gad lege så meget. Hun tog sig tid, sprang rundt. Det var en leg, og derfor er der også kommet så mange fine og sjove billeder ud af det, jeg kunne ikke vælge. Hun sendte mig nogle-og-tredive.

Jeg vil smutte ud, jeg har et lille tamtam om lidt, og så er det en vigtig dag i mit lille liv. Store ting sker. Vi ses senere til hverdagsglimt! God mandag <3

reklamelinks: shoes **SELECTED FEMME** // jeans **SELECTED FEMME** // coat **SELECTED FEMME** // teddy sweater **SELECTED FEMME** // turtleneck **SELECTED FEMME** // belt **YSL (old but similar)** // bag **GUCCI** // bag **SØSTRENE GRENE** // photos **ALONA VIBE**

P3_1

P: "OOTD: Mustard Monday + see Alona Vibe's work" – 02/10/2017

APPENDIX

L: <http://rockpaperdresses.dk/2017/10/ootd-mustard-monday-see-alona-vibes-work/#comments>

I: F→I + I→F

W: Blogpost describing OOTD (Outfit Of The Day), and her new collaboration with a photographer contributing with pictures to the influencers work.

S: Admiration and excitement about the outfit. Influencer responding with wording such as “Girl crush” establishes the idea of her relating to the follower, being one herself. This is an indication of PSI enabling interaction from the influencer.

The screenshot shows a conversation on a platform. Julie Monberg (SIGER) posts a comment with a profile picture of a person with short hair. The comment reads: "Det er nogle fuldstændig fantastiske billeder. Hold nu kaje! For sivans hvor er du smuk og de sko, wauw! Kæmpe ros til både model (dig) og ikke mindst din usandsynligt dygtige fotograf (:". The timestamp is 2. OKTOBER 2017 KL. 10:23. Below it, Cathrine Sigert (SIGER) posts a reply with a profile picture of a woman with long hair. The comment reads: "Haha, taaaaak Julie! Alona er så pisso dygtig. Jeg har haft et girl crush på hende længe, så det var alt for fedt at mødes og være kreative sammen. Virkelig! KH". The timestamp is 2. OKTOBER 2017 KL. 12:29.

P4

P: “ Hvad jeg ønsker mig i år” – 02/12/2017

L: <http://rockpaperdresses.dk/2017/12/hvad-jeg-oenster-mig-aar/>

I: I→F

W: Blogpost on her Christmas wished this year. However, the list is made up of her own recommendations, and explicit brand experiences working as advice from her own personal experience with different brands.

S: Admitting she is very normal (financially) and always ends up buying presents with other people due to tight budgets, and acknowledging her own privilege in being able to wish for the “expensive” presents presented. Addressing her own parents (saying sorry) is an example of exhibiting social attractiveness, as this is something people will generally say, when they are wishing for expensive presents, whilst maintaining a modest expression.

Hvad jeg ønsker mig i år

translation below

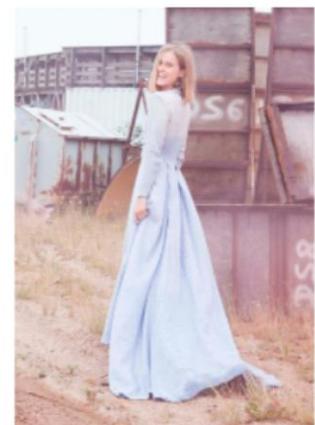
Godmorgen <3

Nu var jeg frisk og delte, hvad jeg syntes, **Adams ønsker skulle være med jer sidste lørdag** – han godkendte i øvrigt listen og spurte mig jo endda "hvornår poster du mine ønsker?", haha! Og nu er det tid til min ønskeliste!

Når jeg kigger på dem, så må jeg konstatere, var jeg ikke allerede klar over det, at det her er *nice to have*. Jeg er så priviligeret, at jeg selv kan købe de mest nødvendige hverdagsting. Så dét jeg ønsker mig, det er ting, der på den ene eller anden måde forsøder mit liv og gør det hele lidt lækrere.

Jeg kan godt mærke, at yoga bliver mere og mere vigtigt for mig, og jeg trænger simpelthen så meget til en opgradering. En ny og tykkere yogamatte så jeg ikke får helt så ondt i bagen og på knoglerne generelt i diverse stillinger. Jeg er en boney type med en spids røv – så er det sagt, hal! Og med spids røv mener jeg et yderligt haleben, som kan gøre noget ondt, passer jeg ikke på. Et ekstra hot yoga-håndklæde, så jeg ikke ender med at bruge et almindeligt med brandsår til følge på albuerne – jep, det sker jævnligt for mig.

Og så ønsker jeg mig lidt fra Flora-stellet, **jeg er vel samler**, og nu har jeg sukket efter det hos min frisør, hos Emily – nu skal der lidt hjem og bo hos mig. Det er så pokkers pænt altså.



Jeg er 28 år, "mor" til #rockpaperfrida, Adams kone, tidligere radiovært, serie-podcast-film-aficionado og glimmerentusiast. Og så er jeg mig selv.

Jeg er born and raised i provinsen men skal slæbes ud af Frederiksberg en dag.

Det bedste i livet er i det små, og det forsøger jeg at fange i ord og billeder. Så herinde får du det dybeste til det yderste, nimmerdrik om hvilkenstørst farior om

P4_1

P: "Hvad jeg ønsker mig i år" – 02/12/2017

L: <http://rockpaperdresses.dk/2017/12/hvad-jeg-oenker-mig-aar/>

I: F→I, F←→F and I→F

W: Blogpost on her Christmas wished this year. However, the list is made up of her own recommendations, and explicit brand experiences working as advice from her own personal experience with different brands.

S: Conversation from follower to influencer, expressing search for advice and from other followers, expressing attitude homophily by stating same preferences about lingerie specifications. Receiving prompt reply from other followers and Influencer, expressing their advice, and involved in an online friendly debate on personal preferences on a personal topic. Also, the motive for information seeking, and advice is positively correlated with brand engagement through the recommendations of the influencer.

 **METTE SIGER:**
Dejligt indlæg og flot collage! Jeg synes især BH'en kunne være en god gave (til mig selv hehe), men med SU-indkomst er den måske lidt i den dyre ende – kender du (eller dine læsere) til andre lidt billigere alternativer? Det gør ikke noget, at de måske ikke er helt ligeså gode. Jeg er nemlig TRÆT af bøjler, men synes oftest kun jeg kan finde BH'er uden bøjle med alverdens blonder på. De må gerne bare være simple – nærmest praktiske uden at være en stram sports-BH. Sådan en man ikke kan se, hvis man har en tætsiddende bluse på. Giver det overhovedet mening? 😊 Nå, men på forhånd tak og god sondag!

3. DECEMBER 2017 KL. 10:41

 **KATHRINE SIGER:**
Hej Mette. Jeg sværger til Femilets "Helena soft bra":
https://www.boozt.com/dk/da/femilet/helena-soft-bra_9028765/9028766?navId=60989&NavId=67551&group=brandwall&position=1000000
Den koster 280 kr., og den er så rar at have på 😊
Kh Kathrine

3. DECEMBER 2017 KL. 11:38

 **CATHRINE SIGER:**
Mon du har prøvet & Other Stories undertøj? Det er virkelig pænt og godt til prisen. Giver dog ikke helt mening, hvis man er lille i størrelsen – det er lidt for stort til mig. KH

6. DECEMBER 2017 KL. 14:16

 **HAZEL SIGER:**
Det er nogle flotte ting, du ønsker dig! Mine ønsker ser helt anderledes ud – det er primært lidt bøger, nogle gode akvarelfarver samt oplevelser sammen med giveren. Synes jeg har rigeligt at både pænt tøj og dims (selvom jeg elsker begge dele). Men jeg har så heller ikke så meget plads, det spiller selvfølgelig også ind.

3. DECEMBER 2017 KL. 10:46

 **CATHRINE SIGER:**
Det er også på min ønskeliste – gode oplevelser. Madoplevelser, gavekort osv. SÅ gode gaver at få synes jeg 😊 KH

3. DECEMBER 2017 KL. 21:51

POPULÆRE INDLÆG

Hvis ikke jeg selv orker mig, hvem gør så?

The Hunger Games of getting pregnant

Hvordan får jeg det godt igen?

Aarhus city hack på seks timer

Introducing my startup: PODLAND

MINE FAVORITTER

P5

P: "Årets ti mest læste indlæg – tre der fik bloggen til at gå ned" – 29/12/2015

L: <http://rockpaperdresses.dk/2015/12/arets-ti-mest-laeste-indlaeg-med-tre-der-fik-bloggen-til-at-ga-ned/>

I: I→F

W: Blogpost on the past year and what the readers have read the most. Commenting on the fact that most followers yet have quit following her right after announcing her wedding to come.

S: acknowledging the followers presence and general attitudes, although strongly underling the sincerity and openness in communication (PSI antecedent) in her way of talking on the blog. Also emphasizing the notion on not being "afraid" of talking about more "heavy" subjects, and her wish to do so, as that is part of her real life – relating to an understanding that the blog is not fiction, and a way to appear more social attractive "down to earth".

Page 98

29. DECEMBER 2015
HVERDAG. INDRETNING

Årets ti mest læste indlæg – tre der fik bloggen til at gå ned

Godmorgen søde piger,

jeg har været lidt i arkiverne for at se, hvilke indlæg i allerbedst har kunnet lide i 2015. Og lidet overraskende er mange af jer VILDE med bryllup. Men jeg ved også, at nogen absolut ikke gider. Mine statistikker viser også, at flere har valgt at stoppe med følge mig få dage efter, jeg fortalte, vi skulle giftes.

Forleden skulle jeg finde et af mine tidligere indlæg og gik på google for at finde det. Her blev jeg lokket ind på en heste-net-agtig side, hvor piger skrev om, hvad de absolut ikke gad. Man måtte bare lette hjerte, og der var en der skrev, at hun havde unfollowet flere af sine yndlingsbloggere i det sekund, de offentliggjorde kommende bryllup. Dét gad hun bare ikke høre om. Det er altså lidt sjovt, hvordan det deler. Det må hun om. Jeg forsøger at sprede fokus efter bedste evne, og bloggen afspejler ret meget virkeligheden. Brylluppet fylder absolut nul pt., vi skal ligesom tættere på for at komme videre, og derfor skriver jeg heller ikke møjd om det her.

Brylluppet fylder en del, men jeg er nu også glad for, at det er lidt mere tunge indlæg end bare et om sko, der ligger i top tre. Det gør mig lidt glad. Er der nogen overraskelser? Noget I gerne vil have mere af?



Jeg er 28 år, "mor" til #rockpaperfrida, Adams kone, tidligere radiovært, serie-podcast-film-aficionado og glimmerentusiast. Og så er jeg mig selv.

Jeg er born and raised i provinsen men skal slæbes ud af Frederiksberg en dag.

Det bedste i livet er i det små, og det forsøger jeg at fange i ord og billeder. Så herinde får du det dybeste til det yderste,

P5_1

P: "Årets ti mest læste indlæg – tre der fik bloggen til at gå ned" – 29/12/2015

L: <http://rockpaperdresses.dk/2015/12/arets-ti-mest-laeste-indlaeg-med-tre-der-fik-bloggen-til-at-ga-ned/>

I: F→I, I→F

W: Blogpost on the past year and what the readers have read the most. Commenting on the fact that most followers yet have quit following her right after announcing her wedding to come.

S: PSI relationship demonstrated. "I have followed your blog for a long time now, and I kind a feel like I know you very well – and that you're a girlfriend of mine". Attributing the reason for this relationship, is the notion of sharing her life as it is (specifically attributing openness in communication).

APPENDIX

 **CHRISTINA BRANDENHOFF SIGER:**
Jeg har fulgt din blog i lang tid nu, og på en måde føler jeg, at jeg kender dig godt – at du er min veninde. Det skyldes – for mit vedkommende – netop dét, at du deler ud af dit liv som det ser ud. Og nu skal du giftes! Og selvfølgelig skal du skrive om det, og vi skal være med hele vejen 😊
Jeg synes ikke du skal skrive mindre om det, for jeg tror mange af os godt kan lide din blog, fordi den afspejler din personlighed og det liv du lever, og de ting deraf du deler med os!
Godt nytår!
29. DECEMBER 2015 KL. 17:06

 **CATHRINE NISSEN SIGER:**
Det er næsten det smukkeste ved blogs, hvis du spørger mig. Det her med den særlige forbindelse, mellem vidtfremmede på nettet, at man kan have følelsen af at kende og være veninder online – det er altså ret fint.
Og du har helt ret, bloggen skal såvidt muligt afspejle livet, som jeg i hvert fald ser blogs, i hvert fald min, og hvad det er fyldt af. KH
29. DECEMBER 2015 KL. 23:20



Introducing my startup: PODLAND
Det her har jeg glædet mig til/ikke troet på/drømt om/hørt mærket omkring i måneder. At skubbe den lille baby, som var en idé, der blev...
● ○ ○ ○

P5_2

P: "Årets ti mest læste indlæg – tre der fik bloggen til at gå ned" – 29/12/2015

L: <http://rockpaperdresses.dk/2015/12/arets-ti-mest-laeste-indlaeg-med-tre-der-fik-bloggen-til-at-ga-ned/>

I: F→I, I→F

W: Blogpost on the past year and what the readers have read the most. Commenting on the fact that most followers yet have quit following her right after announcing her wedding to come.

S: PSI relationship demonstrated. Also, motivation for engagement is leveraged by inspiration in particular.

 **LINETTE SIGER:**
Hej Cathrine 😊
Jeg har lyst til at sige tillykke til dig, med alle de fine indlæg du skriver. For selvom der i perioder er gået meget bryllup i den, så er du stadig tro mod bloggen og de emner du plejer at skrive om, og man bliver aldrig skuffet, når man klikker sig ind. Bliv ved med at dele dine tanker om stort og småt, for det er meget inspirerende!
Og som andre skriver: man føler nærmest at man kender dig som en veninde. Det er ret sjovt. For noget tid siden kom jeg cyklende ad Gammel Kongevej og spottede en lille mops på fortovet. Og sørme, om det ikke var din Adam som ik i den anden ende af snoren. Jeg blev helt paf, og havde lyst til at råbe "Hej" 😊 😊 Det var altså en underlig oplevelse, for vi er så mange som "kender" dig og (lidt) Adam, men i kender jo slet ikke os. 😊
Rigtig godt nytår!
30. DECEMBER 2015 KL. 09:15



Introducing my startup: PODLAND

MINE FAVORITTER



P5_4

P: "Årets ti mest læste indlæg – tre der fik bloggen til at gå ned" – 29/12/2015

L: <http://rockpaperdresses.dk/2015/12/arets-ti-mest-laeste-indlaeg-med-tre-der-fik-bloggen-til-at-ga-ned/>

I: F→I, I→F

W: Blogpost on the past year and what the readers have read the most. Commenting on the fact that most followers yet have quit following her right after announcing her wedding to come.

S: PSI relationship demonstrated. Also, motivation for engagement is leveraged by inspiration in particular. Emphasizing motivations such as entertainment value in many forms, relief from the outside world, and interesting and inspirational or emotional moving subjects.

 **SIDSSEL SIGER:** 10/10

Du har skrevet SÅ mange gode indlæg i det forgangne år, og du formår altid at skrive indlæg der interesserer eller inspirerer mig – en sjælden gang i mellem bliver jeg også rørt. Som da jeg læste at din A havde friet til dig – jeg fik sådan et oprigtigt sug i maven, fordi jeg var SÅ glad på jeres vegne. Da jeg var på et 3.5 måneders udlandsophold da bladet med jeres bolig blev udgivet, fik jeg min mor til at kope det til mig. Desværre var det udsolgt, men hun kontaktede forhandleren og så lå det ellers godt og ventede på mig da jeg efter vendte retur – jeg skulle bare have det! ☺ Nu nyder jeg hver gang du poster noget med jeres bryllup, det er så hyggeligt at kunne følge med på sidenlinjen og jeg glæder mig helt vildt til at se "det endelig resultat".

29. DECEMBER 2015 KL. 19:02

 **CATHRINE NISSEN SIGER:**

Hvor er du bare kær Sidsel. Virkelig. Det er så vildt at mærke jeres varme, omsorg og oprigtige glæde især i forbindelse med Adams og min forlovelse. Det er så dejligt at mærke. Men egentlig kan jeg mærke det konstant, også i det små, og det gør mig SÅ glad. Det er altså specielt. TAK TAK TAK! Også for at få din mor til at skaffe det blad, hun er sgu en knag, og du godt nok sød! Godt nytår til dig. kh

29. DECEMBER 2015 KL. 23:27

Jeg er 28 år, "mor" til #rockpaperfrida, Adams kone, tidligere radiovært, serie-podcast-film-aficionado og glimmerentusiast. Og så er jeg mig selv.

Jeg er born and raised i provinsen men skal slæbes ud af Frederiksberg en dag.

Det bedste i livet er i det små, og det forsøger jeg at fange i ord og billeder. Så herinde får du det dybeste til det yderste, glimmersko og hundepoter, ferier og film.

"Livet er i farver, så jeg ejer ikke andet"

Tak fordi du læser med!

Cathrine Widunok Wichmand

[+](#) [f](#) [i](#) [p](#)

P6

P: "Wake up, feel good – my tricks to the everyday spa feel + win Origins"

L: <http://rockpaperdresses.dk/2017/10/wake-feel-good-tricks-everyday-spa-feel-win-origins/>

I: 366 Comments

W: Blogpost on beauty tricks and competition for Origins (skincare brand).

S: Example of remuneration motivation is positively correlated with willingness to provide information.



31. OKTOBER 2017
SELVFORKÆLELSE

Wake up, feel good – my tric...

english translation below Kan I huske,
at jeg skrev, at jeg havde ligget og
rodet rundt på jorden ved
Ørsteds parken i søndags? Jeg ledte

366 KOMMENTARER

LÆS MERE

P7

P: "Hverdagsglimt" – 08/08/2017

L: <http://rockpaperdresses.dk/2017/08/hverdagsglimt-38/>

I: I→F

W: A recap of the week in the life of the blogger, with pictures from her week.

S: Example of display of social attractiveness. Being just like everybody else and down to earth. Consistent blog series, creating a continues display of openness in communication, as inviting the follower into the personal everyday life, with interesting and less interesting parts of her life.

HVERDAG

Hverdagsglimt

Godmorgen <3

Sidste uge var travl på arbejdsfronten men sindssygt dejlig. Spændende!

For to måneder siden har jeg sagt op i Bloggers Delight, og nu er jeg snart ude, så jeg har været forbi kontoret og sagt farvel. Jeg er ved at få bygget en hel ny blog op, som er mega pæn! Og jeg får en ny hjælp, et nyt setup bagom til at hjælpe mig med at få økonomien til løbe rundt og udvikle mig i øvrigt. Måske er det ikke så spændende at høre om for jer, det gør i virkeligheden ikke nogen forskel i jeres ende. Men det er spændende for mig.

Jeg har også været ude flere gange til dans og drinks, og det er ved at være sidste gang for nu. Men hvor har jeg værdsat det. Alt i alt en GOD uge.


P7_1

P: "Hverdagsglimt" – 08/08/2017

L: <http://rockpaperdresses.dk/2017/08/hverdagsglimt-38/>

I: F→I

W: A recap of the week in the life of the blogger, with pictures from her week.

S: Example of motivation of entertainment contributing to engagement. Dynamic shown of lack of attitude homophily, yet due to motivations of entertainment engagement persists to contribute positively to the parasocial relationship established. Also, a motivation to self-express her stand and position in life.

SIGNE OP. SIGER:

Altså, Cathrine... Mit liv som sådan, er ret langt fra dit. Jeg står på mange måder et svært og udfordrende sted (og det gør I jo sådan set også), og nogle gange bliver det svært at se en fornuftig udvej og god løsning på problemerne – mest fordi det på mange måder er ude af mine hænder.

Nå, men det blev sgu lidt kryptisk.. Jeg ville egentlig primært sige, at jeg simpelthen bliver i så godt humør, når jeg læser med herinde. Den måde dit smil, grin, Adam og Frida får dine øjne til at stråle: det smitter bare så meget! (Ej, det lyder næsten lidt creepy.. jeg er altså godt gift! Med en mand, i øvrigt 😊)

Men tak for dig. Og din måde at dele jeres liv på. Jeg kan ikke lade være med at tænke, at det lyder lidt små-ynkeligt (altså, det er jo "bare" en blog, for pokker!) – men dit fokus på de små ting; at finde det gode i det små, og nogle gange svære – er bare så inspirerende. Så jeg øver mig i selvsamme! Og glæder mig over at følge med her (jeg sluger jo sågar det ene rejseindlæg efter det andet, selvom jeg overhovedet ikke er i nærheden af at rejse nogen som helst steder hen! 😊)

8. AUGUST 2017 KL. 11:07

CATHRINE SIGER:

SIGNE, I LOVE YOU! You made my day med så skidesød og tilpas meget dameflirt – som jeg i øvrigt synes, er det bedste i verden. Seriøst, det slår mandeflirt any day! TAK TAK TAK for at være så god og rar ved mig og give mig det smil, du selv skriver om. Og de rejseguides – hey, en dag skal du af sted! Så må jeg bare "keep researching", så de er opdaterede. Men det rejser jeg gerne for 😊 KH

8. AUGUST 2017 KL. 22:00

MINE FAVORITTER



Introducing my startup:
PODLAND

Det her har jeg glædet mig til/ikke troet på/dromt om/haft mareridt omkring i måneder. At skubbe den lille baby, som var en idé, der blev...

● ○ ○ ○

P8

#Onwednesdayswewearpink

 CAROLINE // TORDENMOR.DK SIGER:

Vi har lige indført Pink Wednesday på kontoret – eller altså... det går ikke så godt; jeg har personligt glemt det i dag og ejer vist også kun 2 pink ting. Men min sidemand har da husket det. 😊 Det er så også lidt ærgerligt, at ham med flest lyserøde skjorter lige er stoppet, for det var egentlig lidt til ære for ham.

SVAR

rum.

"Livet er i farver, så jeg ejer ikke andet"

Tak fordi du læser med!

1.2. INSTAGRAM

PI_1

P: "sponsored | Found a Christmas spot for me and my bag ☺"

I'm so excited for this competition - you can win my favourite bag in the pic for you AND someone you hold dear ☺ 1. Like this picture 2. Tag the special woman you want to spoil with an early Christmas present 3.

Follow [@adaxbags](#) ☺ The winner will be announced on Sunday 10th at noon on their insta and the value of the two bags is 5.998 DKK ❤ [#pinkonsdag#onwednesdayswewearpink](#) COMPETITION HAS ENDED ❤ – 07/12/2017

L: <https://www.instagram.com/p/BcXptNqI44j/?taken-by=rockpaperdresses>

I: I → F

W: Instagram post on competition with ADAX BAGS. For followers to have a bid in the competition they must "Tag a special woman to spoil with an early Christmas present"

S: Excitement about the brand and the competition, inducing personal belonging with brand, and the "illusion" of giving presents away in true holiday spirit.



rockpaperdresses
Tullinsgade [Follow](#)

want to spoil with an early Christmas present 3. Follow [@adaxbags](#) ☺ The winner will be announced on Sunday 10th at noon on their insta and the value of the two bags is 5.998 DKK ❤ [#pinkonsdag#onwednesdayswewearpink](#) COMPETITION HAS ENDED ❤

[Load more comments](#)

mariedamsgaard @mettedamsgaardc
pernilleedel Den sødeste svigerinde
@carinacupit ville jeg dele med, især når jeg er så "ond" at flytte til den anden ende af landet, så vi ikke længere kan holde ugentlige kage dates ☺☺☺
neelkondrup @jaaujaau ☺☺
maiwissing @laerkewissing ❤☺
janniefrede @juliefrederiksenn ☺☺
mie.jen @carolineshermer uden tvivl ☺☺❤

 
1,757 likes

PI1_1

P: "sponsored | Found a Christmas spot for me and my bag ☺"

I'm so excited for this competition - you can win my favourite bag in the pic for you AND someone you hold dear ☺ 1. Like this picture 2. Tag the special woman you want to spoil with an early Christmas present 3.

Follow [@adaxbags](#) ☺ The winner will be announced on Sunday 10th at noon on their insta and the value of the two bags is 5.998 DKK ❤ [#pinkonsdag#onwednesdayswewearpink](#) COMPETITION HAS ENDED ❤ – 07/12/2017

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S: Excitement about the brand and the competition, inducing personal belonging with brand, and the "illusion" of giving presents away in true holiday spirit.

2. Interviewguide

Theoretical theme	Definition	Spørgsmål
Intro	Demography, living situation, ROCKPAPERDRESSES relationship	<p>- Vil du ikke fortælle mig lidt om dig selv? Alder, hvad du laver?</p> <p>- hvornår og hvordan startede du med at følge Cathrine/RPD?</p>
Platform Affinity	Deal with how much the media user likes the medium	<p>- Vil du ikke beskrive dit forhold til de platforme du bruger når du følger Cathrine?</p> <p>- Hvor ofte bruger du disse platforme til at følge Cathrine? Evt. i løbet af en uge? Hvad der er normalt for dig.</p> <p>- hvilke medier benytter du dig af når du følger Cathrine?</p> <p>- Er det vigtigt for dig at være på platformene og følge Cathrine?</p> <p>- Hvordan synes du forskellige platforme påvirker dit forhold til Cathrine?</p>
MOTIVATIONS	Remuneration: "The search for rewards and benefits through contests"	<p>Tag udgangspunkt i de medier der er blevet nævnt ovenfor.</p> <p>- Hvorfor startede du med at følge Cathrine/RPD?</p> <p>- Hvad er det der får dig til at følge ROCKPAPERDRESSES på [platform]?</p>
	Information: "knowledge acquired through a seeking process, which includes the search for advice, opinions and exchange of knowledge"	<p>- Hvad er det der får dig til at gå ind på ROCKPAPERDRESSES-bloggen og kigge?</p> <p>- Hvilke situationer er du i når du går ind og kigger på ROCKPAPERDRESSES platforme?</p> <p>- Hvorfor vælger du ROCKPAPERDRESSES frem for andre?</p> <p>- Hvilke indlæg tiltaler dig på hendes platforme, og hvorfor?</p>

	<p>Entertainment: “the relaxation, enjoyment, and emotional relief generated by temporarily escaping from daily routines”</p> <p>Enjoyment: have a fun or amusing time</p> <p>Relaxation: Flatline or low involvement down time</p> <p>Escapism: Engaging in another world</p> <p>Inner Self expression: Live out your inner self and ideas, possibly anonymously.</p> <p>Social Self expression: Live out your over-id, social esteem or social recognition</p> <p>Inspiration: “a breathing in or infusion of some idea, purpose, etc. into the mind; the suggestion, awakening, or creation of some feeling or impulse, especially of an exalted kind”</p>	<ul style="list-style-type: none"> - Hvordan synes du [MOTIVATIONS] påvirker dit forhold til Cathrine?
LEVEL OF ENGAGEMENT	<p>Consuming: "Participating without actively contributing to or creating content"</p>	<ul style="list-style-type: none"> - Hvilke medier og posts er oftest dem du læser? - Har du bidraget til hendes platforme? Hvis ja, med hvad? - Hvad har din oplevelse været når du har skrevet til hende?

	<p>Contributing: "user-to-content and user-to-user interactions about brands"</p> <p>Creating: "represents the ultimate level of online brand-related activeness. (...) actively producing and publishing the brand related content that others consume and contribute to."</p>	<ul style="list-style-type: none"> - Hvordan synes du respons påvirker dit forhold til hende?
PARA SOCI AL RELA TION SHIP	<p>Parasocial relationship: "An illusionary experience, such that consumers interact with personas (i.e., mediated representations of presenters, celebrities, or characters) as if they are present and engaged in a reciprocal relationship"</p>	<ul style="list-style-type: none"> - Ser du Cathrine, som en veninde? Vil du uddybe jeres forhold? - Hvordan vil du beskrive din opfattelse af Cathrine? - Hvilken rolle spiller Cathrine i din optik? - Hvordan opfatter du generelt dit forhold til hende?
PARA SOCI AL INTE RACT ION ANTE CEDE NTS	<p>Social attraction is deemed when the follower perceives the digital influencer to appear "Social and approachable" and to be viewed "as someone they could have a relationship with and as someone</p>	<ul style="list-style-type: none"> - Minder Cathrine dig om mennesker i din venne-kreds/netværk? Ville hun passe ind?

	who could actually fit within their everyday circle of friends"	
	"Attitude homophily is (...) a sense of shared likeness based on similar attitudes and beliefs"	- Har du nogen ting tilfælles med Cathrine? Noget specifikt i hendes værdier og opførsel du kan relatere til?
	Perceived interactivity is; "The content and cues within the message itself, which can be used to create an impression that the persona is listening to and interacting with the viewer in a timely manner"	- Hvordan opfatter du hendes svar til dig? - Bliver du adresseret af Cathrine, og i så fald hvordan?
	"Openness in communication (...) reflects the persona's selfdisclosure (...) such as sharing seemingly personal details, and establishing feelings of one-to-one relationship".	- Hvordan opfatter du Cathrine/RPD ift. til privatliv og blogliv? Er der forskel? Hvad synes du om det? - Hvad synes du om hun deler ud af sig selv?
BRA ND OBJE CTIV ES	Brand engagement is "the level of an individual customer's motivational, brand-related and context-dependent state	- Hvordan opfatter du dit forhold til Cathrine, med henblik på dine interaktioner med hende?

	of mind characterised by specific brand interactions".	
Brand attachment is "The emotion-laden target-specific bond between a person and a specific object"	- Hvordan vil du beskrive dit forhold til Cathrine? Betrager du dig selv som følelsesmæssigt investeret, og i så fald - hvordan?	
Brand loyalty is "The extent of consumer faithfulness towards a specific brand and this faithfulness is expressed through repeat purchases and other positive behaviors such as word of mouth advocacy, irrespective of the marketing pressures generated by the other competing brands"	- kan du forklare hvorfor du har fuldt Cathrine i så lang tid? - hvad er det der får dig til at komme tilbage gang efter gang?	
Re-visitation is "The intention and self-reported active behavior leading to re-visitation, and thus consumption of brand-related content, on the platforms of the digital influencer."	- Hvad er det dig får dig aktivt at gå ind på Cathrines platforme, i stedet for andre?	

APPENDIX

<p>WOM is “The flow of communication among consumers about products and services”</p>	<p>- Har du anbefalet/talt med andre om Cathrine? I hvilken kontekst?</p>
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3. Interviews

3.1. Respondent 1 – Emilie

Intro

- Vil du ikke fortælle mig lidt om dig selv? Alder, hvad du laver?

- hvornår og hvordan startede du med at følge Cathrine/RPD?"

"28, Nørrebro, arbejder i en bank med lovgivning og kunder. Blev færdiguddannet (KANDIDAT) i 2015.

"Jeg tror første gang jeg blev bekendt med hende har været for et par år siden, to et halvt år siden, gennem en anden blog jeg læste, hvor hun så refererede til, hvor jeg kunne også se på instragram at de var sammen nogen gange, og så tjekkede jeg hende ud og så synes jeg bare hun var meget interessant og så begyndte jeg at følge med. Jeg kunne meget godt lide hendes tøjstil og så begyndte man ligesom at følge med i hendes hund og så blev det bare mere og mere, nu er det også lidt mere sådan de personlige ting man følger med i. Det startede sådan meget lidt og nu er det sådan ret naturligt. Altså hun er ikke sådan en der har en blog hvor.. hun har en af de blogge jeg følger mest. Der er mange blogge jeg har følt hvor jeg føler de er lidt overfladiske, og så er det her en af dem jeg sådan er gået lidt tilbage til ofte. Det er sådan en jeg følger og læser hendes blogposts, og følger hende også på instagram og sådan lidt forskellige medier. Det er måske bare instagram faktisk, og hendes hjemmeside"."

Platform Affinity

"- Vil du ikke beskrive dit forhold til de platforme du bruger når du følger Cathrine?

- Hvor ofte bruger du disse platforme til at følge Cathrine? Evt. i løbet af en uge? Hvad der er normalt for dig.

- hvilke medier benytter du dig af når du følger Cathrine?

- Er det vigtigt for dig at være på platformene og følge Cathrine?

- Hvordan synes du forskellige plafome påvirker dit forhold til Cathrine?"

"Det startede sådan meget lidt og nu er det sådan ret naturligt. Altså hun er ikke sådan en der har en blog hvor.. hun har en af de blogge jeg følger mest. Der er mange blogge jeg har følt hvor jeg føler de er lidt overfladiske, og så er det her en af dem jeg sådan er gået lidt tilbage til ofte. Det er sådan en jeg følger og læser hendes blogposts, og følger hende også på instagram og sådan lidt forskellige medier. Det er måske bare instagram faktisk, og hendes hjemmeside".

"Det er fordi jeg lægger hendes instagram under én [omkring stories], jeg bruger hendes stories, og det har jeg ikke gjort så meget før, men specielt her op til jul, så har det været sådan en meget hyggeligt ting at hun har lavet Fridas julekalender, og sådan nogen ting. Det synes jeg er meget hyggeligt. Jeg har fulgt mere med i December, end jeg har gjort i November, også sådan fordi der har været de der stories. Det tager jo ingen tid at se. Så er det meget hyggeligt at sidde og starte sin dag med når man sidder og drikker sin kaffe i toget. Lige følg med i hvad der er sket med Frida."

"Det er mest på instagram, jeg sidder og slapper af. Jeg har en del transporttid, så det er en time til halvanden hver dag nok. Altså mandag morgen er der ingen chance for blogs, der sidder jeg max på instagram og så hører podcasts hvis det er. Mest kun instagram egentligt. Ikke facebook - der er for meget der kræver min interaktion. Det kræver ofte mere af mig at gå på facebook, ikke fordi at Cathrine sådan set

kræver noget, eller min interaktion, men så er der bare notifikationer, så er der andre ting der popper op som er relateret til mig. Nogen gange er det meget rart med det der break hvor jeg ikke skal forholde mig til noget i mit liv men ligesom nyde at man kan følge en anden på en eller anden måde. ”

MOTIVATIONS

Tag udgangspunkt i de medier der er blevet nævnt ovenfor.

- Hvorfor startede du med at følge Cathrine/RPD?
- Hvad er det der får dig til at følge ROCKPAPERDRESSES på [platform]?

- Hvad er det der får dig til at gå ind på ROCKPAPERDRESSES-bloggen og kigge?
- Hvilke situationer er du i når du går ind og kigger på ROCKPAPERDRESSES platforme?
- Hvorfor vælger du ROCKPAPERDRESSES frem for andre?
- Hvilke indlæg tiltaler dig på hendes platforme, og hvorfor?
- Hvordan synes du [MOTIVATIONS] påvirker dit forhold til Cathrine?"

"Jeg synes hun er meget god til det der med rejseindlæg, for det er ikke det der med "Maui-beach" du kan rejse til hvis du går to millioner, men sådan noget - det er alt fra et sted i europa, men også "det her kan du gøre på seks timer i Århus" og sådan, meget mere nede på jorden. Det kan godt være jeg kommer til at gentage mig selv, men det er virkelig det der gør at man kan forholde sig til hende og selvfølgelig er der så også plads til at hun rejser dyrere steder hen, men det gør man jo allesammen nogen gange. Det kan godt være at man generelt ikke bruger ligeså mange penge, men nogen gange så skejer man lidt ud.. Men det kan man også bedre forholde sig til når det ikke hele tiden er på et niveau hvor ingen kan følge med. Altså, hun er lidt ligesom en af os dødelige mennesker, hvor andre blogge er i en helt anden liga. De andre er ikke nødvendigvis utroværdige, hvis man tror på det er sådan deres liv er, de bliver bare mindre relatable eller sådan, man får sværere ved at forholde sig til det og de rammer ikke en ligeså meget, det bliver mere sådan.. Når så kigger jeg bare lige lidt billeder, som man kigger på reklamer i et blad. Altså sådan, man ved godt man ikke kommer til at se sådan ud, bare fordi man køber en parfume. Det bliver sådan lidt - det er fint nok du viser mig det, men det er ikke MIG.. Hvor, med Cathrines indlæg, jamen der kan jeg se mig selv i det og hende, med hendes lidt goofy måde at være på, men ellers kan jeg også se andre jeg kender.. Det er på et niveau hvor jeg kan være med på en eller anden måde og det er klart den slags blogge jeg foretrækker. Altså nu har jeg læst blogge i nogen år, men det er sådan, dem jeg vender tilbage til, det er altid dem hvor der er en del af det jeg kan forholde mig til... Det behover ikke nødvendigvis være ift. noget jeg har oplevet, men noget der giver mig en forståelse for dem omkring mig. For Cathrine, er det det her med at blive svært med at blive gravid, Altså jeg har hverken børn, eller gift men stadig så giver det bare sådan en se med bag facaden agtigt når der er så meget i medierne idag af hvor det hele er poleret, hvor det hele er perfekt. Altså både i tv og på medierne, hvor de her blogge, som jeg foretrækker, det er dem der giver det rigtige billede af hvordan verden er og det gør jo også at jeg stoler mere på de anbefalinger, hun kommer med. "

"Nogen gange har jeg ret svært ved at sove, og så hjælper det nogen gange at sidde og læse nogen ting, men ikke de alt for seriøse - så bliver man for grebet af det. Men det er meget hyggeligt sådan at vågne, og se hvad der sker i de andres liv. Når jeg vågner, så ligger jeg også altid lige 10 min på min telefon og lige

kigger på et eller andet og så, ja.. og nogen gange når jeg bare er træt og ligger med min telefon om aftenen, jamen så er det noget meget dummere. For bare at koble af. Der er det ikke så meget de længere indlæg, for hun *gør* det meget personligt - og der skal jeg nogen gange mere forholde mig til noget. [...] Altså det rør en på en måde. Nu mener jeg ikke et indlæg om tøj eller, men det er sådan indlæg hvor man får en del af sin personlighed ligesom, og det *gør* at man også læser det mere seriøst, og hvis man også prøver at sove, så er det måske ikke det mest optimale, fordi man kan ikke lade være med at forholde sig til det når hun skriver, f.eks. noget omkring hendes udfordringer med at få børn, hvor hun er meget god til sådan at forklare hendes syn på det. Hvor man virkelig bliver sat ind i hendes følelser omkring det og det synes jeg er ret interessant. Plus at hun tilbyder en mere personlig vinkel på det, som få mennesker tilbyder, som har de udfordringer som hun har. Mange kvinder som har de udfordringer med at blive gravide, jamen så er det noget meget personligt for dem og det er måske ikke nødvendigt noget man ved om dem. Men den måde hun ligesom lukker os ind i sin hverdag og sine tanker, jamen det *gør* at man kan forholde sig til det på en helt anden måde og jeg synes hun tilbyder mig et syn på dem som jeg selv har kendt som har haft udfordringer med det at dem forstår jeg også meget bedre nu. For mig er der flere ting af hende, altså grunden til at det er min yndlingsblog det er at det er sådan en mærkelig blanding af at jeg ofte kan identificere mig med hende og hendes low key måde at være på, og "det her kan du lave i weekenden" og sådan nogen ting som der er på et niveau hvor jeg kan følge med - ikke "nu skal vi på den røde løber" som er helt uden for min liga, men ting jeg kan forholde mig til og så de andre sider af det er ja, der kan jeg se folk jeg kender i hende. Så det er både at jeg kan identificere mig med hende, men jeg kan også nogen gange reflektere over det hun siger, som var det en anden person jeg kendte. Så på den måde der føler jeg også lidt at jeg kender hende på en anden måde."

"Instagram as flatlining and low involvement; "Det er mest på instagram, jeg sidder og slapper af. Jeg har en del transporttid, så det er en time til halvanden hver dag nok. Altså mandag morgen er der ingen chance for blogs, der sidder jeg max på instagram og så hører podcasts hvis det er. Mest kun instagram egentligt. Ikke facebook - der er for meget der kræver min interaktion. Det kræver ofte mere af mig at gå på facebook, ikke fordi at Cathrine sådan set kræver noget, eller min interaktion, men så er der bare notifikationer, så er der andre ting der popper op som er relateret til mig. Nogen gange er det meget rare med det der break hvor jeg ikke skal forholde mig til noget i mit liv men ligesom nyde at man kan følge en anden på en eller anden måde."

Om instragram: "Det er nemt, det er simpelt, det kræver ikke så meget, det bliver serveret lige der. Jeg kan huske i starten da jeg havde instragram, ville jeg ikke følge for mange fordi jeg synes det var irriterende fordi man så ikke ville kunne nå at se alt hvad de havde lagt op. Det har de så også ødelagt nu hvor de blander det hele. Men dem jeg så følger fast, så går jeg jo bare ind på deres profil og ser om de har lagt noget nyt op, så jeg ikke misser noget. Nu lægger hun jo ret mange stories op, så der har man også nogen gange også fået sin dosis"

"Når det er på vej til arbejde, så er meget for sådan lige at starte dagen langsomt, og lige sætte sig ind i den virkelige verden igen når man lige har været i sin egen lille boble derhjemme. Øhh.. Jeg får det til at lyde somom jeg har gravet mig ned. Men sådan lige vænne sig til mennesker uden at jeg skal interagere med dem. Så altså, ligesom ser alle der kører i S-tog de sidder jo og kigger ned i deres telefon. Men samtidigt er der en eller grad af relation til andre mennesker når det er nogen jeg følger, og det er nogen jeg følger meget det føles lidt somom det næsten er en man kender. Så der er lidt interaktion uden at jeg egentligt skal forholde mig rigtigt til andre mennesker. og på vej hjem jamen så er det også, så det lidt for at lægge arbejdet væk og få tankerne hen på hverdagen igen, sådan mere på et personligt plan man skal forholde sig til en arbejdet måske er. Det er åbenbart meget en overgangsting for mig egentligt."

"Cathrines specielt, nu har jeg i al den tid jeg har arbejdet i banken haft ret meget transport tid og i al den tid har jeg nogen gange så siddet og arbejdet i toget, og det gør bare at man ikke rigtigt kommer ud af det, altså man slapper ikke rigtigt af når man kommer hjem. Hvor.. Jamen hvis du tager noget der slet ikke er arbejdsrelateret måske særligt sidder og læser nogen af de mere alvorlige indlæg, jamen.. så tager det en væk fra arbejdet og tilbage til fritid, eller hvad man kan sige."

"Men den måde hun ligesom lukker os ind i sin hverdag og sine tanker, jamen det gør at man kan forholde sig til det på en helt anden måde og jeg synes hun tilbyder mig et syn på dem som jeg selv har kendt som har haft udfordringer med det at dem forstår jeg også meget bedre nu. For mig er der flere ting af hende, altså grunden til at det er min yndlingsblog det er at det er sådan en mærkelig blanding af at jeg ofte kan identificere mig med hende og hendes low key måde at være på, og "det her kan du lave i weekenden" og sådan nogen ting som der er på et niveau hvor jeg kan følge med - ikke "nu skal vi på den røde løber" som er helt uden for min liga, men ting jeg kan forholde mig til og så de andre sider af det er ja, der kan jeg se folk jeg kender i hende. Så det er både at jeg kan identificere mig med hende, men jeg kan også nogen gange reflektere over det hun siger, som var det en bekendt. Så på den måde der føler jeg også lidt at jeg kender hende på en anden måde."

"Altså jeg har hverken børn, eller gift men stadig så giver det bare sådan en se med bag facaden agtigt når der er så meget i medierne idag af hvor det hele er poleret, hvor det hele er perfekt. Altså både i tv og på medierne, hvor de her blogge, som jeg foretrækker, det er dem der giver det rigtige billede af hvordan verden er og det gør jo også at jeg stoler mere på de anbefalinger, hun kommer med. Altså sådan hvis jeg bare sammenligner nogen andre blogge jeg har set hvor de går på nogen cafeer hvor det kun er de sådan mest hippe steder de kommer og sådan nogen ting. Hvor jamen den her blog, med RPD, når det er meget mere nede på jorden, hvor jeg kan forholde mig til, jamen så selvom det er en af de helt hippe cafeer hun en dag anbefaler, jamen så er det hvis hun kan komme der, og jeg kan se mig selv i hende, Jamen så kan jeg jo også..altså så er det ikke i forvejen noget der out of my reach. På den måde, så tror jeg også at jeg tager hendes anbefalinger mere ind. Sådan f.eks. hvad man kan lave i Århus, eller cafeer i KBH eller.."

LEVEL OF ENGAGEMENT

- Hvilke medier og posts er oftest dem du læser?
- Har du bidraget til hendes platforme? Hvis ja, med hvad?
- Hvad har din oplevelse været når du har skrevet til hende?
- Hvordan synes du respons påvirker dit forhold til hende? "

"Jeg synes ofte når det er folk bruger instagam, jamen så er det med filtre, og det hele er måske liiige 17% pænere end virkeligheden, hvor.. Og det skal der selvfølgelig også være plads til og det er også det selve mediet er lavet til, og se hvor fint det hele kan være. Men det er også derfor jeg så godt kan lide at følge stories, fordi der har folk ikke så meget tid til at pynte på det hele når de er lige bliver grebet af en stemning og ligger fem videoer op af en hund der ikke kan finde ud af at åbne en julekalender. Altså sådan, der ville andre måske have taget den film fem gange og så havde lagt den op hvis det så var lykkedes den ene gang, hvor Cathrine er mere sådan - okay nu har hun prøvet fire gange og den her hund har stadig ikke fattet at

kunne åbne julekalenderen, så nu leger vi lige gi' pote fordi det er det ene trick hun kan, for så kan vi slutte på en succes og det at hun direkte siger det der med lad os lige slutte på en succes, fordi det andet slet ikke fungede. Det der med at hun kan indrømme at hun kan fejle, gør hende mere troværdig. Altså, at hun er uperfekt på en eller anden måde ikk."

"I forbindelse med en af de første indlæg om hendes udfordringer med at blive gravid, hvor jeg sådan forstod hvor meget det betød. Altså selvfolgtlig kan man godt forstå hvor meget det betyder for folk, men et af dem hvor jeg sådan virkelig tænkte, okay det syn havde jeg ikke haft på det før, jeg kan ikke huske præcist hvad det var hun skrev, men det var virkelig sådan, en øjenåbner på en eller anden måde over at man sådan selv i startfasen kan betyde så meget og hvad det har af betydning for hvad det er man føler omkring sig selv og sådan nogen ting. Øh, hvor jeg tror jeg bare sådan skrev, jeg stillede ikke engang et spørgsmål, jeg skrev bare sådan tak for hendes åbenhed, at det havde betydet rigtigt meget, fordi også at jeg så netop kunne forstå min søster bedre og sådan nogen ting. Hvor hun så faktisk svarer på den. altså, det havde jeg ikke forventet. Jeg tror også, det er en af de første gange hvor jeg sådan har svaret på en blog ting og jeg kan huske at jeg sådan skrev undskyld at jeg skriver til dig, for jeg kender dig jo ikke, men jeg ville bare sige at det her faktisk har betydet noget for mig så sådan tusinde tak for din åbenhed og det svarede hun på, og det synes jeg var ret stort. Jeg tror grunden til at jeg ligesom tog steppet og turde skrive til hende, fordi det havde jeg det egentligt mærkeligt med fordi jeg jo bare sad bag en anden skærm, og læste de her ting. Så følte jeg det lidt var at overskride en eller anden barriere, eller man kan sige, fordi jeg jo ikke direkte kendte hende, men alligevel efter, specielt det indlæg, følte jeg jo at nu kendte jeg hende jo faktisk lidt alligevel. Så derfor turde jeg tage skridtet og skrive til hende, og da hun så svarer mig også, jamen så bliver den her relation bare bekræftet. "

"PARASOCIAL RELATIONSHIP"

- Ser du Cathrine, som en veninde? Vil du uddybe jeres forhold?
- Hvordan vil du beskrive din opfattelse af Cathrine?
- Hvilken rolle spiller Cathrine i din optik?
- Hvordan opfatter du generelt dit forhold til hende? "

"Der er det ikke så meget de længere indlæg, for hun gør det meget personligt - og der skal jeg nogen gange mere forholde mig til noget. [...] Altså det rør en på en måde. Nu mener jeg ikke et indlæg om tøj eller, men det er sådan indlæg hvor man får en del af sin personlighed ligesom, og det gør at man også læser det mere seriøst, og hvis man også prøver at sove, så er det måske ikke det mest optimale, fordi man kan ikke lade være med at forholde sig til det når hun skriver, f.eks. noget omkring hendes udfordringer med at få børn, hvor hun er meget god til sådan at forklare hendes syn på det. Hvor man virkelig bliver sat ind i hendes følelser omkring det og det synes jeg er ret interessant. Plus at hun tilbyder en mere personlig vinkel på det, som få mennesker tilbyder, som har de udfordringer som hun har. Mange kvinder som har de udfordringer med at blive gravide, jamen så er det noget meget personligt for dem og det er måske ikke nødvendigt noget man ved om dem. "

"Men den måde hun ligesom lukker os ind i sin hverdag og sine tanker, jamen det gør at man kan forholde sig til det på en helt anden måde og jeg synes hun tilbyder mig et syn på dem som jeg selv har kendt som har haft udfordringer med det at dem forstår jeg også meget bedre nu. For mig er der flere ting af hende, altså grunden til at det er min yndlingsblog det er at det er sådan en mærkelig blanding af at jeg ofte kan

identificere mig med hende og hendes low key måde at være på, og "det her kan du lave i weekenden" og sådan nogen ting som der er på et niveau hvor jeg kan følge med - ikke "nu skal vi på den røde løber" som er helt uden for min liga, men ting jeg kan forholde mig til og så de andre sider af det er ja, der kan jeg se folk jeg kender i hende. Så det er både at jeg kan identificere mig med hende, men jeg kan også nogen gange reflektere over det hun siger, som var det en anden person jeg kendte. Så på den måde der føler jeg også lidt at jeg kender hende på en anden måde."

Om at snakke sammen online "Det er også det at jeg synes der er godt, det er ikke bare man kan også læse en god bog og blive grebet af det og føle man forstår det, men det er en-vejs kommunikation, hvor man kan se derinde, jamen også de andre, både som har været i min situation og har kendt nogen andre der har været i deres situation [fertilitsbehandling], men også dem der selv har prøvet det - når man rækker ud til hende, jamen så svarer hun, så man føler det er en ven. Hvor man sådan føler man får et kig i hendes dagbog på en eller anden måde. Så når man sidder og læser det her jamen, det er så istedet for at man har siddet og har haft en god samtale med en veninde, hvor hun fortalte de her ting. Så når man så svarer hende, eller skriver tilbage.. "det forstår jeg godt har været svært" eller, spørger hende om noget og uddybe, eller kommentere på at man forstår hvordan hun har det eller et andet, jamen så når hun reagerer på det. Det gør at det lige bliver det tætttere, at det ikke kun er en en-vejs kommunikation men at det faktisk er et forhold, det er en relation på en eller anden måde."

"Hun er jo en offentlig person på en eller anden måde, men hun viser det også på så nede på jorden måde så derfor bliver det en veninde. Giver det mening det jeg siger? Det ved jeg ikke helt om det gør. Altså, hun tør vise det hele, "Ja jeg støvsuger også", og det er såg ikke så sjovt men det skal man jo, så det er det der helt nede på jorden og det kan rigtigt godt lide, at her er når jeg har sovet godt, været i bad og brugt to timer på mit hår, men sådan her er hele jeg. Det er også ift. de personlige indlæg hun lægger op, det giver jo hele personligheden og ikke kun.. eller, nu ved jeg jo selvfolgelig hvad hun ellers gemmer på, men det giver jo et helhedsbillede af personen, så jeg føler jeg kender hende, altså ja. Jeg kan godt lide hende som person, selvom jeg jo ikke kender hende. "

"Det er jo lidt skævt, fordi jeg ved jo godt at selvom jeg får værdi, så ved jo godt det ikke er rigtigt"

"PARASOCIAL INTERACTION ANTECEDENTS"

- Minder Cathrine dig om mennesker i din venne-kreds/netværk? Ville hun passe ind?

"Men den måde hun ligesom lukker os ind i sin hverdag og sine tanker, jamen det gør at man kan forholde sig til det på en helt anden måde og jeg synes hun tilbyder mig et syn på dem som jeg selv har kendt som har haft udfordringer med det at dem forstår jeg også meget bedre nu. For mig er der flere ting af hende, altså grunden til at det er min yndlingsblog det er at det er sådan en mærkelig blanding af at jeg ofte kan identificere mig med hende og hendes low key måde at være på, og "det her kan du lave i weekenden" og sådan nogen ting som der er på et niveau hvor jeg kan følge med - ikke "nu skal vi på den røde løber" som er helt uden for min liga, men ting jeg kan forholde mig til og så de andre sider af det er ja, der kan jeg se folk jeg kender i hende. Så det er både at jeg kan identificere mig med hende, men jeg kan også nogen gange reflektere over det hun siger, som var det en anden jeg kendte. Så på den måde der føler jeg også lidt at jeg kender hende på en anden måde. "

"Sådan hele det her med at hun er udfrodret med at blive gravid, og fertilitetsbehandling, jamen jeg havde en, eller jeg har en søster som der har kämpet rigtigt meget med det, men som ikke delte ud af hendes oplevelse om det og det var rigtigt, rigtigt svært for mig som aldrig har prøvet at få børn, eller prøve at prøve på det eller hvad man siger, øhm, at jeg forstod ikke den situation hun var i, altså min søster, så da

det var at jeg ligesom kunne læse Cathrines oplevelser af det, selvom det var senere, så gav det mig også en helt anden forståelse for hvad min søster havde været igennem. Så det har også, altså det bringer mig på en eller anden måde også tættere på hende [RPD].. jeg ved ikke om det lyder fjallet, men ja, man føler lidt at hun er en man kender, nu siger jeg man, men der mener jeg - jeg, kender hende hende. Det er nemmere sådan at lægge det fra sig."

- Har du nogen ting tilfælles med Cathrine? Noget specifikt i hendes værdier og opførsel du kan relatere til?

"Men den måde hun ligesom lukker os ind i sin hverdag og sine tanker, jamen det gør at man kan forholde sig til det på en helt anden måde og jeg synes hun tilbyder mig et syn på dem som jeg selv har kendt som har haft udfordringer med det at dem forstår jeg også meget bedre nu. For mig er der flere ting af hende, altså grunden til at det er min yndlingsblog det er at det er sådan en mærkelig blanding af at jeg ofte kan identificere mig med hende og hendes low key måde at være på, og "det her kan du lave i weekenden" og sådan nogen ting som der er på et niveau hvor jeg kan følge med - ikke "nu skal vi på den røde løber" som er helt uden for min liga, men ting jeg kan forholde mig til og så de andre sider af det er ja, der kan jeg se folk jeg kender i hende. Så det er både at jeg kan identificere mig med hende, men jeg kan også nogen gange reflektere over det hun siger, som var det en bekendt. Så på den måde der føler jeg også lidt at jeg kender hende på en anden måde."

"Hvis man kender en som man.. Ja altså hvis man sammenligner to personer som har det samme tøj og en af dem kan du rigtigt godt lide, så er der større chance for du også godt kan lide det tøj, end hvis det er en du virkelig ikke kan lide.Jeg tror det handlede jo lidt om at den måde hun udtrykker sig igennem sit tøj, nu fokuserer jeg jo normalt ikke så meget på det her, men det var ligesom det jeg startede med at se fra hende, det var hendes indlæg om tøj og sådan nogen ting og det kunne godt være jeg ikke var så meget til tøjet, men jeg kunne godt lide måden hun udtrykkede sin personlighed i det og det var det jeg synes der var fedt, hun var ikke bare en af dem der altid har det samme på og altid står på samme måde på billeder, altså.. at der var en personlighed bag og var det jeg rigtigt godt kunne lide ved hende. Så det synes jeg så også passede rigtigt fint med da jeg lærte" hende at kende, gennem hendes indlæg også, ikk'."

"Det virker somom hun har noget rigtigt gode værdier, jeg også kan forenige mig med. Jeg synes også altid hun svarer sine følgere rigtigt respektfuldt, også hvis det ikke altid er at folk ikke har noget positivt at sige, så har jeg aldrig set hende gå ned på et niveau hvor man så taler grimt tilbage, men at sådan. Hun har nogen gode værdier og det synes jeg afspejler sig i den måde hun agerer med sine følgere vil jeg sige. Det er hende der svarer, ikke brandet ikke hendes blog, det er hende der svarer."

"- Hvordan opfatter du hendes svar til dig?

- Bliver du adresseret af Cathrine, og i så fald hvordan? "

"Det er mit klare indtryk, hun er ikke bare en blogger, hvor man ikke bare læser om det er de her kjoler hun synes er fede, eller, altså det er det også, og det skal der også være plads til, men det er også mere end det. Altså hun tilbyder jo hendes følgere en relation udover, "se hvad jeg synes der er en pæn top" og det er det jeg føler der skaber værdi for mig, for så kan jeg relatere til hende på en anden måde og det har nok også ændret min opfattelse af - altså f.eks. tidligere.. altså da jeg startede med at følge hende så var der noget af hendes tøj hvor jeg tænkte det interesserede mig egentligt ikke så meget, men jeg synes hun virkede som en cool person, derfor startede jeg med at følge hende alligvel. Men hvor, iogmed at jeg er blevet grebet mere og mere af hende som person, jamen så kan jeg også se at nu kan jeg måske mere og mere lide hendes tøj, at der er den der accept omkring helheden af personen altså.." "

"Hvis man kender en som man.. Ja altså hvis man sammenligner to personer som har det samme tøj og en af dem kan du rigtigt godt lide, så er der større chance for du også godt kan lide det tøj, end hvis det er en du virkelig ikke kan lide.Jeg tror det handlede jo lidt om at den måde hun udtrykker sig igennem sit tøj, nu fokuserer jeg jo normalt ikke så meget på det her, men det var ligesom det jeg startede med at se fra hende, det var hendes indlæg om tøj og sådan nogen ting og det kunne godt være jeg ikke var så meget til tøjet, men jeg kunne godt lide måden hun udtrykkede sin personlighed i det og det var det jeg synes der var fedt, hun var ikke bare en af dem der altid har det samme på og altid står på samme måde på billeder, altså.. at der var en personlighed bag og var det jeg rigtigt godt kunne lide ved hende. Så det synes jeg så også passede rigtigt fint med da jeg "lærte" hende at kende, gennem hendes indlæg også, ikk'."

- Hvordan opfatter du Cathrine/RPD ift. til privatliv og blogliv? Er der forskel? Hvad synes du om det?

- Hvad synes du om hun deler ud af sig selv? "

"Sådan hele det her med at hun er udfrodret med at blive gravid, og fertalitetsbehandling, jamen jeg havde en, eller jeg har en søster som der har kæmpet rigtigt meget med det, men som ikke delte ud af hendes oplevelse om det og det var rigtigt, rigtigt svært for mig som aldrig har prøvet at få børn, eller prøve at prøve på det eller hvad man siger, øhm, at jeg forstod ikke den situation hun var i, altså min søster, så da det var at jeg ligesom kunne læse Cathrines oplevelser af det, selvom det var senere, så gav det mig også en helt anden forståelse for hvad min søster havde været igennem. Så det har også, altså det bringer mig på en eller anden måde også tættere på hende [RPD].. jeg ved ikke om det lyder fjallet, men ja, man føler lidt at hun er en man kender, nu siger jeg man, men der mener jeg - jeg, kender hende hende. Det er nemmere sådan at lægge det fra sig."

""Fordi det ligesom blev dybere, end jeg bare sidder og læser om hende, for mig, der går skridtet ligesom fra en passiv læser, til at vi faktisk skaber den direkte relation [kommentar og svar tilbage fra kommentar]. Øhm, det blev bare ligesom rigtigt der. Uden at få det til at lyde som en stor kærlighedsfilm, men altså sådan, men man kan sidde og læse rigtigt mange ting, med der er i den relation der bliver skabt når man så opdager det er et rigtigt menneske. En ting er selvfølgelig når hun skriver om de her følelser, det gør man jo ikke bare. Det finder du heller ikke på de blogs som der bare har tøj og så er det på et andet niveau. Jeg ser det lidt sådan som, ja det ved jeg ikke om man kan forklare det som, en der.. Jeg tror det er lidt en kombi. både fordi at jeg turde skrive i første omgang, turde og turde.. det jo ikke fordi jeg har været bange for at skrive, jeg har bare ikke følt der har været den der relation. Så der er når jeg læser et indlæg som der rører mig, føltes det mere som hold da op, det gør noget for mig, jamen altså der er der blevet den stærkere relation så jeg faktisk tør at skrive til hende og at det så bliver en rigtig relation for mig i det hun svarer. Jeg er ikke i tvivl om hvis jeg bare skriver fed kjole, eller.. der forventer jeg ikke hun svarer på, men når man så igen prøver at give hende noget af ens følelser, altså når det virkelig betyder noget at jeg kunne forstå min søster og sådan nogen ting, jamen så at hun svarer på det, gør jo at det bliver meget mere menneskeligt. Det er ikke bare en en-vejs kommunikation længere, det bliver en rigtig relation og man føler man kender hende specielt når hun svarer det er sådan - hold da op, det er lige nu og her det her foregår ikk' "

"Jeg synes hun virker som en supercool person, sådan helt nede på jorden. Ja, typen der sgu nogen gange kan have lidt sort under øjnene. Den der lidt uperfekte, jeg ved ikke om man kan refere til den der sang perfect, imperfections, på en eller anden måde så bliver hun jo fremstillet som en eller anden figur som man kigger på og sådan ikke direkte ser op til, men hun er jo på en måde en offentlig person, hun er jo noget andet end bare ens veninde. men hun viser det også på sådan en nede på jorden måde så derfor bliver det en veninde."

BRAND OBJECTIVES

"- Hvordan opfatter du dit forhold til Cathrine, med henblik på dine interaktioner med hende?

"Hvis man kender en som man.. Ja altså hvis man sammenligner to personer som har det samme tøj og en af dem kan du rigtigt godt lide, så er der større chance for du også godt kan lide det tøj, end hvis det er en du virkelig ikke kan lide.Jeg tror det handlede jo lidt om at den måde hun udtrykker sig igennem sit tøj, nu fokuserer jeg jo normalt ikke så meget på det her, men det var ligesom det jeg startede med at se fra hende, det var hendes indlæg om tøj og sådan nogen ting og det kunne godt være jeg ikke var så meget til tøjet, men jeg kunne godt lide måden hun udtrykkede sin personlighed i det og det var det jeg synes der var fedt, hun var ikke bare en af dem der altid har det samme på og altid står på samme måde på billeder, altså.. at der var en personlighed bag og var det jeg rigtigt godt kunne lide ved hende. Så det synes jeg så også passede rigtigt fint med da jeg lærte" hende at kende, gennem hendes indlæg også, ikk'."

- Hvordan vil du beskrive dit forhold til Cathrine? Betrager du dig selv som følelsesmæssigt investeret, og i så fald - hvordan?

"Fordi det ligesom blev dybere, end jeg bare sidder og læser om hende, for mig, der går skridtet ligesom fra en passiv læser, til at vi faktisk skaber den direkte relation [kommentar og svar tilbage fra kommentar]. Øhm, det blev bare ligesom rigtigt der. Uden at få det til at lyde som en stor kærlighedsfilm, men altså sådan, men man kan sidde og læse rigtigt mange ting, med der er i den relation der bliver skabt når man så opdager det er et rigtigt menneske. En ting er selvfølgelig når hun skriver om de her følelser, det gør man jo ikke bare. Det finder du heller ikke på de blogs som der bare har tøj og så er det på et andet niveau. Jeg ser det lidt sådan som, ja det ved jeg ikke om man kan forklare det som, en der.. Jeg tror det er lidt en kombi. både fordi at jeg turde skrive i første omgang, turde og turde.. det jo ikke fordi jeg har været bange for at skrive, jeg har bare ikke følt der har været den der relation. Så der er når jeg læser et indlæg som der rører mig, føltes det mere som hold da op, det gør noget for mig, jamen altså der er der blevet den stærkere relation så jeg faktisk tør at skrive til hende og at det så bliver en rigtig relation for mig i det hun svarer. Jeg er ikke i tvivl om hvis jeg bare skriver fed kjole, eller.. der forventer jeg ikke hun svarer på, men når man så igen prøver at give hende noget af ens følelser, altså når det virkelig betyder noget at jeg kunne forstå min søster og sådan nogen ting, jamen så at hun svarer på det, gør jo at det bliver meget mere menneskeligt. Det er ikke bare en en-vejs kommunikation længere, det bliver en rigtig relation og man føler man kender hende specielt når hun svarer det er sådan - hold da op, det er lige nu og her det her foregår ikk' "

"- kan du forklare hvorfor du har fuldt Cathrine i så lang tid?

- hvad er det der får dig til at komme tilbage gang efter gang?"

"I starten var det jo primært hendes indlæg og tøj og sådan noget, at det var jo måske ikke en stil jeg var enig i med, men fordi hendes personlighed skinnede igennem og fordi hun var så ægte, så fulgte jeg hende alligevel. Jamen de ting hun har på, jamen så er det ikke bare fordi det er det rigtige mærke, så har det været dyrt eller noget i den retning, det er true to herself, eller hvad man kan sige. Jeg synes det er troværdigt, når hun udtrykker sig selv, så jeg har helt sikkert også indtrykket af at hun er den hun udgiver sig for på bloggen. "

"Hvis jeg sammenligner med nogen af de andre blogge jeg før har læst, jamen så er det hele meget poleret, og det har jeg svært ved at relatere til, altså jeg bruger ikke timer foran spejlet om morgenens for at se perfekt ud inden jeg tager på arbejde altså, som jeg sagde, så ligger jeg hellere ti minutter ekstra i sengen og stener nogen billede eller et eller andet og skal lige vænne mig til at forholde mig til mennesker. På den måde kan jeg slet ikke relatere mig selv til alle de der polerede blogge, så derfor betyder det meget for mig at hun er sådan ægte. Altså også bare at når hun så har de der som handler om hendes tøj, jamen så er det

jo også der hun lukker op for personlige historier, men.. at det er selvfølgelig ikke i sådan nogen outfit posts, at hun kommer med sådan nogle lange personlige historier, men stadig så formår hun at gøre det på sådan en måde så det.. altså det er ikke for poleret, det er råt for usødet og det er sådan Det er mega akavet og stå på det her torv og få taget billeder, og det kan jeg rigtigt godt forholde mig til at det ikke bare er et tilfældigt billede der er kommet til mens hun er gået helt casual ned ad gaden på den helt perfekte måde og håret svingede i vinden som det skulle gøre, og sådan. At hun fortæller om det her er mega akavet, men jeg kan sgu meget godt lide de billeder der kommer ud af det. På den der måde, så er der den der ægte - hvilket det ikke er, men det er ikke en facade hun sætter op når hun fortæller om bagsiden af det, eller hvad man kan sige. Bare sådan simpel ting at når hun omtaler sin fotograf, jamen så er det på navn, der bliver det endnu sådan en - nå ja det er min veninde. Sådan bliver det mere end, her er sekretæren. Det bliver lidt taget ned fra et professionelt fotograf miljø ala photoshoot et eller andet, til jamen det er bare mig og min veninde der fjoller lidt rundt med et kamera. Det kan godt være det stadig er en professionel fotograf, og nogen professionelle billeder der kommer ud af det, men det bliver bare gjort mere menneskeligt tror jeg, hvilket jeg kan forholde mig bedre til. ”

- Hvad er det dig får dig aktivt at gå ind på Cathrines platforme, i stedet for andre? ”Fordi det ligesom blev dybere, end jeg bare sidder og læser om hende, for mig, der går skridtet ligesom fra en passiv læser, til at vi faktisk skaber den direkte relation [kommentar og svar tilbage fra kommentar]. Øhm, det blev bare ligesom rigtigt der. Uden at få det til at lyde som en stor kærlighedsfilm, men altså sådan, men man kan sidde og læse rigtigt mange ting, med der er i den relation der bliver skabt når man så opdager det er et rigtigt menneske. En ting er selvfølgelig når hun skriver om de her følelser, det gør man jo ikke bare. Det finder du heller ikke på de blogs som der bare har tøj og så er det på et andet niveau. Jeg ser det lidt sådan som, ja det ved jeg ikke om man kan forklare det som, en der.. Jeg tror det er lidt en kombi. både fordi at jeg turde skrive i første omgang, turde og turde.. det jo ikke fordi jeg har været bange for at skrive, jeg har bare ikke følt der har været den der relation. Så der er når jeg læser et indlæg som der rører mig, føltes det mere som hold da op, det gør noget for mig, jamen altså der er der blevet den stærkere relation så jeg faktisk tør at skrive til hende og at det så bliver en rigtig relation for mig i det hun svarer. Jeg er ikke i tvivl om hvis jeg bare skriver fed kjole, eller.. der forventer jeg ikke hun svarer på, men når man så igen prøver at give hende noget af ens følelser, altså når det virkelig betyder noget at jeg kunne forstå min søster og sådan nogen ting, jamen så at hun svarer på det, gør jo at det bliver meget mere menneskeligt. Det er ikke bare en en-vejs kommunikation længere, det bliver en rigtig relation og man føler man kender hende specielt når hun svarer det er sådan - hold da op, det er lige nu og her det her foregår ikk' ”

”Det er ikke altid jeg lige får læst alle hendes indlæg, altså, man har jo travlt, men.. det er ofte så har jeg jo set hvad der lå. jeg kan huske jeg skulle til Århus og arbejde for nogen uger siden og der kunne jeg netop huske hun havde lavet et indlæg med hvad du kan lave i århus på seks timer, og det kan jeg lige huske jeg brugte inden for den sidste måned og der tog jeg det frem med nogen af de forskellige anbefainger og kiggede om der var noget af det jeg kunne lave. Og det er fordi jeg kan relatere til hendes person, jeg kan spejle mig selv i hendes person og hendes omgangskreds. Så derfor tør jeg godt stole på hendes anbefalinger, fordi jeg tænker at så er det også noget for mig. At selvom, altså jeg har jo aldrig mødt hende, og jeg kan godt høre det lyder fjallet når jeg sidder og snakker om Cathrine, altså er på fornavn med hende og sådan, men altså når man har fulgt hende et par år, jamen altså næsten dagligt, og ser billeder fra hendes liv, jamen så føles det bare somom at hun er en del af ens klike.”

- Har du anbefalet/talt med andre om Cathrine? I hvilken kontekst?

”Altså jeg har hverken børn, eller gift men stadig så giver det bare sådan en se med bag facaden agtigt når der er så meget i medierne idag af hvor det hele er poleret, hvor det hele er perfekt. Altså både i tv og på

medierne, hvor de her blogge, som jeg foretrækker, det er dem der giver det rigtige billede af hvordan verden er og det gør jo også at jeg stoler mere på de anbefalinger, hun kommer med. Altså sådan hvis jeg bare sammenligner nogen andre blogge jeg har set hvor de går på nogen cafeer hvor det kun er de sådan mest hippe steder de kommer og sådan nogen ting. Hvor jamen den her blog, med RPD, når det er meget mere nede på jorden, hvor jeg kan forholde mig til, jamen så selvom det er en af de helt hippe cafeer hun en dag anbefaler, jamen så er det hvis hun kan komme der, og jeg kan se mig selv i hende, Jamen så kan jeg jo også..altså så er det ikke i forvejen noget der out of my reach. På den måde, så tror jeg også at jeg tager hendes anbefalinger mere ind. Sådan f.eks. hvad man kan lave i Århus, eller cafeer i KBH eller..”

”Jeg havde faktisk nogen veninder der kom på besøg fra udlandet og spurgte omkring hvad de skulle lave, og så gik jeg sådan en og kiggede på hvad hun havde foreslægt, fordi jeg måske lige havde for travlt til selv at skulle være kreativ, der kiggede jeg sådan lidt omkring hvad de kunne lave i KBH, og sådan her er nogen gode ideer, og lod lidt somom ideerne måske var lidt mine egne, men altså, det kunne ligeså godt havde været mine egne kunne jeg jo se på dem. Og ja, sådan har jeg snakket med mine andre veninder om vi ikke skulle prøve den her cafe, eller også sådan. Nå, men hvor har du hørt om den.. RPD. Jeg kender ret mange der følger hendes blog, altså en del af dem jeg snakker med, det er jo ikke alle man snakker om blogs med, men sådan jeg kender ihvertfald flere der følger hende, sådan ej har du også set det. Det er lidt sådan en fællesnyhedskanal.”

3.2. Respondent 2 – Nadia

- Vil du ikke fortælle mig lidt om dig selv? Alder, hvad du laver?

- hvornår og hvordan startede du med at følge Cathrine/RPD?"

"28, imellem job, bor på Christianshavn, bruger max en en time om ugen på blogs. Bruger minimum 4 timer på instagram om ugen.

”Jeg synes at hun har en blog der er meget ærlig, hun skriver godt, og hun er groundet, og så er hun meget hyggelig og kreativ type, så man kan få inspiration til mange forskellige ting. Det behøver ikke kun at være tøj, men blomsterdekorationer, stedet at spise blandt andet.”

- Vil du ikke beskrive dit forhold til de platforme du bruger når du følger Cathrine?

- Hvor ofte bruger du disse platforme til at følge Cathrine? Evt. i løbet af en uge? Hvad der er normalt for dig.

- hvilke medier benytter du dig af når du følger Cathrine?

- Er det vigtigt for dig at være på platformene og følge Cathrine?

- Hvordan synes du forskellige plattfome påvirker dit forhold til Cathrine?"

”Jeg tjekker facebook hver dag, jeg skal i hvert fald scrolle væggen hver dag”

”Jeg er nok på instagram hver morgen, bare lige for at se om der er sket noget nyt”

Om instagram ”Det er jo nok billederne, modemæssigt, så altså helt klart instagram, det er nok sådan jeg mest bruger det på. Til at følge kvinder med god stil”.

”Jeg bruger blogs meget mindre end førhen, blogs var ligesom lidt skridtet før instagram, nu bruger jeg dem et par gange om ugen”. ”

"Tag udgangspunkt i de medier der er blevet nævnt ovenfor.

- Hvorfor startede du med at følge Cathrine/RPD?
- Hvad er det der får dig til at følge ROCKPAPERDRESSES på [platform]?
- Hvad er det der får dig til at gå ind på ROCKPAPERDRESSES-bloggen og kigge?
- Hvilke situationer er du i når du går ind og kigger på ROCKPAPERDRESSES platforme?
- Hvorfor vælger du ROCKPAPERDRESSES frem for andre?
- Hvilke indlæg tiltaler dig på hendes platforme, og hvorfor?
- Hvordan synes du [MOTIVATIONS] påvirker dit forhold til Cathrine?"

"Jeg synes hun er ærlig, og skriver nogle spændende artikler, f.eks. Om barnløshed, det synes jeg også er en meget sympatisk måde at være blogger på og åbne op for et emne som jeg tror mange kvinder faktisk er ramt af, mange flere end der lige står frem. Så det giver en mulighed for at være ærlig i et forum og tage en snak i det forum. Det synes jeg er en sympatisk måde at føre en blog på"

"I løbet af de her år, har man ligesom fundet ud af hvem der kan ligge noget godt content op. En ting er moden, en anden kan jo også være guide til hvor man skal gå hen og spise henne - i kbh eller Amsterdam [...] Der bruger jeg meget når jeg skal ud og rejse, de ved jo ligesom hvor det sker"

"Der er jo ikke noget bedre end at se på billeder, med filter, af smukke blomsterdekorationer. "

"Jeg synes blogs er lidt mere uddybende, og kan gå lidt mere ind i emnet. Instagram er lidt en teaser, og på bloggen får de lidt mere åbnet op for deres univers."

"Det jo på sådan en hyggesøndag, der hvor man har noget sparetime der skal slås ihjel. Så er der der hvor man har tid til at gå ind og læse de lidt længere posts. Sådan en søndag hvor man har tid til at være lidt mere reflekterende og lidt mere dyb og læse de her artikler om livet, og ikke sko. "

"Jeg har valgt at følge de mest stilfulde kvinder i danmark, udenlandske og danske bloggere - Pernille Teisbæk, Trines wardrobe og Rock paper dresses"

"Personligt, så har jeg ikke det her forhold til de her mennesker, for pga. mediet så ved jeg jeg jo egentlig ikke kender dem. Et medie er jo også en udgave af en person. Så for mig er det meget, hvis jeg synes de har god stil er de inde og følge dem, hvis jeg synes de har en eller anden æstetik som jeg virkelig synes er spændende ikk, f.eks. man ser jo også tit boligindretning, ikk, også spændende synes jeg at se hvordan de bor og deres stil. Det er meget inspirerende. For mig er det en inspirationskilde - jeg vil ikke kalde det på et overfladisk niveau - men på et æstetisk niveau."

- Hvilke medier og posts er oftest dem du læser?
- Har du bidraget til hendes platforme? Hvis ja, med hvad?
- Hvad har din oplevelse været når du har skrevet til hende?
- Hvordan synes du respons påvirker dit forhold til hende? "
- Ser du Cathrine, som en veninde? Vil du uddybe jeres forhold?

- Hvordan vil du beskrive din opfattelse af Cathrine?

- Hvilken rolle spiller Cathrine i din optik?

- Hvordan opfatter du generelt dit forhold til hende? "

"Personligt, så har jeg ikke det her forhold til de her mennesker, for pga. mediet så ved jeg jeg jo egentligt ikke kender dem. Et medie er jo også en udgave af en person. Så for mig er det meget, hvis jeg synes de har god stil er de inde og følge dem, hvis jeg synes de har en eller anden æstetik som jeg virkelig synes er spændende ikk, f.eks. man ser jo også tit boligindretning, ikk, også spændende synes jeg at se hvordan de bor og deres stil. Det er meget inspirerende. For mig er det en inspirationskilde - jeg vil ikke kalde det på et overfladisk niveau - men på et æstetisk niveau."

- Minder Cathrine dig om mennesker i din venne-kreds/netværk? Ville hun passe ind? -

- Har du nogen ting tilfælles med Cathrine? Noget specifikt i hendes værdier og opførsel du kan relatere til?

OM RPD ER UPOLERET: "Det tror jeg er noget meget basalt i og med at man kan relatere som menneske, der er jo ingen der er perfekte, og det er nogen gange det de sociale medier får folk til at fremstå som. Meget perfekte, ved at være lidt mere ærlig komme ned i nogen emner der ikke er sådan picture perfect, det tror jeg bare man bliver tiltrukket af fordi at det viser den menneskelige side og man bliver mindet om at det er vi allesammen, vi har jo sådan allesammen nogen issues dagligt."

- Hvordan opfatter du hendes svar til dig? - Bliver du adresseret af Cathrine, og i så fald hvordan? "Hun er i den grad tilgængelig, der er en i den anden."

"- Hvordan opfatter du Cathrine/RPD ift. til privatliv og blogliv? Er der forskel? Hvad synes du om det?

- Hvad synes du om hun deler ud af sig selv? "

"Jeg synes hun er ærlig, og skriver nogle spændende artikler, f.eks. Om barnløshed, det synes jeg også er en meget sympatisk måde at være blogger på og åbne op for et emne som jeg tror mange kvinder faktisk er ramt af, mange flere end der lige står frem. Så det giver en mulighed for at være ærlig i et forum og tage en snak i det forum. Det synes jeg er en sympatisk måde at føre en blog på"

- Hvordan opfatter du dit forhold til Cathrine, med henblik på dine interaktioner med hende?

"Jeg er meget passiv medieforbruger, sådan "Stalkeren der sidder og lurar ude i mørket" - Jeg bruger ikke rigtigt.. Jeg liker ikke meget, jeg kommenterer ikke meget. Den måde jeg bruger, altså man kan gemme billeder - altså den bruger jeg meget til at få inspiration, sådan en inspirationslog. Men ellers så er jeg meget sådan silent, så skal der meget til før jeg går ind og kommenterer. "

"Hvis jeg går ind og kommenterer, så skal det også være fordi der er noget jeg vil sige, der skal være noget indhold i det og mest så bruger jeg jo bare det her til inspiration." "

- Hvordan vil du beskrive dit forhold til Cathrine? Betrager du dig selv som følelsesmæssigt investeret, og i så fald - hvordan?

"Hun er i den grad tilgængelig, der er en i den anden."

- kan du forklare hvorfor du har fuldt Cathrine i så lang tid?

- hvad er det der får dig til at komme tilbage gang efter gang? "

"Jeg følger hende en gang hver anden uge, bliver inspireret af noget og så husker på man skal lige ind og tjekke ROCKPAPERDRESSES - det er en hyggelig ting."

- Hvad er det dig får dig aktivt at gå ind på Cathrines platforme, i stedet for andre?

"Før i tiden fulgte jeg rigtigt mange blogs, men det er blevet snævret lidt mere ind".

"Jeg følger hende en gang hver anden uge, bliver inspireret af noget og så husker på man skal lige ind og tjekke ROCKPAPERDRESSES - det er en hyggelig ting."

"I løbet af de her år, har man ligesom fundet ud af hvem der kan ligge noget godt content op. En ting er moden, en anden kan jo også være guide til hvor man skal gå hen og spise henne - i kbh eller Amsterdam [...] Der bruger jeg meget når jeg skal ud og rejse"

"Det er nok den her forbindelse man har opbygget til blogger, hvis man synes det er en blogger man godt kan lide at følge, og synes at de har en.. altså for mig er det meget mode ikk, altså hvis man synes de har en god blog, ser godt osv. Så vælger man jo dem man har den beste forbindelse til. Det er jo dem man går ind og tjekker fordi det er mere troværdigt så. Men jeg går også meget op i om content er godt, er det godt skrevet, er det kvalitet."

3.3. Respondent 3 – Josephine

- Vil du ikke fortælle mig lidt om dig selv? Alder, hvad du laver?

- hvornår og hvordan startede du med at følge Cathrine/RPD?

Startede: "For 4 år siden igennem bloggers delight platform, så sidder man og finder ud af hvem man vil følge og hvem der inspirerer en, og kan identificere sig lidt med og kunne se at hun var ret spænende, så derfor var det ligesom der mit forhold til hende startede. "

- Vil du ikke beskrive dit forhold til de platforme du bruger når du følger Cathrine?

- Hvor ofte bruger du disse platforme til at følge Cathrine? Evt. i løbet af en uge? Hvad der er normalt for dig.

- hvilke medier benytter du dig af når du følger Cathrine?

- Er det vigtigt for dig at være på platformene og følge Cathrine?

- Hvordan synes du forskellige plafome påvirker dit forhold til Cathrine?

"Jeg følger hende på instagram, også på hendes instastories, og så selvfølgelig på hendes blog, og så ved jeg også hun har snapchat, men der følger jeg ikke så mange, Jeg bruger ikke rigtigt snapchat. "

"hele mit morgenritual starter med at vækkeuret ringer og så går jeg på instagram, så på den måde vågner jeg ligesom. jeg skal ikke forholde mit til noget, jeg skal ikke læse nyheder eller noget, jeg ligger bare og kigger billederne igennem. "

"Bloggen er jo meget mere uddybende, det er der hvor du kan lave roman indlæggene, der hvor du kan kommentere dine egne kommentarer og der hvor du kan få en diskussion op at køre eller få feedback op at køre, det har du jo ikke på instagram. Så bloggen er der hvor inspirationen og værdierne mødes, hvor man kan have en dialog på skærmen. Hvor instagram inspirerer mig mere med tøjet, og skoene og "ej hvor ser

du godt ud idag, så det er mere mine øjne der bliver inspireret [...]. hvor bloggen er mere i dybden og mere personligt. Så bloggen er mere personligt, hvor instagram er mere modeorienteret"

"Jeg kommenterer oftest på bloggen, nogen gange har jeg kommenteret på instagram, med et "nej hvor ser du godt ud", eller "mega godt sammensat", men det er jo mere én sætning. Hvor på bloggen kan det jo godt være 4-5-6-7-8-9-10 linjer jeg skriver, fordi det er mere en debat eller noget andet jeg har brug for svar på. På instagram skriver jeg ikke spørgsmål."

"Tag udgangspunkt i de medier der er blevet nævnt ovenfor.

- Hvorfor startede du med at følge Cathrine/RPD?

- Hvad er det der får dig til at følge ROCKPAPERDRESSES på [platform]?

- Hvad er det der får dig til at gå ind på ROCKPAPERDRESSES-bloggen og kigge?

- Hvilke situationer er du i når du går ind og kigger på ROCKPAPERDRESSES platforme?

- Hvorfor vælger du ROCKPAPERDRESSES frem for andre?

- Hvilke indlæg tiltaler dig på hendes platforme, og hvorfor?

- Hvordan synes du [MOTIVATIONS] påvirker dit forhold til Cathrine?

"Nej jeg har faktisk aldrig deltaget i konkurrencer, for jeg føler at der er der hvor de engagerer sig fordi det er der man kan få noget gratis. Så jeg deler mere for at vide noget, for at få inspirationen."

"Om RPD: "det er også der hvor jeg søger inspiration, f.eks. Så skulle jeg til Paris, så havde hun lavet en paris guide."

"Hun motiverer jo mig, Hun får jo mig til at træffe nogen valg som hun ikke er bevidst om, at jeg har truffet et valg på baggrund af hendes recommendations, det skriver jeg jo til hende om det er en privat mail en gang imellem, eller om det er i en kommentar hvor alle andre også kan se det. Det er lidt forskelligt."

"Det er der om aftenen, når jeg kommer hjem fra arbejde, så i stedet for tænde fjernsynet, så begynder jeg egentlig og ligge på ipaden og kigge på diverse blogindlæg, instagram posts og insta stories. Man kan ligesom sige sige det er ligesom en avis, det jo sådan en anden form for nyheder, hvor man får det mere afslappende, især når man har været på arbejde en hel dag, så er egentlig den måde jeg afstresser rigtigt meget på. Om dagen, bruger jeg alligvel en time til halvanden på instagram, for så er det også det jeg gør når jeg ligger mig i sengen"

"Hun er utrolig sjov jo, hun får én til nogen gange at sidde og grine for sig selv, men det er jo på bloggen ikke så meget på instagram. Lige nu kører hun julekalender med hendes lille mops hvor hun prøver at få den til selv at åbne lågerne i julekalenderen. Det er totalt plat, men det er jo mega grineren. "

"Efter en lang dag på arbejde så kan det jo være totalt rart at komme hjem og flade ud og bare slå hjernen fra, glemme stressen, glemme de deadlines som du endnu engang har overtrådt, fordi der er for mange, så det er der jeg slår hjernen fra og så slapper jeg af ved at leve mig ind i det her univers, og slå min egen hjerne fra."

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det er der jeg slår hjernen fra og så slapper jeg af ved at leve mig ind i det her univers, og slå min egen hjerne fra."

"Hun motiverer jo mig, Hun får jo mig til at træffe nogen valg som hun ikke er bevidst om, at jeg har truffet et valg på baggrund af hendes recommendations, det skriver jeg jo til hende om det er en privat mail en gang imellem, eller om det er i en kommentar hvor alle andre også kan se det. Det er lidt forskelligt."

"Jeg føler mere der er en rød tråd i at skrive til hende hvis det er noget personligt, end hvis det er noget tøjmæssigt, interiør, beautyprodukter. Der føler jeg ikke altid for at kommentere, men mine kommentarer er mere om livet. jeg bruger det nok også lidt egoistisk, til at få svar på nogen af de ting, eller komme ud med nogen af de ting jeg har som jeg ikke føler, og det er ikke fordi jeg ikke kan sige det til mine veninder, men fordi jeg føler egentligt at her er jeg anonym. Hvis jeg fortæller det til en veninde vil hun sige et eller andet fordi hun kender mig, så jeg bliver ikke dømt på samme måde fordi hun kender mig ikke. Der kan jeg få et objektivt synspunkt på et issue eller en holdning jeg har. Hvor det kan jeg ikke få på samme måde fra kæreste, familie, venner eller veninder fordi de kender mig som person.

"Det kan godt være det lyder lidt ånssvagt, men jeg føler faktisk at jeg har fået mere selvtillid efter at jeg læser hendes blog og jeg tør tage nogen valg, nogen beslutninger, som jeg ikke har turde før. F.eks. Hvis hun har et par støvler på som jeg altid har synes har været lidt for meget, eller lidt for tacky, så at se den her pige, som der egentligt som egentligt er en total normal dansk pige, flot pige, det har gjort i flere situationer, at så kan jeg også og så har jeg gået ud af min comfortzone"

- Hvilke medier og posts er oftest dem du læser?
- Har du bidraget til hendes platforme? Hvis ja, med hvad?
- Hvad har din oplevelse været når du har skrevet til hende?
- Hvordan synes du respons påvirker dit forhold til hende? "

"Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv. Så hvis hun skriver et oplæg, enten om en bluse, eller om en nedtur i hendes liv eller en positiv, så kan jeg godt tage mig selv i at gå ind og skrive og kommentere, sådan og sådan her har jeg oplevet det og så tager hun sig tid til at skrive tilbage. Det er lidt det her veninde forhold, man egentligt føler at man kender til en person man ikke rigtigt kender. "

"Jeg kommenterer oftest på bloggen, nogen gange har jeg kommenteret på instagram, med et "nej hvor ser du godt ud", eller "mega godt sammensat", men det er jo mere én sætning. Hvor på bloggen kan det jo godt være 4-5-6-7-8-9-10 linjer jeg skriver, fordi det er mere en debat eller noget andet jeg har brug for svar på. På instagram skriver jeg ikke spørgsmål. "

- Ser du Cathrine, som en veninde? Vil du uddybe jeres forhold?
- Hvordan vil du beskrive din opfattelse af Cathrine?
- Hvilken rolle spiller Cathrine i din optik?
- Hvordan opfatter du generelt dit forhold til hende? " "Man føler jo lidt man lærer hende at kende, hun er jo lidt ligesom en veninde, det kan godt være det ikke er en jeg sidder og har en kaffeaftale med, men jeg kan blive ved med at kende hendes skrivesprog, og føler egentligt at vi har en connection. Den er bare fra skærm til skærm. Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv."

"I og med jeg jo har fulgt hende i de her fire år nu, så føler jeg jo at jeg kender hende. også fordi at hun jo er meget personlig i hendes opslag, hvilket jo er et valg hun har valgt at tage, men på den måde så får man jo et utroligt godt kendskab til hende. og igen, meget med her med værdier, og hvem hun er. Hun har jo valgt at udstille hele hendes liv, tilgængeligt for alle, alle der overhovedet vil læse med kan jo gå ind og læse jo og danne en mening og danne en holdning om hende. Jeg tror også at hun som person, er en meget uadvendt person, hun er en person med sindssyg familiære værdier og hun er en person med rigtigt mange veninder, det kan man jo også se på hendes blog, men også på hendes instagram at hun er en person der er meget vellidt og igen likeable både for inderkredsen, familie, venner, men også for folk der ikke kender hende men som alligevel har et eller andet veninde forhold med hende."

"Men jeg føler det er ligeså legit som en veninde efterhånden. Jeg kan få uddybet mere igennem mine egne veninder, men jeg føler at hendes [råd] er mere objektivt. "

"Mit forhold til Cathrine er meget veninde agitigt, hun deler, jeg deler - om fashion, om livets op og nedture og der er ikke nogen der dømmer hinanden. "

- Minder Cathrine dig om mennesker i din venne-kreds/netværk? Ville hun passe ind? "I og med jeg jo har fulgt hende i de her fire år nu, så føler jeg jo at jeg kender hende. også fordi at hun jo er meget personlig i hendes opslag, hvilket jo er et valg hun har valgt at tage, men på den måde så får man jo et utroligt godt kendskab til hende. og igen, meget med her med værdier, og hvem hun er. Hun har jo valgt at udstille hele hendes liv, tilgængeligt for alle, alle der overhovedet vil læse med kan jo gå ind og læse jo og danne en mening og danne en holdning om hende. Jeg tror også at hun som person, er en meget uadvendt person, hun er en person med sindssyg familiære værdier og hun er en person med rigtigt mange veninder, det kan man jo også se på hendes blog, men også på hendes instagram at hun er en person der er meget vellidt og igen likeable både for inderkredsen, familie, venner, men også for folk der ikke kender hende men som alligevel har et eller andet veninde forhold med hende."

"Men f.eks. barnløshed, det kunne jeg forstille mig var et issue for rigtigt mange og her kan man stille nogen spørgsmål som man ikke kan stille til nogen andre og så får du hendes feedback og hendes syn på det og hun er heller ikke bleg for at skrive, "Jeg sad og tudede fire timer på mit køkkengulv igår" - der får jeg den der - hvor er du dog likeable, hvor er du dog reel, og hvor er det dog rart at jeg kan mærke at du tog dig tid til det at du egentligt også har brug for at lette dit hjerte ligeså vel som vi andre kan have brug for at lette vores hjerter. [...] Hun virker tilgængelig."

" Det er jo lidt det idelle veninde forhold kan man sige, fordi jeg kan stille mig kritisk til hendes klumme eller hendes oplæg, men hun kan i princippet, hun kan stille sig kritisk til mine kommentarer, men hun kan ikke til mig og min personlighed fordi hun kender mig ikke. "

- Har du nogen ting tilfælles med Cathrine? Noget specifikt i hendes værdier og opførsel du kan relatere til?

"Jeg er jo også nogen gange gået ud og købt nogen ting som folk ikke synes om, men så er jeg også gået ud og købt en bluse til 4000 kroner fordi hun havde den, og det må folk så synes om hvad de vil"

"Jamen hendes værdier er meget familiære, det er nok især det her med - også i hele det her blogunivers - med at stole lidt på sig selv, og stole på din egen viden og på dine egne beslutninger at de er rigtige og ikke være bange for at sige at en skovl er en skovl. Det er jo også det der inspirerer mig meget, at hun står frit frem og siger ikke nødvendigvis hvad påbлен vil have, hun siger sit og så må man lade være med at følge

hende. Men jeg føler også at hun giver mig noget, ligesom vel som jeg giver hende noget når jeg skriver tilbage til hende. ”

”Hun er blevet en stor inspirationskilde, og hendes beslutninger kan jeg godt læne mig op ad. Jeg kan identificere hendes beslutninger, med mine egne værdier. Så vi har meget samme værdisæt vil jeg sige. Det er derfor hun er en inspiration, det er derfor jeg kan identificere mig med hende, og bliver ved med at følge hende.”

”Nu er man jo inde i et fire-års langt relationship med hende, og i starten er man da meget mere hvad kan du, og hvad vil du, årh hvor er du dog irriterende, det har jeg da synes. Men i og med jeg kan genkende mange af vores fællesværdier, så synes jeg egentligt hun er begyndt at være legit og jeg synes igen, nogen ting er jeg enige med hende i og andre ting er jeg uenig med hende i, men at jeg føler egentligt grundlaget er der, og hun kan være objektiv og ærlig og hun ikke bare er en pengemaskine, selvom det jo også er det hun er. ”

- Hvordan opfatter du hendes svar til dig?

- Bliver du adresseret af Cathrine, og i så fald hvordan? ” ”I starten, synes jeg det var meget overfladisk og det var meget ”skal du flere følgere og flere faste læsere”, også fordi vi red på en bølge der for fire år siden hvor alle troede de skulle være bloggere, men nu føler jeg egentligt at hun engagerer sig, og ser det som mere end blot et arbejde hvor hun skal have piger til at følge sig. Så jeg føler egentligt at hun engagerer sig 100% og det er den hun er som person, og de følgere hun har, de er virkelig loyale overfor hende. Nu er jeg jo også en af dem som kommenterer, og jeg kan jo godt se at vi er jo mange af de samme der kommenterer, det er mange og hun svarer ærligt fra sit hjerte. Det er en konstruktiv dialog man har på den måde, og mange forskellige ting. ”

- Hvordan opfatter du Cathrine/RPD ift. til privatliv og blogliv? Er der forskel? Hvad synes du om det?

- Hvad synes du om hun deler ud af sig selv? ”

”Jeg synes hun er så likeable en person, fordi hun deler så meget ud af sig selv og jeg føler det hun siger egentligt er sandt og det ikke er en sludder for en sludder. ”

”Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv. ”

- Hvordan opfatter du dit forhold til Cathrine, med henblik på dine interaktioner med hende?

”Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv. Så hvis hun skriver et oplæg, enten om en bluse, eller om en nedtur i hendes liv eller en positiv, så kan jeg godt tage mig selv i at gå ind og skrive og kommentere, sådan og sådan her har jeg oplevet det og så tager hun sig tid til at skrive tilbage. Det er lidt det her veninde forhold, man egentligt føler at man kender til en person man ikke rigtigt kender. ”

- Hvordan vil du beskrive dit forhold til Cathrine? Betrager du dig selv som følelsesmæssigt investeret, og i så fald - hvordan?

”Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv. Så hvis hun skriver et oplæg, enten om en bluse, eller om en nedtur i hendes liv eller en positiv, så kan jeg godt tage mig selv i at gå ind og skrive og kommentere,

sådan og sådan her har jeg oplevet det og så tager hun sig tid til at skrive tilbage. Det er lidt det her veninde forhold, man egentligt føler at man kender til en person man ikke rigtigt kender. ”

- kan du forklare hvorfor du har fuldt Cathrine i så lang tid?

- hvad er det der får dig til at komme tilbage gang efter gang? ”

”Det er jo lidt fordi, tilbage til venindeforhodlet, at man føler at man kender hende. Fordi man har fulgt hende i så mange år nu, og man har jo fulgt, på hele paletten, man føler jo faktisk at man kender hende og det er ikke kun det overfladiske, som er hele tøj, sko, fashion, assesoriy-delen, men også på det personlige plan, hvor man er nede i noget så personligt som barnløshed. [...] Jeg føler jeg får noget ud af hende. ”

”Nu er man jo inde i et fire-års langt relationship med hende, og i starten er man da meget mere hvad kan du, og hvad vil du, årh hvor er du dog irriterende, det har jeg da synes. Men i og med jeg kan genkende mange af vores fællesværdier, så synes jeg egentligt hun er begyndt at være legit og jeg synes igen, nogen ting er jeg enige med hende i og andre ting er jeg uenig med hende i, men at jeg føler egentligt grundlaget er der, og hun kan være objektiv og ærlig og hun ikke bare er en pengemaskine, selvom det jo også er det hun er. [...] Det kommer meget fra hjertet af. og derfor føler jeg en loyalitet, både når hun skriver om produkter der er sponsorerede eller når hun skriver om whatever - hendes tur til paris, oplevelsen af det.”

- Hvad er det dig får dig aktivt at gå ind på Cathrines platforme, i stedet for andre?

”Da jeg startede med at følge blogs, der startede jeg måske med at følge tyve blogs, og så efter man har fået fuldtidsarbejde, og sådan, så er det ligesom skrænket ind til at man kun følger dem som man får inspiration fra. Der er ligesom rigtigt mange der er røget i svinget, der er måske tre-fire tilbage, hvor dem der så er tilbage, har min fulde loyalitet og er nogen hvor jeg bruger meget tid med og noget jeg kan identificere mig med og det er dem jeg har lyst til at bruge min tid med. Det er også efter at jeg er blevet ældre, så er det blevet vigtigt at jeg kan identificere mig med de bloggere jeg følger. ”

”Jeg kan godt lide dem hvor det er livstilsblogger, ligesom Cathrine, hun blogger om alt fra livets opture til lives nedture, her kan du få de bedste mærkesko på tilbud, til fashion, til her kan du gå ud og spise, en guide til hvor du skal spise når du skal på ferie i hovedstæderne, hun har hele paletten, og det kan jeg godt lide”

”Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv. Så hvis hun skriver et oplæg, enten om en bluse, eller om en nedtur i hendes liv eller en positiv, så kan jeg godt tage mig selv i at gå ind og skrive og kommentere, sådan og sådan her har jeg oplevet det og så tager hun sig tid til at skrive tilbage. Det er lidt det her veninde forhold, man egentligt føler at man kender til en person man ikke rigtigt kender. Det er også derfor jeg bliver ved med at følge hende. ”

”Hun er blevet en stor inspirationskilde, og hendes beslutninger kan jeg godt læne mig op ad. Jeg kan identificere mig med hendes beslutninger, med mine egne værdier. Så vi har meget samme værdisæt vil jeg sige. Det er derfor hun er en inspiration, det er derfor jeg kan identificere mig med hende, og bliver ved med at følge hende.”

- Har du anbefalet/talt med andre om Cathrine? I hvilken kontekst?

”Jeg har jo også sagt til folk at de skal se den her hundejulekalender, fordi det jo er sjovt.”

"Man ved jo ikke hvad man får, men jeg har jo en general opfattelse af at det hun lægger op, især på hendes story, det er sjovt. Det er underholdende, og det er også lidt hvor hun gør lidt grin af sig selv på en hyggelig sød måde, så det er der hvor man kan få et godt grin."

"I og med blogger verdenen er så stor idag, så er det selvfølgelig noget jeg snakker med mine veninder om. "Nå men så skrev Cathrine lige det her", lige så vel som mine veninder følger deres, der er også nogen af dem der følger Cathrine på nært hold, men det er jo noget vi tit sidder og diskuterer. Især det her med barnløshed, der er meget splittede meninger om det. jeg synes det er fedt hun deler og især også fordi at der er rigtigt mange der føler det er et tabu, der ikke bliver snakket om, og kan det være at folk egentligt får det lidt bedre og siger ok, vi er ikke alene om det her fordi man har det dårligt, og vi snakker ikke om tabuer i dagens danmark længere. "

3.4. Respondent 4 - Marie

- Vil du ikke fortælle mig lidt om dig selv? Alder, hvad du laver?

- hvornår og hvordan startede du med at følge Cathrine/RPD?"

"Bor i Hvidovre, i rækkehøus, med mand og barn Lukas, 27 år, gift (i forhold i 9 år), arbejder i bank som digital forretningskonsulent.

Started med at følge pga. "search" funktion i Instagram. Fulgt i 1 1/2 år. "

"- Vil du ikke beskrive dit forhold til de platforme du bruger når du følger Cathrine?

- Hvor ofte bruger du disse platforme til at følge Cathrine? Evt. i løbet af en uge? Hvad der er normalt for dig.

- hvilke medier benytter du dig af når du følger Cathrine?

- Er det vigtigt for dig at være på platformene og følge Cathrine?

- Hvordan synes du forskellige plafome påvirker dit forhold til Cathrine?"

"Første jeg gør om morgenens at tjekke Instagram, jeg ligger i sengen og tjekker Instagram, før i tiden var det Facebook"

"I starten brugte jeg ikke stories [på Instagram], der synes jeg de var irriterende, nu synes jeg det er meget rart, for så er jeg kun på Instagram"

"Tag udgangspunkt i de medier der er blevet nævnt ovenfor.

- Hvorfor startede du med at følge Cathrine/RPD?

- Hvad er det der får dig til at følge ROCKPAPERDRESSES på [platform]?

- Hvad er det der får dig til at gå ind på ROCKPAPERDRESSES-bloggen og kigge?

- Hvilke situationer er du i når du går ind og kigger på ROCKPAPERDRESSES platforme?

- Hvorfor vælger du ROCKPAPERDRESSES frem for andre?

- Hvilke indlæg tiltaler dig på hendes platforme, og hvorfor?

- Hvordan synes du [MOTIVATIONS] påvirker dit forhold til Cathrine?" -

"Jeg tror det er meget der hvor man selv er i sit liv, og hun rammer en ret fin balance, fordi det er jo - nu tog det jo mig selv ret lang tid at blive gravid. Det tog os et år før vi blev gravide og det nåede at fylde ret meget, vi blev heldigvis gravide selv. Min bror og hans kone kæmper rigtigt meget med fertilitetsbehandling, og det kan være noget der er svært at sætte sig ind i. Så som pårørende, så søger man jo - altså jeg er ihvertfald sådan en som søger information og google er jo ens bedste ven, når der er noget man ikke kender til ift. sygdom og behandling, men google kan kun få dig so far, for de forstår ikke hvad du sådan følelsesmæssigt går igennem, og der tror jeg at, især på det seneste, synes jeg at Cathrines blog har båret meget præg af at de har været i fertilitetsbehandling og jeg har haft en periode hvor det måske ikke lige var de der top 10 kjoler eller hendes temaer "pink onsdag" der har tiltrukket mig allermest, men så har jeg brugt noget tid på at læse hendes lange, altså hun har haft et par stykker, lange indlæg om deres behandling, fordi så kan måske prøve at forstå hvad det er min bror og hans kone går igennem. Jeg tror i en meget perfekt verden, i en instaverden, så ser alt så flot og lyserødt ud og glitteragtigt ud, og jeg elsker glitter, men jeg synes det er rigtigt rart at se, de der mennesker, de er måske lidt overmennesker, de der bloggere. så faktisk er det også rart at hun åbner op for hvad det er der er svært, også for hende men også i hendes forhold sådan så vi andre kan se at det også er okay, når vi står og er lidt mopsede, eller tingene ikke spiller eller hvad det nu end er"

Om RPD og fertilitet: "Man forstår det bare lidt bedre når der også er et ansigt på det og når man kender hende i forvejen, så har man også enormt meget empati, man føler jo nærmest det hun føler når man ser hende gå igennem det. Så det hjælper meget på forståelsen af hvad [Fertilitetsbehandling] de [bror og hans kone] går igennem, men jeg synes også det gør at det ikke er sådan så overmenneske agtigt, som nogen af de her bloggere godt kan blive. "

"Man er lidt imponeret over livstilen, hun bor på frederiksberg, har den der søde hund. Årh det er sgu da meget hyggeligt det der ik. De lægger flotte billeder op. Jeg finder et fællesskab med dem tror jeg, da de er i samme situation som mig."

"Det er derfor stories er et godt kommunikationsmiddel, fordi hun gør det med samme hun er i det, så når det er jeg lige sidder tjekker hun er der, så sidder jeg selv og føler at jeg er der, så kan man lige gå ind i en anden verden og være der".

"Man er lidt imponeret over livstilen, hun bor på frederiksberg, har den der søde hund. Årh det er sgu da meget hyggeligt det der ik. De lægger flotte billeder op. Jeg finder et fællesskab med dem som er i samme situation som mig. Hun bruger instagram som en ting, og blog til anden ting - så får jeg det jeg vil have på instagram, og så giver hun også rigtigt meget af sig selv."

"Hun figurerer jo på min feed, ligesom mine andre veninder gør. Jeg tror ikke at jeg skelner når jeg ser mit feed. Så tjekker jeg hende ligesom jeg tjekker en af mine gode veninder. Så jeg tror ikke på den måde at jeg skelner. Man har jo også bare et andet fællesskab online tror jeg og det er ikke fordi det er to universer, men jeg har sådan fået ting ud af kroppen i en online verden, som jeg ikke får i offline verden. "

- Hvilke medier og posts er oftest dem du læser?

- Har du bidraget til hendes platforme? Hvis ja, med hvad?

- Hvad har din oplevelse været når du har skrevet til hende?

- Hvordan synes du respons påvirker dit forhold til hende? "

"Ift. Community der er når man skriver eller kommenterer, så tror jeg også det er, at jeg føler mig mest connected med hende, også selvom det er en eller anden tanteklub hvor der er nogen andre der kommenterer eller jeg kommenterer på noget de andre har skrevet, så føler jeg mig jo ikke connected til nogen af dem, men når hun så involverer sig i kommentarerne så bliver det lige pludselig sådan et samlingspunkt.

Omkring når RPD svarer tilbage på posts: "I starten synes jeg det var lidt weird, altså fordi hun er sådan lidt kendis agtig, så jeg tror sådan jeg var lidt bearet, og jeg tror at man føler sig sådan lidt udvalgt og når hun så ligesom kommenterer igen, eller nogen gange kan hun også huske hvad man har skrevet en anden gang, for ligesom jo mere man interagerer jo mere er hun der også med én. Hun har jo mange kommentarer, på alle sine blogposts, så jeg synes det var meget imponerende, at hun ligesom lagde så meget i også at interagere med mig, og ikke bare at det var en reklamesølje, men ligesom at hun også synes at jeg gør noget for hende. Det synes jeg egentligt har været ret fedt med hende, og det er ikke noget alle kan. "

Ift. Community der er når man skriver eller kommenterer, så tror jeg også det er, at jeg føler mig mest connected med hende, også selvom det er en eller anden tanteklub hvor der er nogen andre der kommenterer eller jeg kommenterer på noget de andre har skrevet, så føler jeg mig jo ikke connected til nogen af dem, men når hun så involverer sig i kommentarerne så bliver det lige pludselig sådan et samlingspunkt.

- Ser du Cathrine, som en veninde? Vil du uddybe jeres forhold?

- Hvordan vil du beskrive din opfattelse af Cathrine?

- Hvilken rolle spiller Cathrine i din optik?

- Hvordan opfatter du generelt dit forhold til hende?

""Nu er hun jo gift, og har hund. Jeg er jo sådan en at inden jeg fik hund, et af de der hundemennesker der er sådan lidt loco. Så fik jeg selv hund og så blev jeg selv ret loco. og hun elsker jo sin lille vuf, og den er mega cute. og hun er selv næsten min alder, og er gift. Jeg tror det er gennemgående, og gennemgående for alle dem jeg følger, at det er nogen der ret meget er samme steder i livet som jeg er, hvor jeg kan relatere til dem. Det er også derfor jeg synes det er sjovt at se stories med hvad laver de lige nu for hvis det var en der var 20 år ældre end mig så ville det måske ikke være samme oplevelse. Jeg forstår hvor hun kommer fra, det er jo ligesom hvis man er venner, at man har et eller andet grundlag for den relation man har, den finder man jo så bare i en online verden istedet for den fysiske verden."

"Jeg har ikke samme connection til de andre følgere som jeg har til Cathrine, det er jo hende jeg følger. Men jeg ser og når jeg kommenterer, ligesom at jeg følger hende ret konsekvent, så er der jo også andre der gør det. Vi er jo lidt den samme tanteklub, og jeg tror at med nogen af pigerne er man jo, altså de er jo ikke veninder, som i virkeligheden, fordi det ligesom er Cathrines blog der er omdrejningspunktet, men vi følger jo hinanden på instagram f.eks. fordi man har set en og man har snakket, så lyder hun egentligt meget spændende fordi nu har vi snakket om det her tre gange, så har jeg fundet hende på instagram og følger jeg dem der. Så et lille bekendskab i online verdenen."

"Hun figurerer jo på min feed, ligesom mine andre veninder gör. Jeg tror ikke at jeg skelner når jeg ser mit feed. Så tjekker jeg hende ligesom jeg tjekker en af mine gode veninder. Så jeg tror ikke på den måde at jeg skelner. Man har jo også bare et andet fællesskab online tror jeg og det er ikke fordi det er to universer, men jeg har sådan fået ting ud af kroppen i en online verden, som jeg ikke får i offline verden. Det er jo ikke fordi at vi er slyngveninder, og det er jo ikke sikkert at hun ved hvem jeg er, selvom at jeg føler at hun ved det men for mig figurer hun som alle de andre jeg følger". "

- Minder Cathrine dig om mennesker i din venne-kreds/netværk? Ville hun passe ind? "Man er lidt imponeret over livstilen, man synes det hele ser lidt godt ud, hun bor på Frederiksberg, den der mand og har den der søde hund. Årh det er sgu da meget hyggeligt det der ik. De lægger flotte billeder op. Jeg finder et fællesskab med dem som er i samme situation som mig."

- Har du nogen ting tilfælles med Cathrine? Noget specifikt i hendes værdier og opførsel du kan relatere til?

"Nu er hun jo gift, og har hund. Jeg er jo sådan en at inden jeg fik hund, et af de der hundemennesker der er sådan lidt loco. Så fik jeg selv hund og så blev jeg selv ret loco. og hun elsker jo sin lille vuf, og den er mega cute. og hun er selv næsten min alder, og er gift. Jeg tror det er gennemgående, og gennemgående for alle dem jeg følger, at det er nogen der ret meget er samme steder i livet som jeg er, hvor jeg kan relatere til dem. Det er også derfor jeg synes det er sjovt at se stories med hvad laver de lige nu for hvis det var en der var 20 år ældre end mig så ville det måske ikke være samme oplevelse. Jeg forstår hvor hun kommer fra, det er jo ligesom hvis man er venner, at man har et eller andet fælles grundlag for den relation man har, den finder man jo så bare i en online verden istedet for den fysiske verden.

"Hun har jo altid været meget nede på jorden, altså med ironien også når hun har haft sit. Men med alle de flotte kjoler, hun er jo en tøse-tøs med nogen ting, og det kan jo godt blive rigtigt glamourøst, men hun er også bare rigtig god til at få noget sjov indover. så jeg synes også det klæder hende når hun tager nogen af de lidt mere alvorlige emner og prøver at gribe det an på en måde ved at sige at det er vigtigt at vi går italesat det her og tager det alvorligt, så jeg ikke står og føler mig alene, fordi det tror jeg at der er mange der gör med emner som f.eks. fertilitetsbehandling."

"Det tror jeg egentlig er noget der er vigtigt for mig, at det kan godt være man ikke lige føler det samme som mig i det her, men det er rart at se at der også er nogen andre der forholder sig til de samme problemer som mig. Selvom man kan sige vi ikke var igennem det samme forløb, men så kan vi ihvertfald se sådan similarities imellem det vi føler i det at nogen gange kan man måske følge sig - min brors kone føler sig sådan meget urimelig, hun er jo så ked af at behandlingen påvirker hende så meget, hun har haft enormt svært ved at åbne sig op overfor det, så hun faktisk sendte os et link til Cathrines blog. Nu følger jeg hende jo meget, så jeg havde læst den, men at hun sender dem som en måde at få kommunikeret på at det er sådan som jeg har det. Hun kunne ikke selv sætte ord på hvordan hun har det, hun er en meget lukket person, men hun har også behov for at der var nogen omkring hende der forstod det, at så har hun selv researchet og sendt links til to forskellige blogs, hvor den ene så var Cathrine."

- Hvordan opfatter du hendes svar til dig?

- Bliver du adresseret af Cathrine, og i så fald hvordan? "

Omkring når RPD svarer tilbage på posts: "I starten synes jeg det var lidt weird, altså fordi hun er sådan lidt kendis agtig, så jeg tror sådan jeg var lidt bearet, og jeg tror at man føler sig sådan lidt udvalgt og når hun så ligesom kommenterer igen, eller nogen gange kan hun også huske hvad man har skrevet en anden gang, for ligesom jo mere man interagerer jo mere er hun der også med én. Hun har jo mange kommentarer, på alle sine blogposts, så jeg synes det var meget imponerende, at hun ligesom lagde så meget i også at

interagere med mig, og ikke bare at det var en reklamesølje, men ligesom at hun også synes at jeg gør noget for hende. Det synes jeg egentligt har været ret fedt med hende, og det er ikke noget alle kan.

- Hvordan opfatter du Cathrine/RPD ift. til privatliv og blogliv? Er der forskel? Hvad synes du om det?
- Hvad synes du om hun deler ud af sig selv?"

"Hun bruger instagram som en ting, og blog til anden ting - så synes jeg egentligt hun har fundet en meget god mellemvej. Så får jeg det jeg vil have på instagram, men hun giver også rigtigt meget af sig selv."

"Hun reklamerer kun for noget hun føler for, og det er jo det hun får overbevist os andre om. Det er fordi det [brand] passer ind i hendes historie og ikke kun fordi der er nogen der er kommet og har stukket hende nogen penge og sagt vil du reklamere for det her. Jeg tror jeg ser hende som en der har meget integritet på den der blog hun har, man føler lidt man får et indblik i hendes dagbog. Jeg synes der er meget fortrolighed, selvom det jo bare er noget hele verdenen kan se."

"Jeg tror i en meget perfekt verden, i en instaverden, så ser alt så flot og lyserødt ud og glitteragtigt ud, og jeg elsker glitter, men jeg synes det er rigtigt rart at se, de der mennesker, de er måske lidt overmennesker, de der bloggere. så faktisk er det også rart at hun åbner op for hvad det er der er svært, også for hende men også i hendes forhold sådan så vi andre kan se at det også er okay, når vi står og er lidt mopsede, eller tingene ikke spiller eller hvad det nu end er"

"Det Cathrine gør, både på hendes stories og blog er at tage os med ind i den her lukkede verden, og det er jo ligesom sådan lidt en drømmeverden, det er totalt uden for hvad jeg laver, men det at hun har os med i de der situationer, hvor man normalt ikke vil have adnag til, det tror jeg egentligt jeg synes er ret fint."

- Hvordan opfatter du dit forhold til Cathrine, med henblik på dine interaktioner med hende?

'Det ville være ret hårdt for mig at unfollow Cathrine versus andre, fordi man har jo sådan en let udfsasning, hvis der er nogen man stopper med at følge, fordi at det er jo måske nogen man har en connection til og nogen hvor man føler man er forbundet. Plus at man også har invisteret tid i hende, det er jo noget af mig jeg giver, og de har jo givet noget af sig selv ved at have lavet blogpost, og jeg giver noget af mig selv ved at kommentere, måske giver de noget af sig selv ved at kommentere tilbage, eller en af de andre kommenterer på min kommentar. Men man giver noget af sig selv så det er ikke omkostningsfrit at unfollow, hvis de lige pludselig gør noget man ikke synes om. "

- Hvordan vil du beskrive dit forhold til Cathrine? Betrager du dig selv som følelsesmæssigt investeret, og i så fald - hvordan?

"Det ville være ret hårdt for mig at unfollow Cathrine versus andre, fordi man har jo sådan en let udfsasning, hvis der er nogen man stopper med at følge, fordi at det er jo måske nogen man har en connection til og nogen hvor man føler man er forbundet. Plus at man også har invisteret tid i hende, det er jo noget af mig jeg giver, og de har jo givet noget af sig selv ved at have lavet blogpost, og jeg giver noget af mig selv ved at kommentere, måske giver de noget af sig selv ved at kommentere tilbage, eller en af de andre kommenterer på min kommentar. Men man giver noget af sig selv så det er ikke omkostningsfrit at unfollow, hvis de lige pludselig gør noget man ikke synes om. "

- kan du forklare hvorfor du har fuldt Cathrine i så lang tid?

- hvad er det der får dig til at komme tilbage gang efter gang?

Det ville være ret hårdt for mig at unfollow Cathrine versus andre, fordi man har jo sådan en let udfsasning, hvis der er nogen man stopper med at følge, fordi at det er jo måske nogen man har en connection til og nogen hvor man føler man er forbundet. Plus at man også har invisteret tid i hende, det er jo noget af mig jeg giver, og de har jo givet noget af sig selv ved at have lavet blogpost, og jeg giver noget af mig selv ved at kommentere, måske giver de noget af sig selv ved at kommentere tilbage, eller en af de andre kommenterer på min kommentar. Men man giver noget af sig selv så det er ikke omkostningsfrit at unfollow, hvis de lige pludselig gør noget man ikke synes om."

- Hvad er det dig får dig aktivt at gå ind på Cathrines platforme, i stedet for andre?

"Også en af grundende til at blive ved med at følge: "Hun bruger instagram som en ting, og blog tilanden ting - så synes jeg egentligt hun har fundet en meget god mellemvej. Så får jeg det jeg vil have på instagram, men hun giver også rigtigt meget af sig selv."

Om at blive ved med at følge hende: "når man er på instagram, så scroller man, og så er der noget der lige stikker i øjnene, og så bliver man interesseret og så er der noget man gør at man ligesom connecter med en anden side af personen. Tit, så er det noget med humor for mig. Er de lidt sjove, og har lidt ironi, og måske et syn på livet der er sådan lad os nyde det vi har, selvom det lidt nogen gange bliver for meget leverpostejsmadder og hamsterhjul."

"Der synes jeg hun er god til at tage det der helikopterblik og have lidt ironi, og hun skriver mega klogt. Man kan mærke hun har høj IQ, og hun skriver meget også. Jeg føler også hun giver rigtigt meget af sig selv, som også gør at jeg har lyst til at give noget af mig til hende."

"Det er også derfor jeg bliver ved at følge Cathrine, for hvis det er der er sponsorerede indlæg, så er det noget hvor at man stadigvæk kan mærke hende. Hvor at det er med hjertet. Det er noget hvor hun vil os det bedste."

- Har du anbefalet/talt med andre om Cathrine? I hvilken kontekst? Når jeg har fulgt Cathrine så længe som jeg har, det er jo hårdt at høre det de går igennem, men jeg tror at... Det var også bare rigtigt rart at der var nogen der der oplevede det her, jeg tror med den digitale alder som der er kommet, så er vi bare alle sammen rigtigt meget på vores telefoner og i et online univers hvor vi måske nogen gange ikke rigtigt talt om de her ting [fertilitsbehandling] så vi søger jo nok også nogen gange nogen andre steder hen når vi skal fortælle den her historie. og for min brors kone var det en måde for hende at få fortalt andre på hvad hun går igennem uden at hun selv behøvede at finde ordene, som kan være svært når man går igennem noget så svært som fertilitetsbehandling"

3.5. Respondent 5 – Signe

- Vil du ikke fortælle mig lidt om dig selv? Alder, hvad du laver?

- hvornår og hvordan startede du med at følge Cathrine/RPD?"

"28, færdig med Kandidat for et halvt år siden, og arbejder på et digitalt bureau som Head of Social Media (alt betalt media). Intet professionelt samarbejde med bloggere/influencers der kunne være interessekonflikt og påvirke svar angående RPD. Har fulgt RPD i 4-5 år.

Startede med at følge bloggen for at: arbejdede i tøjbutik hvor bloggere var et samtaleemne. "for mig sprang hun ret meget i øjnene på det tidspunkt, var hvor god hun var til at skrive, og det kæmpe smil som er på ret mange af hendes billeder, og at hun altid gik i farvet tøj. hvor mange andre var meget normcore og vesterbro cool, så var hun lidt mere sig selv og skilte sig mere ud i hendes person" "jeg synes at man kan

mærke hende på en måde, der er mange man ikke kan mærke, men med hende fordi der er det der smil, og gejst. Man kan mærke der er sådan god karma omkring hende, det tiltrækker mig rigtigt meget istedet for dem som der bare ser pæne ud på et billede".

- Vil du ikke beskrive dit forhold til de platforme du bruger når du følger Cathrine?

- Hvor ofte bruger du disse platforme til at følge Cathrine? Evt. i løbet af en uge? Hvad der er normalt for dig.

- hvilke medier benytter du dig af når du følger Cathrine?

- Er det vigtigt for dig at være på platformene og følge Cathrine?

- Hvordan synes du forskellige plattfome påvirker dit forhold til Cathrine?"

"Om morgenen når jeg vågner er det første jeg fanger altid min telefon og jeg synes at instagram er nok det medie hvor det er meget nemt at overskue og der er ikke så meget tekst, så det er en meget letfordøjelig ting og tage fat i i morgen."

"Når jeg kommer hjem [fra arbejde] er det nok der jeg fordyber mig mest på bloggen, det er der jeg har tid til at faktisk sidde og fordybe mig og læse noget fra bloggen".

"Tidligere har jeg brugt snapchat, det er jeg faldet af på. Så er jeg begyndt at bruge instagram, det er blevet en integreret del af mine vaner nu, så får man de små videoer der."

OM instagram generelt: "På min feed er der ikke alt muligt rod, [...] så jeg får ikke alt det der støj"

Er gået fra at følge hende i radio, til nu "kun" at læse hende på blog da hun stoppede. ikke platform affinity i forholdet.

"På facebook kunne jeg ikke finde på at kommentere, men på instagram kunne jeg godt - der kan man være lidt mere anonym"

"Tag udgangspunkt i de medier der er blevet nævnt ovenfor.

- Hvorfor startede du med at følge Cathrine/RPD?

- Hvad er det der får dig til at følge ROCKPAPERDRESSES på [platform]?

- Hvad er det der får dig til at gå ind på ROCKPAPERDRESSES-bloggen og kigge?

- Hvilke situationer er du i når du går ind og kigger på ROCKPAPERDRESSES platforme?

- Hvorfor vælger du ROCKPAPERDRESSES frem for andre?

- Hvilke indlæg tiltaler dig på hendes platforme, og hvorfor?

- Hvordan synes du [MOTIVATIONS] påvirker dit forhold til Cathrine?" -

"alt efter hvor meget tid jeg har, så er det jo så der jeg går på opdagelse. Jeg kigger rundt [og ser] hvad der er blevet tagget på billeder, og hvor er hun henne, og ser ej den, cafe den ligger faktisk lige rundt om hjørnet fra hvor jeg bor, der må jeg lige gå ned. Så går man lidt mere i dybden. "

"Hun er helt sikkert på plan med anbefalingerne fra mine tætteste veninder, hvis man kan sige det"

Consuming behavior: "Det er kvalitet hun leverer, det ikke bare venstrehåndsarbejde, og fordi nogen af ting hun skriver om ikke bare er trends og nyheder, der er også noget af det der er mere holdbart, og hvis jeg engang kom i en situation hvor at jeg måske ikke kunne få børn, jamen så ville jeg jo helt sikkert genlæse alle de blog indlæg omkring det, også da hun flyttede sammen med sin mand - der er nogen ting som man genlæser når det bliver relevant i ens egen situation, henter vejledning og indsigt. hun er god til at skitsere hendes følelser og hvordan hun har det, så kan man ret hurtigt relatere til det. Så er det lidt ligesom en god veninde der siger til en at de har det på samme måde, eller jeg har også oplevet det her. Man er ikke alene, og der er også en anden man kan dele det med."

"Rent visuelt, tager hun nogen rigtige flotte billeder. Det er meget tydeligt der er en fotograf der tager billederne af hende og at hun går op i det æstetiske, men det er ikke sådan så det kammer over. Der er nogen instagrams der bliver "overtænkte", hvor altting skal være pæne ting, pæne mærker og samme filtre. Men hun formår og have højkvalitets billeder og det ser lækkert ud. Men, det er på en måde hvor man føler der er plads til forskellige ting. Det kan også være et billede hvor hun ser dum ud. Jeg føler der er plads til noget mere end ved andre.

om at læse bloggen: "Det er noget jeg hygger mig med, jeg tænder stearin lys og så sidder man og hygger sig med at sidde og læse, og gå på opdagelse i hendes univers.

"Det er også det jeg bruger om morgenen [om RPD Instagram stories]. Det der med man bare kan holde fingeren på , og så blivere man underholdt. Så kan man swipe videre hvis der er noget der er kedeligt."

"Når jeg kommer hjem [fra arbejde] er det nok der jeg fordyber mig mest på bloggen, det er der jeg har tid til at faktisk sidde og fordybe mig og læse noget fra bloggen."

"[På instagram stories] Det er også lidt en opdagelse nogen gange, når hun tagger en anden, og hun hænger ud med hende. Så må de være veninder, så man kommer lidt tæt på. "

"Man går ind på hendes hjemmeside og så ser en mega dej sweater, og så er den allerede udsolgt på deres hjemmeside, men det er jo fordi hun er super inspirerende og har hele det her farveunivers, som jeg måske ikke personligt er så god til og ser lidt op til hende omkring, når hun har det her farverige univers. Hun har vildt god stil.

"Når jeg liker noget på instagram, så kan folk også se hvad jeg har liket, og det reflekterer jo tilbage på mig. Når jeg kan se hvad hun liker, så er jeg også mere tilbøjelig til at like det. Pga, hendes anbefaling."

"Jeg gider jo ikke at like et eller andet mega klamt, så skal folk jo se at jeg liker nogen fede ting, så vil jeg jo også gerne være en inspirationsfaktor for dem., fordi hun allerede har vouchet for det"

"Det er jo lidt fedt at være den med de seje insider-tips, som man så kan give videre"

"Det er jo en man ser lidt op til, som er i en branche som man ser lidt op til nogen gange, især modebranchen hvor man selv står lidt udenfor, og kigger ind. Det kan se ret spændende ud. Man får lige pludselig adgang til en branche man ikke har [igennem RPD]"

"Alt efter hvor meget tid jeg har, så er det jo så der jeg går på opdagelse. Jeg kigger rundt [og ser] hvad der er blevet tagget på billeder, og hvor er hun henne, og ser ej den, cafe den ligger faktisk lige rundt om hjørnet fra hvor jeg bor, der må jeg lige gå ned. Så går man lidt mere i dybden. "

"Der er noget girlpower, noget girlboss i hende som hun kan imponere og inspirere mig, jeg kan ikke gøre det hun gør"

"Man går ind på hendes hjemmeside og så ser en mega dej sweater, og så er den allerede udsolgt på deres hjemmeside, men det er jo fordi hun er super inspirerende og har hele det her farveunivers, som jeg måske ikke personligt er så god til og ser lidt op til hende omkring, når hun har det her farverige univers. Hun har vildt god stil."

"IFT tøj, i og med hun er så farverig, inspirerer hun mig ret meget, boligmæssigt screenshots jeg ofte boliting til mine kærester fra hendes instagram"

"- Hvilke medier og posts er oftest dem du læser?

- Har du bidraget til hendes platforme? Hvis ja, med hvad?

- Hvad har din oplevelse været når du har skrevet til hende?

- Hvordan synes du respons påvirker dit forhold til hende? "

"OM instagram: "På min feed er der ikke alt muligt rod, [...] så jeg får ikke alt det der støj. Derfor er min feed meget stringent, og der er ikke noget jeg skal forholde mig til. Man kan være meget passiv, og bare sidde og scroll igennem."

På bloggen: "Jeg har aldrig selv skrevet noget, men jeg ved hun bruger sindssygt meget tid på at svare, på alle de her kommentarer, og er meget tilgængelig og til stede og det synes jeg er ret fantastisk, og det er også en ting jeg meget godt kan lide ved hende. Men ift. kommentarer, jeg kigger det også igennem, også fordi der er nogen der skriver en halv novelle derinde også fordi præcis, hvor de skriver med deres perspektiv på tingene. hvor jeg igen får en anden mening, og det er jo også folk som mig der også ytrer et eller andet. På en måde burde jeg også skrive, for det jeg siger kun også have værdi for andre for det synes jeg ihvertfald det har for mig [at læse andres folk kommentarer]"

"På instagram: "kommenterer jeg emojis, hjerter, kaffe, smileys bare for at tilkendegive hvis det er et mega fint billede"

"Hvis RPD er på en cafe eller sådan noget, så tagger man lige en veninde og spørger om man skal tage derhen på lørdag"

- Ser du Cathrine, som en veninde? Vil du udbyde jeres forhold?

- Hvordan vil du beskrive din opfattelse af Cathrine?

- Hvilken rolle spiller Cathrine i din optik?

- Hvordan opfatter du generelt dit forhold til hende? "

"Hun har det der smil, og den der karma, så man kan mærke hende, og at hun er et godt menneske, og det kan jeg helt vildt god lide ved hende."

Social attraction --> PSI "Nogen gange har jeg også set hende, hvor jeg næsten for lyst til at hilse på "I know you" og jeg ved hvad du lavede i går. Men hun lever på mange måder et liv som jeg også gør i København, så hun er ligesom en bekendt man bare ikke ser så meget (IRL)."

"Jeg vil også bare gerne vide hvordan det går, jeg vil gerne vide om det går godt"

"Jeg føler hun er helt vild ærlig, hun er direkte og tør også at tale om nogen tabuer, det der med ikke at kunne få børn bl.a. hvor jeg synes det er rigtigt befriende at hun også tager nogen af de mere personlige ting op, samt formår ikke at fremstille det somom hun søger selvmelidenhed."

"Hun er en virkelig person fremfor et brand for mig, derfor føler jeg ikke hun er støj på samme måde som de andre, men hvor jeg har lyst til at høre hendes personlige mening". [Hendes personlige mening] betyder noget for mig ja, men det er fordi jeg føler hun har nogen gode holdninger og meninger, og er meget åben og (ikke politisk engageret) men hun har støttet nogen gode formål igennem de samarbejder hun har lavet, hun vil gerne give noget godt til andre og det kan jeg hun give et kadeau til, og har mega meget respekt for det er også noget jeg selv prøver på, man vil jo gerne gøre det godt. Når man så ser hende gøre det og får de ting til at gå op [at gøre noget godt for andre] så er det også noget jeg gerne vil gøre selv".

Om at skulle forklare intervieweren hvorfor det er hun føler sig inspireret af Cathrine: "Det er svært at sætte ord på, fordi det er jo sådan at skulle forklare en veninde, hvorfor man har et forhold til den person [til veninden]. Det er mærkeligt at sige kemi, for det er ikke det det er, men jeg føler nok jeg har en kemi med hende."

"Hun er sådan en som når jeg sidder og drikker kaffe med en veninde, og hun siger "ej jeg har lige fundet den her vase som du bare mega meget skal se" - det er jo det hun [RPD] gør ved mig hver eneste dag. Hun kommer med alle mulige tips til hvordan jeg skal indrette mit hjem, se ud og sådan nogen ting, men det er ikke det på sådan en køb, køb, køb kvalmende måde, det er mere sådan som man fulgte en god veninde som fortalte en om hvordan det gik i hendes liv. "

"Jeg vil gerne vide hvordan det går med hendes liv, hendes hund, hendes mand, og nogle af behandlinger hun går igennem fordi hun ikke kan få børn - det lyder måske dumt, men det vil jeg vildt gerne vide, fordi det er ligesom et venskab hvor man gerne vil have at personen har det godt.

Om bloggen: "Der har man mulighed for at komme med råd, interagere, og være tilstede - ligesom begge veje, nu er jeg selv den passive, men jeg kan godt lide den mulighed for at jeg har mulighed for at ytre min mening til hende og hun vil faktisk høre den."

"Hun er ligesom en veninde, som jeg vil følge på alle mulige andre sociale medier, med forskel at jeg bare ikke møder hende en gang om måneden og drikker en kop kaffe. Jeg ser bare på hende gøre det med alle mulige andre"

- Minder Cathrine dig om mennesker i din venne-kreds/netværk? Ville hun passe ind? "Instagram billederne er lidt mere opstillede og polerede, hvor videoerne [RPD Instagram stories] er lidt "behind the scenes" hvor man kommer lidt tættere på. Det er lagt op for 10 min siden, det er lige nu det sker. Det er mere real-time, jeg ved hvad du laver lige nu. Det lyder også lidt stalker agtigt, men det kan jeg godt lide, og det er heller ikke så poleret, men jeg føler det er mere reelt. "

""Hun virker hjertelig, som et godt menneske"

"Hun har en lidt mere nede på jorden tilværelse, føler jeg. Jeg ved hun bor på Frederiksberg, og har sin mand. Der er mere nærvær omkring hende, som jeg synes nogen af de andre mangler. Hun er en mere reel person. "

"Hun virker mere tilgængelig, og relaterbar. Altså jeg kan identificere mig med hende. Når man selv bor i København, man kan sådan se."

"Nogen gange har jeg også set hende, hvor jeg næsten for lyst til at hilse på "I know you" og jeg ved hvad du lavede igår. Men hun lever på mange måder et liv som jeg også gør i københavn"

- Har du nogen ting tilfælles med Cathrine? Noget specifikt i hendes værdier og opførsel du kan relatere til?

"Man kunne sagtens se hende som en del af ens netværk, Jeg føler i hvert fald jeg har en masse tilfælles med hende, og så lever hun jo så også et rigtigt fedt liv, så jeg også på mange måder op til hende."

"Altså jeg synes hun virker relaterbar, jeg kan identificere mig med hende"

"Jeg kan identificere mig med de værdier hun har, fordi at hun er så reel og fordi det faktisk virker somom hun overvejer de ting hun gør og det ikke bare er sådan et eller andet at hun sidder og har brug for husleje imorgen. Selvom skal hun have penge for det hun gør, men hun formår at være ærlig og reel, være en person fremfor et brand."

- Hvordan opfatter du hendes svar til dig?

- Bliver du adresseret af Cathrine, og i så fald hvordan? "

"Om personlige indlæg: "jeg synes hun formår at formulere det og skriver det på en måde hvor man bliver involveret og draget af det, så man får lyst at engagere sig i det [hendes problemer]. Det tror jeg er fordi hun er rigtig god til at skrive og formulere sig, det gør at man ligesom kan føle hende, og man stoler på hvad hun siger. Alt hvad hun skriver stoler jeg på"

"Der har man mulighed for at komme med råd, interagere, og være tilstede - ligesom begge veje, nu er jeg selv den passive, men jeg kan godt lide den mulighed for at jeg har mulighed for at ytre min mening til hende og hun vil faktisk høre den. hvis jeg kommenterede på et eller andet, så var jeg sikker på hun ville læse det og jeg er sikker på hun ville enten svare eller like, eller sende en emoji eller et eller andet, det er ihvertfald den opfattelse jeg har af hende."

- Hvordan opfatter du Cathrine/RPD ift. til privatliv og blogliv? Er der forskel? Hvad synes du om det?

- Hvad synes du om hun deler ud af sig selv? "

"Det er jo en man ser lidt op til, som er i en branche som man ser lidt op til nogen gange, især modebranchen hvor man selv står lidt udenfor, og kigger ind. Det kan se ret spændende ud. Man får lige pludselig adgang til en branche man ikke har [igennem RPD]"

"Jeg synes hun skriver med meget indlevelsesvne, hun er sådan finurlig på skrift, med hendes tanker og følelser, jeg kan godt lide det er godt skrevet og nemt at forstå, så på den måde er det velskrevet, [...] men den måde som hun lukker op og tager os med ind i hendes univers, hvor hun ligesom prøver at skitsere og tegne og fortælle hvordan hun har det, og også kommer ud i nogen hjørner hvor det er lidt mere tunge ting som også er de svære ting det inspirerer mig rigtigt meget, hvor man også føler man kommer med ind bag kammeraet og det ikke bare er, det ikke bare en facade, men er med helt inde hvor at man er helt inde i hendes selv, som når man snakker med ens veninde jeg føler ikke at der er noget der er... Jeg ved godt når hun tager et billede af hendes kop kaffe, at det er opstillet, men sådan føles det ikke med hende, med hendes tekst. Jeg føler ikke der er noget der er en facade - jeg føler det er reelt hende jeg sider og læser, næsten somom man sad og læste hendes dagbog. Det betyder helt vildt meget."

"Det der også tiltaler mig er når det gør ondt, når det er svært, fordi det validt, så er det faktisk at hun kan snakke om det meget åbent, det synes jeg også. Det gør hende sårbar og det er den sårbarhed jeg synes der er tiltrækkende i hendes profil og hendes måde at være på. Hun er ikke en blogger eller influencer, hun er et menneske, hun er en veninde."

- Hvordan opfatter du dit forhold til Cathrine, med henblik på dine interaktioner med hende?

"Jeg er god til at like, man skal give et kadeau til folk der laver noget og især når jeg ved at folk skal have betaling for det, så kan jeg også godt lide at like det [sponsorerede indlæg] fordi jeg ved at det betyder noget for personen. Det er hendes erhverv, så derfor vil jeg faktisk gerne støtte det"

- Hvordan vil du beskrive dit forhold til Cathrine? Betrager du dig selv som følelsesmæssigt investeret, og i så fald - hvordan?

"Det har jo taget tid, rigtigt meget tid og jeg tror ikke der er andre jeg har samme nære forhold til. På sammen plan og der er heller ikke andre jeg vil tjekke dagligt. Man har jo ligesom opbygget forholdet igennem intimitet, det lyder sådan lidt, forkert - men man opbygger den her tæthed. Fordi man kommer så tæt på - jeg ved hvad der skete sidste år med hende. Det er mere sådan en relation, som et venskab, når man opbygger det, så tager det tid og hun er kommet mere og mere ind i min hverdag, og man følger mere og mere med. Nu er hun blevet en fast del af min underholdningsflade."

IFT spons: "Alt hvad hun skriver stoler jeg på, om hende selv stoler jeg på alt, og så når det gælder om brands og sådan nogle ting, så ved jeg godt at når man lever af det, så bliver man nød til at takke ja til nogen ting, men jeg synes hun har en gennemsigtighed i de brand samarbejder hun laver, hvor jeg godt kan se hende i det. Jeg synes det er meget reelt, og på den måde virker det endnu mere overbevisende [hos andre er der utroværdige samarbejde mellem brand og person]. Jeg synes hun formår at gøre de samarbejder hun laver meget mere troværdige, og hvor hun også tit har en vinkel som på en eller anden måde, hvor det ikke virker så købt. "

"- kan du forklare hvorfor du har fuldt Cathrine i så lang tid?

- hvad er det der får dig til at komme tilbage gang efter gang?"

"Der er mere nærvær omkring hende, og det synes jeg er noget de andre mangler. Hun virker som en real person"

IFT spons: "Alt hvad hun skriver stoler jeg på, om hende selv stoler jeg på alt, og så når det gælder om brands og sådan nogle ting, så ved jeg godt at når man lever af det, så bliver man nød til at takke ja til nogen ting, men jeg synes hun har en gennemsigtighed i de brand samarbejder hun laver, hvor jeg godt kan se hende i det. Jeg synes det er meget reelt, og på den måde virker det endnu mere overbevisende [hos andre er der utroværdige samarbejde mellem brand og person]. Jeg synes hun formår at gøre de samarbejder hun laver meget mere troværdige, og hvor hun også tit har en vinkel som på en eller anden måde, hvor det ikke virker så købt. "

"Jeg kan huske hun lavede et samarbejde med goodiebox, hvor hun havde sørget for at få 20% rabat, som så gik til kvinder som havde mistet deres hår, og hun havde bare en anden indgangsvinkel til det end mange af de andre, jeg synes hun formår at lave noget som giver mere mening."

"Jeg vil gerne vide hvordan det går med hendes liv, hendes hund, hendes mand, og nogle af behandlinger hun går igennem fordi hun ikke kan få børn - det lyder måske dumt, men det vil jeg vildt gerne vide, fordi det er ligesom et venskab hvor man gerne vil have at personen har det godt.

- Hvad er det dig får dig aktivt at gå ind på Cathrines platforme, i stedet for andre? "PSI --> Re-visitation "Hun virker alt i alt bare som et godt menneske, det kan man mærke, og derfor ønsker man også at se hende klare sig godt følge med i hvad der skal ske med hende"

"Jeg vil også bare gerne vide hvordan det går med hende. Jeg vil jo gerne vide om hun gør det godt. Da hun ligesom sagde op, skrev hun ikke direkte hvad hun så skulle, og der snakkede jeg med nogen venner om hvad [de troede] mon hun skal nu. hvad skal der ske med hende?"

"Hun er ligesom en veninde, som jeg vil følge på alle mulige andre sociale medier, med forskel at jeg bare ikke møder hende en gang om måneden og drikker en kop kaffe. Jeg ser bare på hende gøre det med alle mulige andre"

"Jeg har en gang købt en trøje fra H&M fordi hun har haft den på. men tit er det jo udsolgt det hun lægger op"

"Jeg tror hvis man skulle betale for at læse hende blog, så ville jeg gerne støtte hvis det kostede 20 kr om måneden, når folk gør et godt stykke arbejde".

"Fordi hun inspirerer mig, i mit arbejdsliv og karriere, hun inspirerer mig interiørmæssigt, tæjmæssigt, menneskeligt, på mange forskellige parametre. Jeg tror kernen i det er at jeg ser det som en underholdningform, hvis jeg sidder i bussen og slapper af, kan jeg få et eller andet fix og fordi der er altid et noget nyt og spændende, jeg føler altid hun har noget på sinde, noget hun gerne vil fortælle, hun har altid noget på hjertet, hvor mange andre er et nyt outfit billede. Hun virker mere original, med tanker bag det hun laver - det er ikke bare ligegyldigt, hun har noget hun gerne vil sige i hver evig eneste blogpost og så på instagram er det lidt mindre. På bloggen, forstår hun at tænke koncepter og indholder der formår at inspirere folk."

- Har du anbefalet/talt med andre om Cathrine? I hvilken kontekst?

"Når jeg liker noget på instagram, så kan folk også se hvad jeg har liket, og det reflekterer jo tilbage på mig. Når jeg kan se hvad hun liker, så er jeg også mere tilbøjelig til at like det. Pga, hendes anbefaling."

"Jeg gider jo ikke at like et eller andet mega klamt, så skal folk jo se at jeg liker nogen fede ting, så vil jeg jo også gerne være en inspirationsfaktor for dem."

3.6. Respondent 6 – Freja

"-Vil du ikke fortælle mig lidt om dig selv? Alder, hvad du laver?

- hvornår og hvordan startede du med at følge Cathrine/RPD?"

"27, læser på CBS, bor i København (7 år), arbejder deltid hos softwarevirksomhed

"Jeg kunne bare godt lide hendes indstilling til ting, nogle fede holdninger, og en interessant måde at se verdenen på"

Started med at følge bloggen for at se "At komme lidt dybere ind og se hvem hun er, og hvad det ligesom er der ligger til grund for alle hendes synspunkter, fordi man lærer hende jo bedre at kende når man følger hende dagligt - for at komme ind under huden på hende"

- Vil du ikke beskrive dit forhold til de platforme du bruger når du følger Cathrine?

- Hvor ofte bruger du disse platforme til at følge Cathrine? Evt. i løbet af en uge? Hvad der er normalt for dig.

- hvilke medier benytter du dig af når du følger Cathrine?

- Er det vigtigt for dig at være på platformene og følge Cathrine?

- Hvordan synes du forskellige plattfome påvirker dit forhold til Cathrine?

"I forhold til de blogs jeg følger, så er det typisk inden jeg sover, eller det kan også godt være om morgenen inden jeg tager afsted på arbejde man sådan lidt vågner op med det om morgenens og ser hvad der er blevet opdateret. Eller falder ned på det inden man skal sove."

"Ift. Bloggere, er det kun instagram og blog. (Jeg) tjekker instagram for at se om der er kommet nye indlæg på bloggen."

"Tag udgangspunkt i de medier der er blevet nævnt ovenfor.

- Hvorfor startede du med at følge Cathrine/RPD?

- Hvad er det der får dig til at følge ROCKPAPERDRESSES på [platform]?

- Hvad er det der får dig til at gå ind på ROCKPAPERDRESSES-bloggen og kigge?

- Hvilke situationer er du i når du går ind og kigger på ROCKPAPERDRESSES platforme?

- Hvorfor vælger du ROCKPAPERDRESSES frem for andre?

- Hvilke indlæg tiltaler dig på hendes platforme, og hvorfor?

- Hvordan synes du [MOTIVATIONS] påvirker dit forhold til Cathrine?" -

"Hun ser også ret meget serier, ligesom mig. Det er da også ret rart at få hendes besyv med, når jeg skal vælge serier."

"Jeg har da været inde og kigge på hendes forslag til podcast, det går jeg rigtigt meget op i, og i og med hun arbejdet med radio, så må hun vide hvad hun snakker om, og det har jeg også oplevet når jeg har taget hendes anbefalinger"

"Men det er bare hyggeligt at gå ind og se [på RPD blog] og er en rar måde at vågne op på"

"Især om morgenens, er det rart at gå ind på instagram og se om der er kommet noget nyt"

"Når man skal til at sove, så zoomer jeg sådan lidt ud, når jeg læser bloggen, lidt ligesom at jeg på samme måde kan ligge og se en serie"

"Når det er nogen af de personlige indlæg, skal jeg have lidt mere tid til indlevelse. Jeg synes tit at det er rigtigt sjovt at læse kommentarerne, og det taget jo sin tid. "

"Nogen gange er det meget fedt hun [RPD] linker [på instagram] til nogen af dem der ligger mange år tilbage [blogindlæg], for sådan lige at få hele verdenen med"

"Hvis jeg ikke har kigget på den om aftenen, så glæder man sig lidt til at komme ind og se om der er kommet noget nyt om morgenens, eller i løbet af dagen"

"Når man går ned i kommentarerne, så får man også nogen af de mere umiddelbare svar, og det er jo også nogle spørgsmål man selv kan sidde og tænke over, der synes jeg man kommer ind, tættere på"."

Contributing --> Social recognition: "Det var da meget fedt jeg kunne se nogle af de andre havde været til den koncert jeg anbefalede, så det var da ret fedt"

"Jeg ville da ønske at jeg var sådan lidt mere lidt som hende, hun er lidt mere modig end mig i at være åben og åben overfor farver, så vel som at tale om de svære ting"

- Hvilke medier og posts er oftest dem du læser?
- Har du bidraget til hendes platforme? Hvis ja, med hvad?
- Hvad har din oplevelse været når du har skrevet til hende?
- Hvordan synes du respons påvirker dit forhold til hende? "

Escapism --> Consuming: "Når det er nogen af de personlige indlæg, skal jeg have lidt mere tid til indlevelse. Jeg synes det er sjovt at læse kommentarerne, og det taget jo sin tid."

Contributing --> PSI "Man får lyst til at skrive til hende og give hende et klap på skulderen (fordi hun deler ud af personlige/følsomme emner). " "Jeg har været inde og skrive for at give hende et heads up [opmunrende ord], fordi det kan vi alle sammen jo godt have brug for en gang imellem når det er lidt svært."

"Når hun spurte efter rejsetips, der smed jeg lige [nogle forslag] ind, ikke kun for hende, men også de andre [følgere].

- Ser du Cathrine, som en veninde? Vil du uddybe jeres forhold?
- Hvordan vil du beskrive din opfattelse af Cathrine?
- Hvilken rolle spiller Cathrine i din optik?
- Hvordan opfatter du generelt dit forhold til hende? "

"Hun lægger jo noget op hver dag/anden dag, så er det også spændende at gå tilbage i de gamle. Det er bare sådan hyggeligt at følge med i hendes liv, folk i kommentarfelterne forklarer også omkring hendes liv. Også om hun sådan har ændret sig, og følge hendes udvikling."

"Jeg synes hun er dej i arbejdslivet, det drive og sådan lidt hennes åbenhed er meget prisværdig. Jeg synes forresten også hun er god til at skrive dybere diskussioner med i ens tanker. Hun skrev om me too-kampagnen. Hvor hun sådan gav hele sin holdning, og sine tanker, det har jeg da fået og tænkt på bagefter ihvertfald."

"Man følger lidt med, og håber at der sker noget nyt i deres udvikling om at få et barn. Det håber vi allesammen jo, og derfor følger man også mere med. Det er stadig meget sjovt at følge med. Det var et godt bryllup!"

"Det er jo sjovt at se om man bliver ved med at passe sammen, det kan da godt være på et tidspunkt at man glemmer at gå ind og læse og det tyder jo så nok på der ikke er så meget interesse længere. Men så

længe hun fortsætter med hendes indlæg, så vil jeg jo stadig følge med. Hvis hun begynder at skrive omkring grød til hendes børn, så ved jeg ikke om jeg følger med".

Omkring sponsorerede indlæg; "Jeg synes hun er indragende, og det virker somom hun tænker på os, så hun ikke prøver at sælge noget der ikke er til vores fordel"."

- Minder Cathrine dig om mennesker i din venne-kreds/netværk? Ville hun passe ind?

"Jeg synes det virker somom vi er interesserede i de samme ting" (om RPD og de andre følgere, ift. kommentar om rejsetips)"

- Har du nogen ting tilfælles med Cathrine? Noget specifikt i hendes værdier og opførsel du kan relatere til?

"Jeg har da været inde og kigge på hendes forslag til podcast, det går jeg rigtigt meget op i"

"Jeg synes det virker somom vi er interesserede i de samme ting" (om RPD og de andre følgere, ift. kommentar om rejsetips)"

"- Hvordan opfatter du hendes svar til dig?

- Bliver du adresseret af Cathrine, og i så fald hvordan? " "Hun er generelt sådan god til at vende tilbage, og jeg oplevede et stykke tid efter jeg havde skrevet, et indlæg om hvor meget hun satte pris på at man netop giver hende opbakning når det er svært, og det var da også dejligt at høre at det er noget hun læser, og noget hun tager til sig."

Omkring sponsorerede indlæg; "Jeg synes hun er indragende, og det virker somom hun tænker på os, så hun ikke prøver at sælge noget der ikke er til vores fordel"."

- Hvordan opfatter du Cathrine/RPD ift. til privatliv og blogliv? Er der forskel? Hvad synes du om det?

- Hvad synes du om hun deler ud af sig selv?

"Hun deler meget ud af sig selv, og er ikke bange for at skrive noget der er svært og hårdt, eller dele lidt ud af ting som mange ville holde for sig selv og ikke dele ud på den måde, og der synes jeg faktisk hun er god til at dele ud."

"Barnløshed er en stor ting, selvom jeg selv ikke går med tanker om at blive gravid, så er det rigtigt spændende at få den indsigt, for man ved jo heller ikke om det kan ske for en selv, og man kan også tit kende mange der går igennem det, og derfor er det rart man kan følge med på sådan et tæt hold.Jeg synes det er rigtigt modigt, især ting som i forvejen kan være svære at dele med sine venner og veninder deler hun. Jeg synes det er virkelig modigt, at hun bare deler ud til alle os, der sidder og læser med. "

"Man får lyst til at skrive til hende, men man ser jo så også der er mange andre der også er gode til det." - OMKRING PERSONLIGE INDLÆG."

"- Hvordan opfatter du dit forhold til Cathrine, med henblik på dine interaktioner med hende?

"Hun er generelt sådan god til at vende tilbage, og jeg oplevede et stykke tid efter jeg havde skrevet, et indlæg om hvor meget hun satte pris på at man netop giver hende opbakning når det er svært, og det var da også dejligt at høre at det er noget hun læser, og noget hun tager til sig."

- Hvordan vil du beskrive dit forhold til Cathrine? Betrager du dig selv som følelsesmæssigt investeret, og i så fald - hvordan?

"Man følger lidt med, og håber at der sker noget nyt i deres udvikling om at få et barn. Det håber vi alle sammen jo, og derfor følger man også mere med. Det er stadig meget sjovt at følge med. Det var et godt bryllup!"

- kan du forklare hvorfor du har fuldt Cathrine i så lang tid?

- hvad er det der får dig til at komme tilbage gang efter gang?

"Hun er generelt sådan god til at vende tilbage, og jeg oplevede et stykke tid efter jeg havde skrevet, et indlæg om hvor meget hun satte pris på at man netop giver hende opbakning når det er svært, og det var da også dejligt at høre at det er noget hun læser, og noget hun tager til sig."

- Hvad er det dig får dig aktivt at gå ind på Cathrines platforme, i stedet for andre?

"Hvis jeg er sådan helt flad en aften, så er det ikke hendes [RPD] jeg går ind på, for det er nogen lidt længere posts, hun generelt laver, så man skal jo ligesom os være i stødet til at sidde og gå lidt i dybden, ind i hendes verden."

"fordi [hun] kan skrive lidt længere posts, og man kan fordybe sig let i dem, mest fordi jeg også godt kan lide at læse kommentarerne, fordi man får de lidt mere umiddelbare svar. Mange af de spørgsmål der bliver stillet er nogen man godt selv kan sidde og tænke over, så derfor synes jeg man kommer ind tættere på, på en måde. Der er lidt mere at tænke over"."

- Har du anbefalet/talt med andre om Cathrine? I hvilken kontekst?

"Jeg har da lånt nogle af hendes pointer [omkring me too-kampagnen], til at diskutere med mine kollegaer, da jeg synes hun havde nogle vildt godt pointer."

4. Translated quotes

4.1.

Josephine: "Man føler jo lidt man lærer hende at kende, hun er jo lidt ligesom en veninde, det kan godt være det ikke er en jeg sidder og har en kaffeaftale med, men jeg kan blive ved med at kende hendes skrivesprog, og føler egentligt at vi har en connection. Den er bare fra skærm til skærm. Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv."

Josephine: "You kind of feel like you get to know her, she's kind of like a girlfriend, it might be that I'm not sitting around having a coffee with her, but I can recognize her way of writing, and actually feel like we have a connection. It is just from screen to screen. She does not know me, but I feel like I know her, and that is why I feel that we have a good friendship, because she shares so much of herself."

4.2.

Signe: "Jeg vil gerne vide hvordan det går med hendes liv, hendes hund, hendes mand, og nogle af behandlinger hun går igennem fordi hun ikke kan få børn - det lyder måske dumt, men det vil jeg vildt gerne vide, fordi det er ligesom et venskab hvor man gerne vil have at personen har det godt."

Signe: "I want to know how she is, and how her life is working out, with her dog, her husband, and some of the treatments she is going through due to reproductive challenges – it might sound stupid, but I really want to know, because it is like a friendship, where you want your friend is doing good"

4.3.

Freja: "Man følger lidt med, og håber at der sker noget nyt i deres udvikling om at få et barn. Det håber vi allesammen jo, og derfor følger man også mere med. Det er stadig meget sjovt at følge med. Det var et godt bryllup!"

Freja: "You kind of keep following, and hoping that something new is happening in their pursuit of becoming pregnant. We all hope that, and that is also a reason why we keep following, it is pretty entertaining to keep in the loop. It was a great wedding at least!"

4.4.

Josephine: "Mit forhold til Cathrine er meget veninde agitigt, hun deler, jeg deler - om fashion, om livets op og nedture og der er ikke nogen der dømmer hinanden. "

Josephine: "My relationship to Cathrine is very friendship like – she shares, and I share, about fashion, life's up's and down's, there is just no one judging each other"

4.5.

Josephine,: "Jeg føler mere der er en rød tråd i at skrive til hende hvis det er noget personligt, end hvis det er noget tøjmæssigt, interiør, beautyprodukter. Der føler jeg ikke altid for at kommentere, men mine kommentarer er mere om livet. jeg bruger det nok også lidt egoistisk, til at få svar på nogen af de ting, eller komme ud med nogen af de ting jeg har som jeg ikke føler, og det er ikke fordi jeg ikke kan sige det til mine veninder, men fordi jeg føler egentligt at her er jeg anonym. Hvis jeg fortæller det til en veninde vil hun sige et eller andet fordi hun kender mig, så jeg bliver ikke dømt på samme måde fordi hun kender mig ikke. Der kan jeg få et objektivt synspunkt på et issue eller en holdning jeg har. Hvor det kan jeg ikke få på samme måde fra kæreste, familie, venner eller veninder fordi de kender mig som person. "

Josephine: "I feel like it makes more sense to write to her if its something personal, than if its related to clothes, interior design, or beauty products. In those cases I do not feel compelled to comment, whereas I comment more in regards to subjects on life in general. I think I also use this in a kind of selfish way, to get answers on some of the things I fell. Not that I cannot share them with my friends, but because I feel like I am anonymous. If I tell an actual friend, her reply will be colored by the fact that she knows me, so with Cathrine I do not get judged as with my friends, because she does not know me. With her, I can get an objective view on an issue or opinion of mine. I cannot get that from my boyfriend, family or friends, because they know me. "

4.6.

Josephine: " Det er jo lidt det idelle veninde forhold kan man sige, fordi jeg kan stille mig kritisk til hendes klumme eller hendes oplæg, men hun kan i princippet, hun kan stille sig kritisk til mine kommentarer, men hun kan ikke til mig og min personlighed fordi hun kender mig ikke. "

Josephine: "You can say, It is kind of the ideal friendship, because I can be critical of her column, or posts, but in reality, she cannot, well she can be critical of my comments, but she cannot address me or my personality because she does not know me"

4.7

Nadia: "Personligt, så har jeg ikke det her forhold til de her mennesker, for pga. mediet så ved jeg jeg jo egentlig ikke kender dem. Et medie er jo også en udgave af en person. Så for mig er det meget, hvis jeg synes de har god stil er de inde og følge dem, hvis jeg synes de har en eller anden æstetik som jeg virkelig synes er spændende ikk, f.eks. man ser jo også tit boligindretning, ikk, også spændende synes jeg at se hvordan de bor og deres stil. Det er meget inspirerende. For mig er det en inspirationskilde - jeg vil ikke kalde det på et overfladisk niveau - men på et æstetisk niveau."

Nadia: [When asked about emotional relationships with RPD] "Personally, I don't have a relationship with these people, because due to the medium, I know I don't know them. A medium, is also a version of a person. [...] To me it's an source of inspiration, I won't call it on a superficial level, but on a more aesthetic level".

4.8

Signe: "Jeg kan identificere mig med de værdier hun har, fordi at hun er så reel og fordi det faktisk virker somom hun overvejer de ting hun gør og det ikke bare er sådan et eller andet at hun sidder og har brug for husleje imorgen. Selvfølgelig skal hun have penge for det hun gør, men hun formår at være ærlig og reel, være en person fremfor et brand."

Signe: "I can identify with her values, because she is so real, and because it actually seems that she thinks about the things she does, and that it is not merely rooted in that she needs rent tomorrow. Of course she needs to get paid for what she does, but she manages to be honest and real whilst doing it, by being a person first of all, and then a brand"

4.9

Marie: "Hun reklamerer kun for noget hun føler for, og det er jo det hun får overbevist os andre om. Det er fordi det [brand] passer ind i hendes historie og ikke kun fordi der er nogen der er kommet og har stukket hende nogen penge og sagt vil du reklamere for det her. Jeg tror jeg ser hende som en der har meget integritet på den der blog hun har, man føler lidt man får et indblik i hendes dagbog. Jeg synes der er meget fortrolighed, selvom det jo bare er noget hele verdenen kan se. "

Marie: "She only advertises for something she feels like doing, and that is also what she is able to convince us about. It is because that [brand] fits with her story, and not just because someone came around offering her a lot of money to advertise for something. I think I perceive her as someone with a lot of integrity on her blog, as you feel like you get to see her diary. I think that exhibits a high degree of trustworthiness, even it is something visible for the whole world!"

4.10

Emilie: "Men den måde hun ligesom lukker os ind i sin hverdag og sine tanker, jamen det gør at man kan forholde sig til det på en helt anden måde og jeg synes hun tilbyder mig et syn på dem som jeg selv har kendt som har haft udfordringer med det at dem forstår jeg også meget bedre nu. For mig er der flere ting af hende, altså grunden til at det er min yndlingsblog det er at det er sådan en mærkelig blanding af at jeg ofte kan identificere mig med hende og hendes low key måde at være på, og "det her kan du lave i weekenden" og sådan nogen ting som der er på et niveau hvor jeg kan følge med - ikke "nu skal vi på den røde løber" som er helt uden for min liga, men ting jeg kan forholde mig til og så de andre sider af det er ja, der kan jeg se folk jeg kender i hende. Så det er både at jeg kan identificere mig med hende, men jeg kan også nogen gange reflektere over det hun siger, som var det en anden person jeg kendte. Så på den måde der føler jeg også lidt at jeg kender hende på en anden måde."

Emilie: [About why Cathrine plays a role in her life]: "It's the way she kind of opens up about her thoughts, and her everyday life, that makes you able to relate to her on a completely different level and I think she offers me an insight into those that I have known who have had similar issues as her, so I can better understand them now. The reason as to why its my favorite blog is this weird mixture of often being able to relate to her and her low-key way of being; with [posts like] "Here is something you can do this weekend" and things like that, there's on a level where I can keep up – not [posts like] "Now we're ready for the red carpet" – which is completely out of my reach, but in essence, things that I can relate to. Then there's the other sides of [Cathrine], where I can recognize people that I know in her. So it is both the fact that I can identify with her, but also enabling me to reflect on what she says, as if it was someone I know. In that sense I also feel like I know her in a different way"

4.11

Josephine: [If and why she believes Cathrine is someone that could be in her social sphere]: "I og med jeg jo har fulgt hende i de her fire år nu, så føler jeg jo at jeg kender hende. også fordi at hun jo er meget personlig i hendes opslag, hvilket jo er et valg hun har valgt at tage, men på den måde så får man jo et utroligt godt kendskab til hende. og igen, meget med her med værdier, og hvem hun er. Hun har jo valgt at udstille hele hendes liv, tilgængeligt for alle, alle der overhovedet vil læse med kan jo gå ind og læse jo og danne en mening og danne en holdning om hende. Jeg tror også at hun som person, er en meget udad vendt person, hun er en person med sindssyge familiære værdier og hun er en person med rigtigt mange veninder, det kan man jo også se på hendes blog, men også på hendes instagram at hun er en person der er meget vellidt og igen likeable både for inderkredsen, familie, venner, men også for folk der ikke kender hende men som alligevel har et eller andet veninde forhold med hende."

Josephine: [If and why she believes Cathrine is someone that could be in her social sphere]: "Given that I have been following her for about four years so far, then I feel like I know her. Also because she is very personal in her posts, which is an active choice she has made, which gives an incredible insight into her. And again, because of her values and who she is. She has chosen to put her whole life on display, available to everybody, anybody who wants to read, can go on her site and read and form an opinion on her. I think, she, as a person, is a very outgoing person, she is a person with very familiar values, and has many friends, as one can also see from her blog, but also on her Instagram [you can see] that she's a person that is very well-liked

and generally likeable both to those close to her, family, friends, but also to people that does not know her, but still has a sort of friendship with her".

4.12

Emilie: [about shared likeness and common features with Cathrine]"Hvis man kender en som man.. Ja altså hvis man sammenligner to personer som har det samme tøj og en af dem kan du rigtigt godt lide, så er der større chance for du også godt kan lide det tøj, end hvis det er en du virkelig ikke kan lide.Jeg tror det handlede jo lidt om at den måde hun udtrykker sig igennem sit tøj, nu fokuserer jeg jo normalt ikke så meget på det her, men det var ligesom det jeg startede med at se fra hende, det var hendes indlæg om tøj og sådan nogen ting og det kunne godt være jeg ikke var så meget til tøjet, men jeg kunne godt lide måden hun udtrykkede sin personlighed i det og det var det jeg synes der var fedt, hun var ikke bare en af dem der altid har det samme på og altid står på samme måde på billeder, altså.. at der var en personlighed bag og var det jeg rigtigt godt kunne lide ved hende. Så det synes jeg så også passede rigtigt fint med da jeg lærte" hende at kende, gennem hendes indlæg også, ikk'."

Emilie: [about shared likeness and common features with Cathrine] "If you know someone, actually, if you compare two people which both have the same clothes, and you really like one of them, then there is also a greater chance that you will like that clothes, than if it the clothes is on someone you really do not like. I think it is about the way she [Cathrine] expresses herself through the clothes, now I do not normally focus this might on this topic, but this was one of the things that I first noticed about her, her posts about clothes, and that sort of stuff, but initially I really was not into the clothes, but I liked the way she expressed her personality through it, and that was what I liked, she was not just one of those [bloggers] that always wears the same, and stands in the same pose on pictures. I mean, there was a personality behind, and that's what I really liked about her. So that is also one of the great things, when I really got to know her, through her posts."

4.13

Marie: [about shared likeness and common features with Cathrine] "Nu e r hun jo gift, og har hund. Jeg er jo sådan en at inden jeg fik hund, et af de der hundemennesker der er sådan lidt loco. Så fik jeg selv hund og så blev jeg selv ret loco. og hun elsker jo sin lille vuf, og den er mega cute. og hun er selv næsten min alder, og er gift. Jeg tror det er gennemgående, og gennemgående for alle dem jeg følger, at det er nogen der ret meget er samme steder i livet som jeg er, hvor jeg kan relatere til dem. Det er også derfor jeg synes det er sjovt at se stories med hvad laver de lige nu for hvis det var en der var 20 år ældre end mig så ville det måske ikke være samme oplevelse. Jeg forstår hvor hun kommer fra, det er jo ligesom hvis man er venner, at man har et eller andet fælles grundlag for den relation man har, den finder man jo så bare i en online verden istedet for den fysiske verden."

Marie: [about shared likeness and common features with Cathrine]: "Well, she's married, and have a dog. And I am one those dog-people that even before I got my dog was a bit loco for dogs. Then I got a dog myself, and then I also became a bit more loco. And she loves her pup, and its super cute. Also, she is almost my age, and married. I think it's a characteristic, and a characteristic for all those that I follow, that it is someone that are pretty much the same place in life as me, making them relatable to me. "

4.14.

Josephine: [about whether she feels noticed by Cathrine, and if so, then how] "I starten, synes jeg det var meget overfladisk og det var meget "skal du flere følgere og flere faste læsere", også fordi vi red på en bølge der for fire år siden hvor alle troede de skulle være bloggere, men nu føler jeg egentligt at hun engagerer sig, og ser det som mere end blot et arbejde hvor hun skal have piger til at følge sig. Så jeg føler egentligt at hun

engagerer sig 100% og det er den hun er som person, og de følgere hun har, de er virkelig loyale overfor hende. Nu er jeg jo også en af dem som kommenterer, og jeg kan jo godt se at vi er jo mange af de samme der kommenterer, det er mange og hun svarer ærligt fra sit hjerte. Det er en konstruktiv dialog man har på den måde, om mange forskellige ting. "

Josephine: [about whether she feels noticed by Cathrine, and if so, then how] "About 4 years ago we were riding a wave where everybody thought they were going to be bloggers, but now I really feel like she is getting involved, and views it as more than just a job where she is trying to get more followers. So I actually believe she is 100% committed, and that is an expression of how she is as a person, as also seen in the followers she has are very really loyal to her too. Now, I am also one of those who comment [on her posts], and it's evident to see that we are many who comments, it's a lot and she replies honestly from her heart. It's a constructive dialog you are engaged in, about a lot of different subjects"

4.15.

Marie: [about whether she feels noticed by Cathrine, and if so, then how]: 'Omkring når RPD svarer tilbage på posts: "I starten synes jeg det var lidt weird, altså fordi hun er sådan lidt kendt agtig, så jeg tror sådan jeg var lidt beæret, og jeg tror at man føler sig sådan lidt udvalgt og når hun så ligesom kommenterer igen, eller nogen gange kan hun også huske hvad man har skrevet en anden gang, for ligesom jo mere man interagerer jo mere er hun der også med én. Hun har jo mange kommentarer, på alle sine blogposts, så jeg synes det var meget imponerende, at hun ligesom lagde så meget i også at interagere med mig, og ikke bare at det var en reklamesølje, men ligesom at hun også synes at jeg gør noget for hende. Det synes jeg egentligt har været ret fedt med hende, og det er ikke noget alle kan."

Marie: [about whether she feels noticed by Cathrine, and if so, then how]: "In the beginning I thought it was a bit weird, because she is kind of famous, so I think I was a bit honored, I think. I think you feel a bit "chosen" in a sense, and then when she replies you back – she sometimes also remembers what you have wrote other times – because the more you interact, the more she is also present with you. She receives a lot of comments, on all of her blogposts, so I thought I was pretty impressive that she put such an effort into interacting with me, and not just in the sense to advertise for something, but also because she thinks I am doing something for her. I think that's a pretty great thing with her, and it's not something everybody can do."

4.16

Freja: "Hun er generelt sådan god til at vende tilbage, og jeg oplevede et stykke tid efter jeg havde skrevet, et indlæg om hvor meget hun satte pris på at man netop giver hende opbakning når det er svært, og det var da også dejligt at høre at det er noget hun læser, og noget hun tager til sig."

Freja: "She is good to get back to you in general, and I experienced a while back after I have commented, a post she wrote about how much she appreciates that you [her readers] supports her through tough times, and I thought that was lovely to hear that she reads those, and take it in."

4.17.

Signe: "Det der også tiltaler mig er når det gør ondt, når det er svært, fordi det validt, så er det faktisk at hun kan snakke om det meget åbent, det synes jeg også er skønt. Det gør hende sårbar og det er den sårbarhed jeg synes der er tiltrækkende i hendes profil og hendes måde at være på. Hun er ikke en blogger eller influencer, hun er et menneske, hun er en veninde. "

Signe: [About what she thinks about Cathrine sharing personal details about her life]: "What also appeals to me, is when something is hurting, when something is tough – because that's what's real, and she is actually

able to talk about it openly, I think that's great. It makes her vulnerable and that type of vulnerability I find extremely attractive in her profile and her way of being. She is not a blogger, or influencer, she is a person, she is a friend"

4.18.

Emilie: "Sådan hele det her med at hun er udfordret med at blive gravid, og fertilitetsbehandling, jamen jeg havde en, eller jeg har en søster som der har kæmpet rigtigt meget med det, men som ikke delte ud af hendes oplevelse om det og det var rigtigt, rigtigt svært for mig som aldrig har prøvet at få børn, eller prøve at prøve på det eller hvad man siger, øhm, at jeg forstod ikke den situation hun var i, altså min søster, så da det var at jeg ligesom kunne læse Cathrines oplevelser af det, selvom det var senere, så gav det mig også en helt anden forståelse for hvad min søster havde været igennem. Så det har også, altså det bringer mig på en eller anden måde også tætttere på hende [RPD].. jeg ved ikke om det lyder fjallet, men ja, man føler lidt at hun er en man kender, nu siger jeg man, men der mener jeg - jeg, kender hende hende. "

Emilie: "For instance, this whole situation about she has a hard time becoming pregnant, and fertility treatment, well I have a sister who has too struggled a lot with it, but who did not share her experience about it, and that was very difficult for me, as I have never tried to get kids, or try to try to become pregnant, or how do you say.. Uhm.. I did not understand the situation she was in, my sisters that is, so when it became possible for me to read Cathrine's experience with it, even though I was later than my sister, then it gave me a completely different understanding of what my sister have been going through. So that have also, in a sense it brings me closer to her [Cathrine] I am not sure if this sounds silly, but yea, you kind of feel that you know her, now I say "you", but by that I mean me, I feel like I know her [Cathrine]."

4.19.

Josephine: "Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv. "

Josephine: "She does not know me, but i feel like I know her, and therefore I feel like we have a good friendship, because she shares so much of herself"

4.20

Freja: "Barnløshed er en stor ting, selvom jeg selv ikke går med tanker om at blive gravid, så er det rigtigt spændende at få den indsigt, for man ved jo heller ikke om det kan ske for en selv, og man kan også tit kende mange der går igennem det, og derfor er det rart man kan følge med på sådan et tæt hold. Jeg synes det er rigtigt modigt, især ting som i forvejen kan være svære at dele med sine venner og veninder deler hun. Jeg synes det er virkelig modigt, at hun bare deler ud til alle os, der sidder og læser med. "

Freja: "Infertility is a massive thing, even though I am not thinking about becoming pregnant, then it is very interesting to get that insight, because you never know if something like that can happen to yourself, and it is also possible to often know many people that are going through the same, and therefore it is nice to be able to get such a close-up view on it. I think it is very courageous, especially, with things that are difficult to share with friends, she shares. I think it is very courageous, that she is sharing it to all us sitting out there and reads along"

4.21

Josephine: "Hun kender ikke mig, men jeg føler jeg kender hende og derfor så føler jeg lidt at vi har et godt venindeforhold, fordi hun deler meget af sig selv. Så hvis hun skriver et oplæg, enten om en bluse, eller om en nedtur i hendes liv eller en positiv, så kan jeg godt tage mig selv i at gå ind og skrive og kommentere, sådan og sådan her har jeg oplevet det og så tager hun sig tid til at skrive tilbage. Det er lidt det her veninde forhold, man egentlig føler at man kender til en person man ikke rigtigt kender. "

Josephine: [How she feels about commenting on posts]: "She does not know me, but I feel like I know her, and that is why we have a good friendship, because she shares a lot of herself. So, If she writes a blogpost, either about a blouse, or a downturn in her life, or a upturn, then I can catch myself going onto the post, to write and comment, about my own experience or something, and then she takes the time to write me back. It's kind of like this relationship, that you actually feel like you know a person, you don't really know"

4.22.

Marie: "Det ville være ret hårdt for mig at unfollow Cathrine versus andre, fordi man har jo sådan en let udfasning, hvis der er nogen man stopper med at følge, fordi at det er jo måske nogen man har en connection til og nogen hvor man føler man er forbundet. Plus at man også har investeret tid i hende, det er jo noget af mig jeg giver, og de har jo givet noget af sig selv ved at have lavet blogpost, og jeg giver noget af mig selv ved at kommentere, måske giver de noget af sig selv ved at kommentere tilbage, eller en af de andre kommenterer på min kommentar. Men man giver noget af sig selv så det er ikke omkostningsfrit at unfollow, hvis de lige pludselig gør noget man ikke synes om. "

Marie: "It would be pretty tough for me to unfollow Cathrine, in comparison to others, because you have a kind of phase out, if there is someone you stop following, because it might be someone you have feel you have a connection. In addition, you have invested time in her [Cathrine], as it is something of myself I'm giving away, and they are giving something of themselves by writing blogposts, and I am giving something of myself by commenting, maybe they give something of themselves by replying on that or one of the other comments given on my comments [by the others]. But you actually do give something of yourself, so its not without costs to just unfollow, if they all of the sudden do something you do not like".

4.23

Josephine: "Nej jeg har faktisk aldrig deltaget i konkurrencer, for jeg føler at der er der hvor de engagerer sig fordi det er der man kan få noget gratis. Så jeg deler mere for at vide noget, for at få inspirationen."

Josephine: "No, I have actually never participated in competitions, because I feel like it's the kind of involvement that is only motivated by the chance of getting something for free. So I only get involved to understand something, to get inspired"

4.24

Emilie. "Jeg synes hun er meget god til det der med rejseindlæg, for det er ikke det der med "Maui-beach" du kan rejse til hvis du går to millioner, men sådan noget - det er alt fra et sted i europa, men også "det her kan du gøre på seks timer i Århus" og sådan, meget mere nede på jorden. det kan godt være jeg kommer til at gentage mig selv, men det er virkelig det der gør at man kan forholde sig til hende og selvfølgelig er der så også plads til at hun rejser dyrere steder hen, men det gør man jo allesammen nogen gange. Det kan godt være at man generelt ikke bruger ligeså mange penge, men nogen gange så skejer man lidt ud.. Men det kan man også bedre forholde sig til når det ikke hele tiden er på et niveau hvor ingen kan følge med. Altså, hun er lidt ligesom en af os dødelige mennesker, hvor andre blogge er i en helt anden liga. De andre er ikke

nødvendigvis utroværdige, hvis man tror på det er sådan deres liv er, de bliver bare mindre relatable eller sådan, man får sværere ved at forholde sig til det og de rammer ikke en ligeså meget"

Emilie: "I think she is pretty good at writing travel posts/guides, because it is not all of "Maui-beaches", you can only afford to go to if you pay 2 millions, but focusses on – anything from places in Europe, but also "What to do in Århus in six hours" and that kind of thing, way more down to earth. Maybe I am repeating myself, but it is really these things that makes her relatable, and off course she sometimes travel to more expensive destinations, but that is also the case for the rest of us. It might be that you do not spend that much money in general, but sometimes you are aloud to buy something a bit pricier. But that is also relatable, when its [the destinations and budgets] are not on a level where no one can keep up. I mean, she is more like one of us mortals, than other blogs are in a completely different league. The others [bloggers] are not necessarily fake, or untrustworthy, if you actually believe that that's how their lives are, they are just way less relatable, in the sense that you have a hard time identifying with them, as if they don't get you as much [as Cathrine].

4.25

Signe: "Hun er helt sikkert på plan med anbefalingerne fra mine tætteste veninder, hvis man kan sige det"

Signe: "She is definitely on the same level as the recommendations I get from my closest friends"

4.26.

Signe: "Det er kvalitet hun leverer, det ikke bare venstrehåndsarbejde, og fordi nogen af ting hun skriver om ikke bare er trends og nyheder, der er også noget af det der er mere holdbart, og hvis jeg engang kom i en situation hvor at jeg måske ikke kunne få børn, jamen så ville jeg jo helt sikkert genlæse alle de blog indlæg omkring det, også da hun flyttede sammen med sin mand - der er nogen ting som man genlæser når det bliver relevant i ens egen situation, henter vejledning og indsigt. hun er god til at skitserne hendes følelser og hvordan hun har det, så kan man ret hurtigt relatere til det. Så er det lidt ligesom en god veninde der siger til en at de har det på samme måde, eller jeg har også oplevet det her. Man er ikke alene, og der er også en anden man kan dele det med."

Signe: "She delivers quality [posts], its not just something she just whipped up, and because she is writing about topics other than trends and news, some of her posts are more long-lasting, and if I were to be in a situation where I might not be able to get pregnant, well then I would probably re-read all the blogposts on the topic, as I did when she wrote about moving in with her husband [back then boyfriend] – there are some things you re-read when it becomes relevant to your own situation, receives guidance and insight. She is great at sketching her feelings and how she is, so its pretty easy to relate to. That makes it like a close friend that's saying they feel the same way, or they have experienced the same thing, which makes it rather easy to relate to. You are not alone, because you have someone to share it with".

4.27

Marie: [About finding support in Cathrines posts on fertility treatment, as the respondents brother and wife are going through the same] "Man forstår det bare lidt bedre når der også er et ansigt på det og når man kender hende i forvejen, så har man også enormt meget empati, man føler jo nærmest det hun føler når man ser hende gå igennem det. Så det hjælper meget på forståelsen af hvad [Fertiliteretsbehandling] de [bror og hans kone] går igennem, men jeg synes også det gør at det ikke er sådan så overmenneske agtigt, som nogen af de her bloggere godt kan blive."

Marie: [About finding support in Cathrine's posts on fertility treatment, as the respondent's brother and wife are going through the same] "You just understand it better when there's a face behind the story, and you

know her in advance, then you also have a lot of empathy, you practically feel the same as she does by seeing [reading] her go through it [Fertility treatments]. So it helps a lot in understanding what it actually is [Fertility treatment] they [Brother and wife] are going through, but at the same time this does not seem as "superior" to others, as many of these bloggers can [try to] appear as. "

4.28

Emilie: "I forbindelse med en af de første indlæg om hendes udfordringer med at blive gravid, hvor jeg sådan forstod hvor meget det betød. Altså selvfølgelig kan man godt forstå hvor meget det betyder for folk, men et af dem hvor jeg sådan virkelig tænkte, okay det syn havde jeg ikke haft på det før, jeg kan ikke huske præcist hvad det var hun skrev, men det var virkelig sådan, en øjenåbner på en eller anden måde over at man sådan selv i startfasen kan betyde så meget og hvad det har af betydning for hvad det er man føler omkring sig selv og sådan nogen ting. Øh, hvor jeg tror jeg bare sådan skrev, jeg stillede ikke engang et spørgsmål, jeg skrev bare sådan tak for hendes åbenhed, at det havde betydet rigtigt meget, fordi også at jeg så netop kunne forstå min søster bedre og sådan nogen ting"

Emilie: "In relation to one of the first posts about her [Cathrine's] problems about becoming pregnant, was when I realized how much this [problem] actually means [to people]. I mean, naturally you are able to understand it means a lot, but this was one of those where I got a point of view that I have not gotten before, I don't remember exactly what she wrote, but it was truly an eyeopener in how it can effect the start-up phase, and how much it means in relation to how you feel about your self, and things like that. Uhm, I think I wrote, I didn't even ask her anything, I just thanked her for being so open about this [topic] and that it meant a lot to me, because it made me understand my sister a lot better."

4.29

Freja "Det er bare hyggeligt at gå ind og se [på RPD blog] og er en rar, afslappende måde at vågne op på"

Freja: "It's just really cozy to go to the blog, it's a nice relaxing way a waking up in the morning"

4.30

Josephine: [About in which situations she is on Cathrines platforms]"Det er der om aftenen, når jeg kommer hjem fra arbejde, så i stedet for tænde fjernsynet, så begynder jeg egentlig og ligge på ipaden og kigge på diverse blogindlæg, instagram posts og insta stories. Man kan ligesom sige sige det er ligesom en avis, det jo sådan en anden form for nyheder, hvor man får det mere afslappende, især når man har været på arbejde en hel dag, så er egentlig den måde jeg afstresser rigtigt meget på. Om dagen, bruger jeg alligevel en time til halvanden på instagram, for så er det også det jeg gør når jeg ligger mig i sengen"

Josephine: [About in which situations she is on Cathrines platforms] "It is typically at night, when i get home from work, then instead of turning on the tv, then I just start looking on the ipad, at different blogposts, Instagram posts, and insta[gram] stories. You can say it is like a newspaper, it is just a different type of news, where it is much more relaxing, especially when you have been at work all day, then it is really that way I can calm down and destress."

4.31

Marie: "Man er lidt imponeret over livstilen, hun bor på frederiksberg, har den der søde hund. Årh det er sgu da meget hyggeligt det der ik. De lægger flotte billeder op. Jeg finder et fællesskab med dem tror jeg, da de er i samme situation som mig."

Marie: "You are a bit impressed by the lifestyle, she lives at Frederiksberg, has this really cute dog. It is just really cozy, you know? They post beautiful pictures. I find a common ground with them [Cathrine and her husband], because they are in the same situation as me"

4.32

Signe: [On Instagram] "kommenterer jeg emojis, hjerter, kaffe, smileys bare for at tilkendegive hvis det er et mega fint billede. Rent visuelt, tager hun nogen rigtige flotte billeder. Det er meget tydeligt der er en fotograf der tager billederne af hende og at hun går op i det æstetiske, men det er ikke sådan så det kammer over. Der er nogen instagrams der bliver "overtænkte", hvor altting skal være pæne ting, pæne mærker og samme filtre. Men hun formår og have højkvalitets billeder og det ser lækkert ud. Men, det er på en måde hvor man føler der er plads til forskellige ting. Det kan også være et billede hvor hun ser dum ud. Jeg føler der er plads til noget mere end ved andre."

Signe: [On Instagram] "I'll comment with emojis, hearts, coffee, smileys, just to express that I think it is a really beautiful picture. Visually, she takes beautiful pictures. It is very obvious that it is a photographer that takes her pictures, and that she cares about the aesthetics, but it is not too much. There are some instagrams, where they are too over-thought, where everything has to be pretty things, pretty brands, and same filters. But she is able to have high-quality pictures that looks good, whilst making you feel like there are room for other things too. It might also be a picture where she looks silly. I feel like there are room for something more, than with others [bloggers]."

4.33

Emilie: "Cathrines specielt, nu har jeg i al den tid jeg har arbejdet i banken haft ret meget transport tid og i al den tid har jeg nogen gange så siddet og arbejdet i toget, og det gør bare at man ikke rigtigt kommer ud af det, altså man slapper ikke rigtigt af når man kommer hjem. Hvor.. Jamen hvis du tager noget der slet ikke er arbejdsrelateret måske særligt sidder og læser nogen af de mere alvorlige indlæg, jamen.. så tager det en væk fra arbejdet og tilbage til fritid, eller hvad man kan sige."

Emilie: "Cathrine, in particular, well – in all the time I've been working at the bank [1,5 years], I have had quite a lot of transportation time, and during that time I have tried to work on the train sometimes, and that just creates this space where you do not get out of it [Work], I mean, you don't really relax, when you then get home. Whereas.. Well if you in general do something that is not work-related in particular, and maybe read some of the more serious posts, well then you get right off of work and back to leisure time."

4.34

Josephine: "Efter en lang dag på arbejde så kan det jo være totalt rart at komme hjem og flade ud og bare slå hjernen fra, glemme stressen, glemme de deadlines som du endnu engang har overtrådt, fordi der er for mange, så det er der jeg slår hjernen fra og så slapper jeg af ved at leve mig ind i det her univers, og slå min egen hjerne fra."

Josephine "After a long day at work, it is nice to get home and relax, and just turn off your brain, forget all the stress, forget about the deadlines [...] so that is where I really turn off my brain, and then relax by getting wrapped into this universe."

"Det er jo en man ser lidt op til, som er i en branche som man ser lidt op til nogen gange, især modebranchen hvor man selv står lidt udenfor, og kigger ind. Det kan se ret spændende ud. Man får lige pludselig adgang til en branche man ikke har [igennem RPD]"

4.35

Signe: "Når jeg liker noget på instagram, så kan folk også se hvad jeg har liket, og det reflekterer jo tilbage på mig. Når jeg kan se hvad hun liker, så er jeg også mere tilbøjelig til at like det. Pga, hendes anbefaling."

Signe: "When I "Like" something [A post] on Instagram, then people can see what I have "liked", and that reflects back upon me. Then, when I see what she [Catrine] "likes", then I am also more likely to "like" it, based on her recommendation"

4.36

Josephine: "Det kan godt være det lyder lidt åndssvagt, men jeg føler faktisk at jeg har fået mere selvtillid efter at jeg læser hendes blog og jeg tør tage nogen valg, nogen beslutninger, som jeg ikke har turde før. F.eks. Hvis hun har et par støvler på som jeg altid har synes har været lidt for meget, eller lidt for tacky, så at se den her pige, som der egentligt som egentligt er en total normal dansk pige, flot pige, det har gjort i flere situationer, at så kan jeg også og så har jeg gået ud af min comfortzone"

Josephine: "It might seem a little silly, but I actually feel like I've gotten more self-confidence after reading her blog, and that it makes me make some choices, some decisions, that I haven't dared to do so before. For instance, if she has a pair of boots, that I might have always considered to be a bit much, or tacky, then by seeing this girl, whose basically it a totally normal Danish girl, a beautiful girl, that have made me, on several occasions, [feel] that I too have been able to get out of my comfort zone"

4.37

Josephine: "Bloggen er jo meget mere uddybende, det er der hvor du kan lave roman indlæggene, der hvor du kan kommentere dine egne kommentarer og der hvor du kan få en diskussion op at køre eller få feedback op at køre, det har du jo ikke på instagram. Så bloggen er der hvor inspirationen og værdierne mødes, hvor man kan have en dialog på skærmen. Hvor instagram inspirerer mig mere med tøjet, og skoene og "ej hvor ser du godt ud i dag", så det er mere mine øjne der bliver inspireret [...]. hvor bloggen er mere i dybden og mere personligt. Så bloggen er mere personligt, hvor instagram er mere modeorienteret"

Josephine: "the blog is much more elaborate, that is where you can make the "book"-posts, where you can comment, and where you can start a discussion I you'd like, receive feedback, you don't have that on the Instagram [of Cathrine]. So, the blog is where [personal] inspiration and the valuesets meet, where you can have a dialogue on the screen. Instagram on the other hand, inspires me more in terms of clothes, and shoes and "wow, you look good today", so that is more my eyes that gets inspired, [...] where the blog is more in-depth and more personal. So, the blog is personal, where Instagram is more fashion-oriented."

4.38

Marie: "Første jeg gør om morgenen at tjekke instagram, jeg ligger i sengen og tjekker instagram, før i tiden var det facebook"

Marie: "The first thing I do in the morning is to check Instagram, lying in bed an checking Instagram"

4.39

Signe: "Om morgenen når jeg vågner er det første jeg fanger altid min telefon og jeg synes at instagram er nok det medie hvor det er meget nemt at overskue og der er ikke så meget tekst, så det er en meget letfordøjelig ting og tage fat i om morgen'en."

Signe: "in the morning, when I wake up, the first thing I so is to reach for m phone, and I just think Instagram is the medium that is the easiest to comprehend, as its not that text-heavy, making it very easy to digest in the morning"

4.40

Emilie: [Do you consider yourself emotionally invested with Cathrine, and if so – how?] "Fordi det ligesom blev dybere, end jeg bare sidder og læser om hende, for mig, der går skridtet ligesom fra en passiv læser, til at vi faktisk skaber den direkte relation. Øhm, det blev bare ligesom rigtigt der. Uden at få det til at lyde som en stor kærlighedsfilm, men altså sådan, men man kan sidde og læse rigtigt mange ting, med der er i den relation der bliver skabt når man så opdager det er et rigtigt menneske. En ting er selvfølgelig når hun skriver om de her følelser, det gør man jo ikke bare. Det finder du heller ikke på de blogs som der bare har tøj og så er det på et andet niveau. "

Emilie: [Do you consider yourself emotionally invested with Cathrine, and if so – how?] "Because, it have kind of gotten deeper, than me just sitting around reading about her, there is a level between being a passive reader, to us actually creating an actual relationship. Uhm, it kind of just got real there. Wihtout making it sounds like a grand love movie, but in a sense, you are able to sit a read all sort of stuff, but the relationship was created when you realize it's a real person. One thing, is naturally, that she writes about [all] these feelings, that is just not something you do. You don't find that on the blogs that are merely clothes."

4.41

Josephine: "Nu er man jo inde i et fire-års langt relationship med hende, og i starten er man da meget mere hvad kan du, og hvad vil du, årh hvor er du dog irriterende, det har jeg da synes. Men i og med jeg kan genkende mange af vores fællesværdier, så synes jeg egentligt hun er begyndt at være legit og jeg synes igen, nogen ting er jeg enige med hende i og andre ting er jeg uenig med hende i, men at jeg føler egentligt grundlaget er der, og hun kan være objektiv og ærlig og hun ikke bare er en pengemaskine, selvom det jo også er det hun er.[...] Det kommer meget fra hjertet af. og derfor føler jeg en loyalitet, både når hun skriver om produkter der er sponsorerede eller når hun skriver om whatever - hendes tur til paris, oplevelsen af det."

Josephine: "Now I am in a four-year old long relationship with her, and in the beginning it was much more like "What can you do, what do you actually want, god you're annoying", yea I actually used to think that. But, as I started to recognize many of our shared values, then I started to find her quite legit, and even though I sometimes agree with her, and sometimes I don't, I actually feel that the foundation is there, and that she is able to be objective, and honest – and not just a "Moneymaker", even though that is something she is [...] It [the posts] is coming from her heart, and that's why I feel loyal [to her], when she writes about sponsored products, or whatever – her experience of her trip to Paris [is the same].

4.42

Signe: "Alt hvad hun skriver stoler jeg på, om hende selv stoler jeg på alt, og så når det gælder om brands og sådan nogle ting, så ved jeg godt at når man lever af det, så bliver man nød til at takke ja til nogen ting, men jeg synes hun har en gennemsigtighed i de brand samarbejder hun laver, hvor jeg godt kan se hende i det. Jeg synes det er meget reelt, og på den måde virker det endnu mere overbevisende [hos andre er der utroværdige samarbejde mellem brand og person]. Jeg synes hun formår at gøre de samarbejder hun laver meget mere troværdige, og hvor hun også tit har en vinkel som på en eller anden måde, hvor det ikke virker så købt."

Signe: "I trust in everything she writes, in everything she writes about herself, but also about brands, and that kind of thing, I know that when you make a living of it [blogging], then you [Cathrine] has to accept to do some things, but I think she has a transparency in the brands she is collaborating with, where I am able to see her shine through. I think it's very real, and therefore it seems even more convincing [...]. I also think she is able to make the collaborations, she does, more trustworthy, as she also often has an angle which in some way not seems so bought [the expression bought is referred to when a company buy ads from bloggers, without the blogger have any relation to the brand]. "

4.43

Signe: [Why she keeps re-visiting the blog]: Hun virker alt i alt bare som et godt menneske, det kan man mærke, og derfor ønsker man også at se hende klare sig godt følge med i hvad der skal ske med hende"

Signe: [Why she keeps re-visiting the blog] "She just seems like a good person all in all, that you can feel, and that is why you want her to do well, and keep keeping up with what she is up to"

4.44

Josephine: [Why she keeps re-visiting the blog] "Hun er blevet en stor inspirationskilde, og hendes beslutninger kan jeg godt læne mig op ad. Jeg kan identificere mig med hendes beslutninger, med mine egne værdier. Så vi har meget samme værdisæt vil jeg sige. Det er derfor hun er en inspiration, det er derfor jeg kan identificere mig med hende, og bliver ved med at følge hende.

Josephine: [Why she keeps re-visiting the blog] "She has become a great inspiration to me, as I can lean on her decision making. I can identify with the way she decides [on what to do in life]. We share the same values in my opinion, that's why she is an inspiration, its because I can identify with her, and keep following her."

4.45

Marie: 'Når jeg har fulgt Cathrine så længe som jeg har, det er jo hårdt at høre det de går igennem, men jeg tror at... Det var også bare rigtigt rart at der var nogen der der oplevede det her, jeg tror med den digitale alder som der er kommet, så er vi bare allesammen rigtigt meget på vores telefoner og i et online univers hvor vi måske nogen gange ikke rigtigt talt om de her ting [fertilitsbehandling] så vi søger jo nok også nogen gange nogen andre steder hen når vi skal fortælle den her historie. og for min brors kone var det en måde for hende at få fortalt andre på hvad hun går igennem uden at hun selv behøvede at finde ordene, som kan være svært når man går igennem noget så svært som fertilitetsbehandling"

Marie: "When i have followed Cathrine as long as I have, then its really tough to hear [read] what they are going through, but I think that.. However, it was also just really nice somebody experience it [and writes about it], I think in line with the digital age, where we are all on our phones in an online universe, then we might not always get to talk about these kind of things [fertility treatment], so we seek sometimes other places when we need to tell the story. For my brother's wife, this was a way of explaining others what she is going through without needing to find the words herself, which might be difficult when you are experiencing something as hard as fertility treatment".

4.46

Signe: "Hun er en virkelig person fremfor et brand for mig, derfor føler jeg ikke hun er støj på samme måde som de andre, men hvor jeg har lyst til at høre hendes personlige mening". [Hendes personlige mening] betyder noget for mig ja, men det er fordi jeg føler hun har nogen gode holdninger og meninger, og er meget åben og (ikke politisk engageret) men hun har støttet nogen gode formål igennem de samarbejder hun har lavet, hun vil gerne give noget godt til andre og det kan jeg hun give et kadeau til, og har mega

meget respekt for det er også noget jeg selv prøver på, man vil jo gerne gøre det godt. Når man så ser hende gøre det og får de ting til at gå op [at gøre noget godt for andre] så er det også noget jeg gerne vil gøre selv".

Signe: "She is a real person, and not a brand to me, that's why I don't feel she's just noise, as the others [Other bloggers], but in a sense where I feel like getting her personal opinion on things. [Her personal meaning] means something to me, but that's because I feel like she has some good opinions, and are very open (not politically), but in the sense that she have supported some good charitys through the collaborations she does, she wants to do something nice for others, and that is something that I can only support, as I have so much respect for doing something like that, which I am also trying to do in my life. You want to do something good, right? Then when you see her doing it, and make it all work, that makes you want to do it yourself aswell."